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Enhancing the impact of in-store music, Axis partners with leading content providers

While in-store audio is well-established, the potential for music and audio in enhancing the retail customer experience and driving sales is still largely untapped. In announcing a number of strategic partnerships, Axis network audio technologies now integrate with several subscription-based music services to enable tailored background music for business in primarily retail establishments. By partnering with these music services, Axis can now offer a complete solution for retailers who wish to easily manage all aspects of their in-store audio.

Background music for business has a significant impact on the behavior of customers in-store. A study by one of the new Axis partners, Soundtrack Your Brand, found that, in a restaurant environment, playing background music that reflects your brand's identity can boost sales by an average of 9.1% compared to music which doesn't. The existing Axis network audio technology provides a host of use cases, including targeted public address functionality and integration with video analytics. By partnering with providers of customizable background music, Axis can now offer a complete suite of easily-managed, in-store audio solutions.

Axis is today pleased to announce partnerships with Soundtrack Your Brand, Royal Streaming, MUSIC2BIZ and Pinesker Media Company.

“Traditionally, in-store audio has been used for functional staff and customer announcements, or generic background music”, commented Håkan Hansson, Global Product Manager Audio, Axis Communications. “However, research shows that tailored music, combined with strategic announcements, can actively help move customers towards a sale. When combined with Axis network audio devices, the partnerships we have announced today will allow retailers to deliver tailored audio consistently across their store network, supporting core brand values and enhancing the customer experience, with the high reliability associated with a 100% digital system.”

These music services for business can be fully integrated with existing Axis network speaker systems without any additional hardware or software, allowing for the seamless integration of scheduled and ad hoc announcements with tailored music. They can also work with non-Axis audio systems through AXIS C8033 Network Audio Bridge, enabling the connection of both analog and digital audio systems.

Axis network speakers integrated with music services allow HQ central control to ensure the right music is being played at each one of their branches.

Axis audio devices are available through Axis distribution channels, while the music streaming

services are available direct from the content providers.

To learn more about the benefits of network audio, please go to <https://www.axis.com/products/audio>

For more information, please contact:

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About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,800 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit our website www.axis.com.

About Soundtrack Your Brand

Soundtrack Your Brand is an award-winning music streaming service for businesses, backed by Spotify. We offer the world's first Spotify-compatible service for in-store music and the market's largest music library with over 30 Million tracks. Since our launch in 2013, our state-of-the-art music platform and scientifically-proven curation model for music has disrupted the fragmented market for background music and empowered thousands of brands to connect with customers through music. We're on a mission to kill bad background music and have been joined by global brands such as McDonald's, Tag Heuer, Uniqlo, Joe & The Juice, Aesop, W Hotels and Moschino. More at www.soundtrackyourbrand.com

About Royal Streaming

Royal Streaming is one of the fastest growing companies within music services for the Nordic retail industry. Since the start in 2006, Royal Streaming deliver music and technical solutions to retail stores all over the world, enabling increased sales and customer well-being. Royal Streaming can, as one of few suppliers, design music concept with both commercial music and direct licensed music depending from the customers wants and needs.

About MUSIC2BIZ

MUSIC2BIZ was founded in 2013 as an in-store music service with the goal to make the delivery of high quality music to businesses as easily as possible.

MUSIC2BIZ offers companies a complete in-store radio service for the cost-effective supply of music, announcements, in-store advertising and optional information services. As an in-store audio provider and in-store radio service, the company delivers royalty free background music for every need and occasion. The music programs offer optimal music mixes for the hotel, gastronomy and local trade.

About Pinesker Media Company

Mediacone is a product of Media Company Pinesker. Mediacone gives you the opportunity to meet the most detailed background music requirements of your business or brand. We have perfected the ultimate music branding solution by combining smart technology with high quality service. Our system provides you with a full environment of customized music, advertisements and infomercials. We offer dynamic playlists that update automatically and also allow full flexibility for precision timed advertising content. The Mediacone background music system is currently used by in excess of 200 clients and companies.

Based in Finland, we specialize in digital customer space marketing by providing professionally designed and

produced content, equipment solutions and media sales services. In addition, Pinesker's strong background in moving image means we can also fulfill all your visual communications and marketing needs with ease.