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Axis Communications U.S. Expansion Plan Rolls on with Announcement of Nine Promotions

Internal promotions consist of National Sales Managers becoming Business Area Managers and six Regional Sales Managers promoted to Area Sales Managers

CHELMSFORD, Mass. – February 26, 2014 – Axis Communications, the world leader in network video, today announces nine promotions in its North American team as a direct result of the recently unveiled U.S. Expansion Plan designed to bring the company closer to its partner network and mutual end-customers.

Axis' three National Sales Managers have been promoted to Business Area Managers and are responsible for the planning and execution of all operations originating from their Business Area office:

Karl Radke, Midwest

Bill Wendlandt, West

Ted Wilkinson, Northeast

Additionally, six Axis Regional Sales Managers have been promoted to Area Sales Managers to provide leadership, direction and support to the sales team in their respective Business Area:

Chris Cavey, South Central

Steve Darragh, Mid-Atlantic

Tom Kelley, Northeast

Kyle Reinoehl, Midwest

Steve Stanberry, West

Paul Thompson, Southeast

As part of the Expansion Plan, Axis designated six Business Areas in the U.S., namely the Northeast, Mid-Atlantic, Southeast, Midwest, South Central and West. Operations that thrive on regional knowledge and face-to-face interaction have moved to each Business Area – including sales, field sales engineering, local event marketing and Axis Communications' Academy training. Additionally, each Business Area will have a dedicated customer-facing office complete

with a customized Axis Experience Center, training facilities and boardroom-style meeting rooms.

With Axis offices outside of Boston (Northeast), Chicago (Midwest) and Los Angeles (West) planned to open in 2014, Wilkinson, Radke and Wendlandt were promoted on January 1 to manage all operations in their respective Business Area. Each will continue to report directly to North American Director of Sales Larry Newman, who is based out of the North American headquarters in Chelmsford, Mass. As Axis opens the remaining three Business Area offices in the coming years as part of the Expansion Plan, additional Business Area Managers will be named at that time.

Axis Area Sales Managers will report directly to the individual Business Area Managers and are responsible for managing the sales teams in each of the 24 newly defined sales regions. For Business Areas that do not yet have named Business Area Managers – Mid-Atlantic, Southeast and South Central – the Area Sales Manager is responsible for managing field sales as well as field sales engineering and will also report directly to Newman.

“Our U.S. Expansion Plan enables us to think globally while acting locally so that Axis and our partners can keep pace with the growing opportunities in the IP video and access control markets,” said Newman. “These well-deserved promotions came with a lot of internal competition as our Business Area Managers and Area Sales Managers will play a vital role in ensuring our U.S. partners have the local resources they need to succeed while helping make the world a smarter, safer place.”

About Axis Communications

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. For more information about Axis, please visit our website www.axis.com.

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