

London, February 28, 2012

Axis Communications' Northern Europe team set for further growth

Axis Communications, the global leader in the network video market has today announced four new appointments as it experiences continued growth in the IP surveillance market.

The four new additions to the Northern European team include a regional distribution manager based at their new regional headquarters in the UK, two new key account managers based in Finland and Stockholm and a sales engineer based in the North of the UK.

James Smith joins the team as regional distribution manager following ten years experience with Norbain. Prior to joining Axis, James was head of marketing at Samsung Techwin Europe, responsible for its portfolio of security products. James also brings with him experience as general manager of Forward Vision, a global camera manufacturer acquired by Bosch.

Ian James has been appointed as UK sales engineer with a primary focus on the north of the UK. Ian brings with him a wealth of experience from a range of technical sales roles he has held at Dedicated Micros and will be driving the conversion of analogue to IP surveillance systems. Patrik Westerlund and Jimmy Ek join Axis as key account managers based in Finland and Stockholm respectively and were appointed to add local presence in two of Axis' key locations in the market.

Commenting on the expansion of his team Phil Doyle, regional director, Northern Europe, Axis Communications said: "With analysts forecasting significant growth in the adoption of IP-based surveillance solutions it is essential that we continue to recruit people with the right skills and experience to help drive forward the continued convergence of CCTV systems to IP in our region. On the back of an extremely successful 2011 and a promising start to this year, these new appointments will help us build on last year's success and enable us to fulfil growing customer demand for Axis network cameras."

For more information about Axis' range of network video cameras and applications, please visit www.axis.com. Follow us on Twitter at <http://twitter.com/AxisIPVideo>.

Notes to editors

Axis Communications is the global market leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14,474 million by 2014 according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009

About Axis

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

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