

Watford, January 13, 2014

Axis strengthens regional management team

The global market leader in the network video market, Axis Communications, is gearing up for continued growth in 2014, with a key new appointment and a promotion to its senior management team in Northern Europe.

Dominic Jones joins Axis as regional marketing manager and will be based in Watford. Prior to joining Axis, he spent two years with Samsung Techwin Europe as European marketing manager. In his new role, Dominic will be responsible for overseeing all marketing activity conducted by the company throughout the UK and Nordic markets. He will play a significant part in helping Axis maintain its market leading position.

Commenting on his appointment, Dominic said: "Axis has a reputation as a fast growing, entrepreneurial company, with an open-minded culture. The business has a history of delivering innovative solutions that create new opportunities for all its partners and this is something I hope to build upon in 2014."

Also moving into a new role is Daren Lang, who has been a key member of the Axis UK sales and business development team for the last six years. He will now assume the role of regional business development manager, Northern Europe, with responsibility for driving convergence in industry segments and strengthening the Axis ADP, TPP and A&E programs for technology partners and consultants.

Daren said: "Both the people and the culture at Axis are very special and I am proud to be part of such a fantastic team. I look forward to the challenge of my new role, growing the business development team and increasing Axis' presence across a wider section of market segments. It's our ambition for Axis to be recognised worldwide as the brand of choice for video surveillance."

Dominic and Daren's appointments will form part of a strategic move to strengthen Axis' regional sales and marketing provision to help meet the rapid growth in demand for Axis products.

Atul Rajput, regional director, Northern Europe, added: "We're delighted to welcome Dominic and Daren into their new roles. Axis has always strived to offer 'best in class' support for its wide network of loyal partners and leverage those relationships to deliver best of breed solutions. The expansion of the Northern Europe division will help us to continue to support our channel in focussing on cost effective solutions that deliver real business value for our customers that not only raise the bar for safety and security, but also positively impact operations and business processes."

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About Axis:

Axis offers intelligent security solutions that enable a smarter, safer world. As the global 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 its customers and carried 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 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. More information about www.axis.com.

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