

Paris, December 2, 2013

Under embargo to 12.00, December 2nd 2013

Axis Communications receives the 'Prix d'Excellence 2013' award

Axis Communications has been awarded the *Prix d'Excellence 2013*, by the Swedish Chamber of Commerce in France. Axis receives the award for its successes in the French market, for its innovative strategy and for its significant contribution to developing the security market.

“We are extremely honored and happy to receive this award, which is recognition of our successes in the important French market. There is a large focus on security issues in France, and Axis' products facilitate a smarter, safer and more secure society,” says Bodil Sonesson, *Vice President Global Sales*, Axis Communications.

The jury's choice was based on the fact that Axis has made significant efforts to educate the French security market thanks to its innovative strategy, its exceptional ability to listen to customers, its agility and its open approach to a traditionally closed market. Axis works closely with hundreds of software and hardware developers in order to ensure integration of its technology and in this way aims to improve safety and security for everyone.

The Swedish Chamber of Commerce in France's price of excellency *Le Prix d'Excellence* award was established to increase the interest in Swedish companies and its products and services, to create an opportunity for the French-Swedish business community to meet, to spread knowledge about Swedish companies know-how, innovation ability and working methods and to spread knowledge about Sweden and the Swedish business community in France.

Today Axis has a strong and firmly established presence in France. Axis has a network of 4,000 partners that receive technology and sales training from Axis, which ensures a high level of service to end users. Axis' research and development department, based in Southern Sweden, employs French engineers who participate in the development of global security solutions.

In 1996 Axis established its first European subsidiary in France and in the same year that the company invented and launched its first network camera, which revolutionized the traditional camera surveillance market and initiated the shift from analog to digital technology.

The prize-giving ceremony takes place on Monday, December 2, in the evening during the yearly gala event for the Swedish-French business community in Paris, France, organized by the Swedish Chamber of Commerce in France in collaboration with the Swedish Embassy.

About *Le Prix d'Excellence*

The selection criterias for the award include sales and earnings, profitability and market shares, research and development, personnel policy, product and service quality, production and distribution methods and the development of French-Swedish synergies. The successes should be related to the company's activities in France.

The award was chosen by a jury consisting of Gïta Paterson, Chairman of the Swedish of Commerce in France, Pierre Schoeffler, Vice Chairman of the Swedish Chamber of Commerce in France, Guillaume de Noinville, CEO, Electrolux France, Jean-Marie Osdoit, CEO Volvo Construction Equipment Europe & CEO Volvo Holding France, Ulrika Ricort, *Director of International Department*, Sapiance RH.

For further information, please contact:

*Margareta Lantz, Corporate Communications & PR Manager, Axis Communications
Phone. +46 708 90 18 92, E-mail:margareta.lantz@axis.com*

About Axis Communications

As the market leader in network video, Axis is leading the way to a smarter, safer, more secure world - driving the shift from analog to digital video surveillance. Offering network video solutions for professional installations, Axis' products and solutions are based on an innovative, open technology platform. Axis has more than 1,500 dedicated employees in 40 locations around the world and cooperates with partners covering 179 countries. Founded in 1984, Axis is a Sweden-based IT company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit <http://www.axis.com>