



Our added values

Your added benefits

Insert your name and client name
Axis Communications

www.axis.com

Our offering

Sustainability, openness, partnership, people & culture, knowledge, innovation, cybersecurity, reliability, quality, long-term focus.

Training, tools, technical & professional services, AXIS Camera Application Platform.

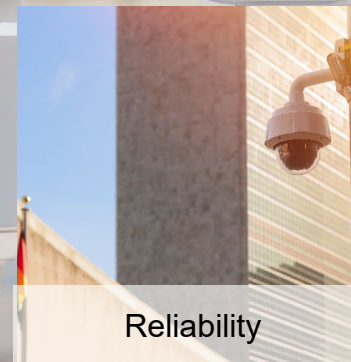
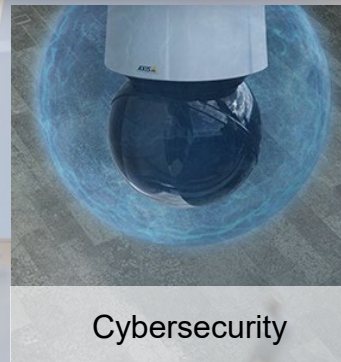
Network solutions in video surveillance, intercom, access control, and audio.

ADDED BENEFITS

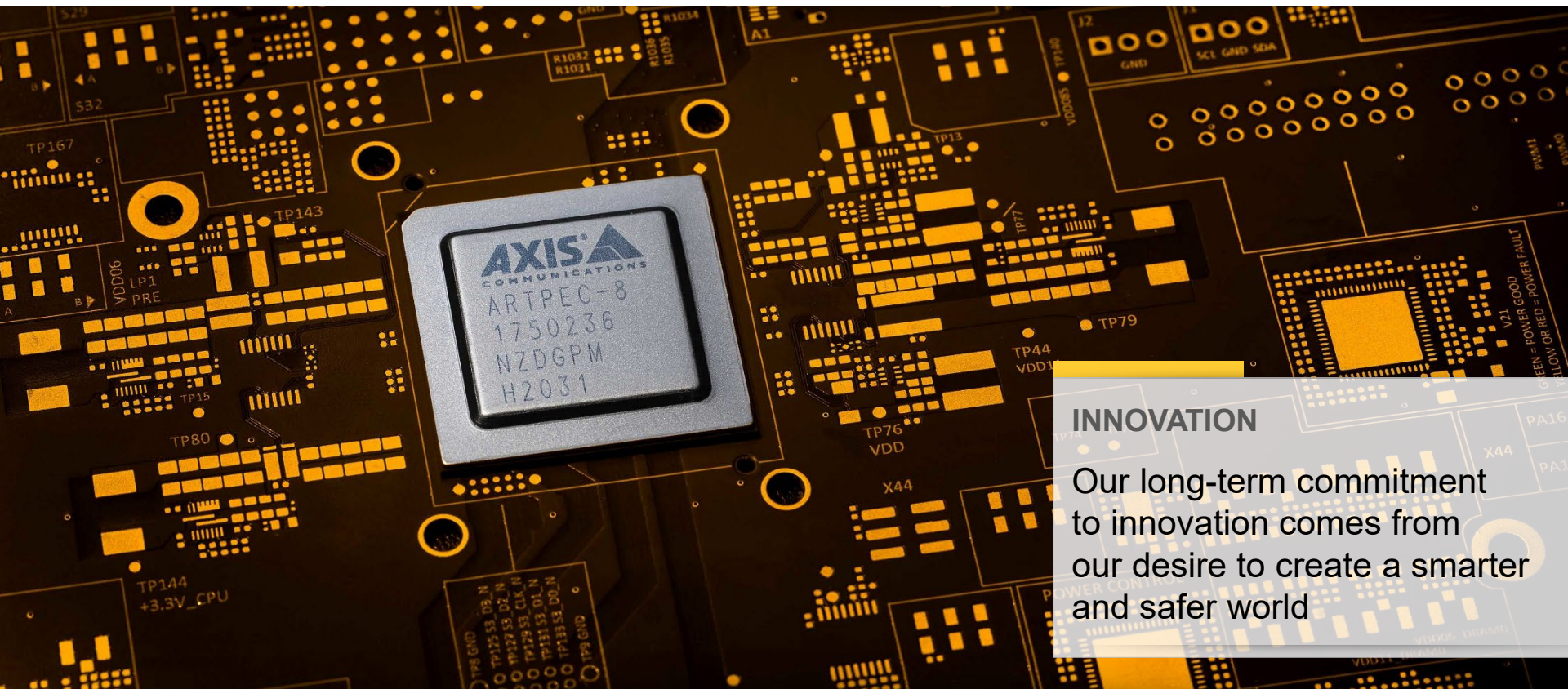
SERVICES

**PRODUCTS
AND
SOLUTIONS**

Added benefits at a glance



Our commitment to creating customer value



INNOVATION

Our long-term commitment to innovation comes from our desire to create a smarter and safer world

Our commitment to creating customer value

INNOVATION

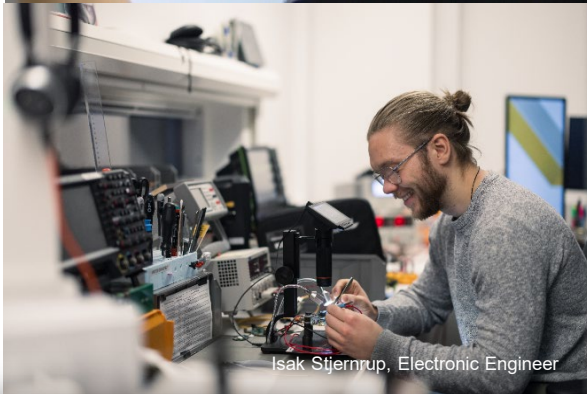
Pioneering innovations

Re-design for new functionality

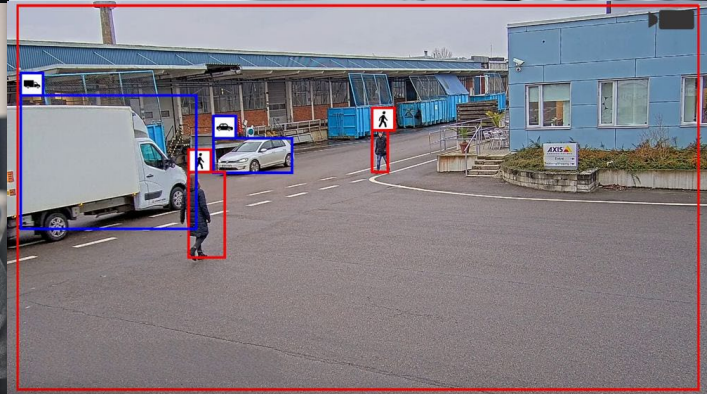
35% of employees within R&D

Culture encouraging new ideas

Collaborations to spark innovation



Isak Stjernrup, Electronic Engineer



Ingrained in our culture, products and services



Carl Trotzig, Director Environment and Supply Chain Sustainability

QUALITY

We work to provide the highest quality in our products and solutions, business relationships, training, and customer support – equipping our partners and customers with the tools needed to succeed

Ingrained in our culture, products and services



QUALITY

Quality controls at all stages of production

5-year warranty

Rigorous process for approving vendors

Supplier code of conduct

Extensive customer support, tools, and services

Acting responsibly with a sustainable approach



SUSTAINABILITY AND BUSINESS ETHICS

We apply sustainability principles across the value chain, taking into account environmental impact, people and society, and business practices

Jonna Lagerblad, Ausra Reinap and Johan Widerdal - members of the Axis Green Design Group

Acting responsibly with a sustainable approach

SUSTAINABILITY AND BUSINESS ETHICS

UN Global Compact and UN's Sustainable Development Goals

Code of conduct

Openly reporting on sustainability efforts and sales result

Safeguarding privacy

Environmental goals and technologies that lower energy consumption



Malin Svensson, CPO
and Ray Mauritsson, CEO



Securing better cyber protection together

CYBERSECURITY

We are working according to well-defined processes and providing knowledge, technologies, tools and services to support our customers' cybersecurity requirements

Securing better cyber protection together

CYBERSECURITY

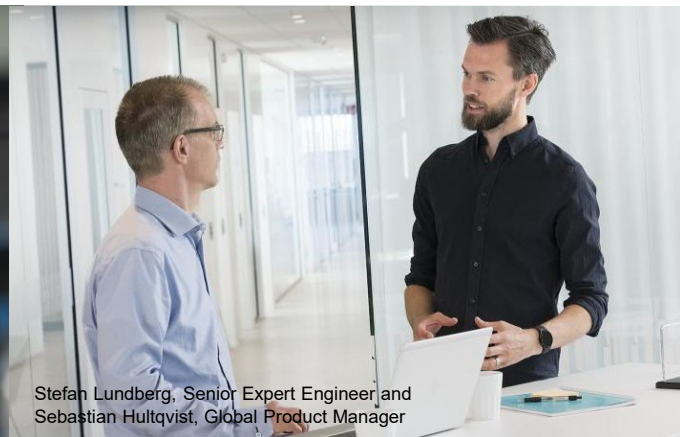
Built-in cybersecurity features

Default security settings

Cybersecurity best practices

ISO-certified suppliers

Tools and services for security upgrades



Being reliable, transparent and resilient



Members of the Axis Software Security Group responsible for the Axis Security Development Model

RELIABILITY

Trust comes from being transparent, consistent and by delivering high quality. We work hard to achieve this.

Being reliable, transparent and resilient

RELIABILITY

Relationships based on trust

Openly reporting on sustainability efforts and sales result

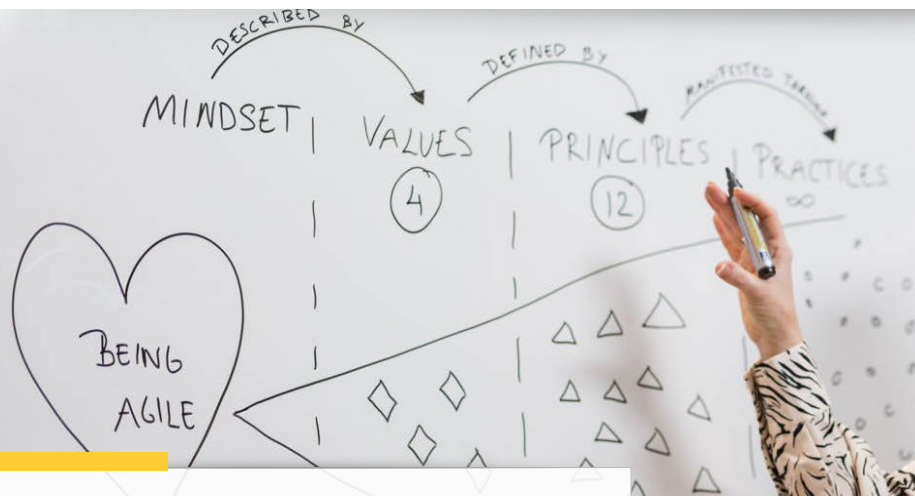
Code of conduct

Zero tolerance towards bribery and corruption

Focus on cybersecurity, data protection and safeguarding privacy



The foundation for our future success



PEOPLE AND CULTURE

The combination of people, culture and technology creates an experience that meet and exceed customer expectations

Magdalena Cedinger, Engineering Manager

The foundation for our future success

PEOPLE AND CULTURE

Global organization united by one culture

Embodying core values

Striving for a greater purpose

Strong commitment to excellence in what and how we do things

High scores on employee surveys



Fredrika Hill, Recruiting Specialist



Marko Stozinic, Engineer



Ricardo Marranita and Frida Hjortronsteen
participants in Axis Mentorship Program

Succeeding together



PARTNERSHIP

We know that we are stronger together and by joining efforts we can make a greater difference

Succeeding together

PARTNERSHIP

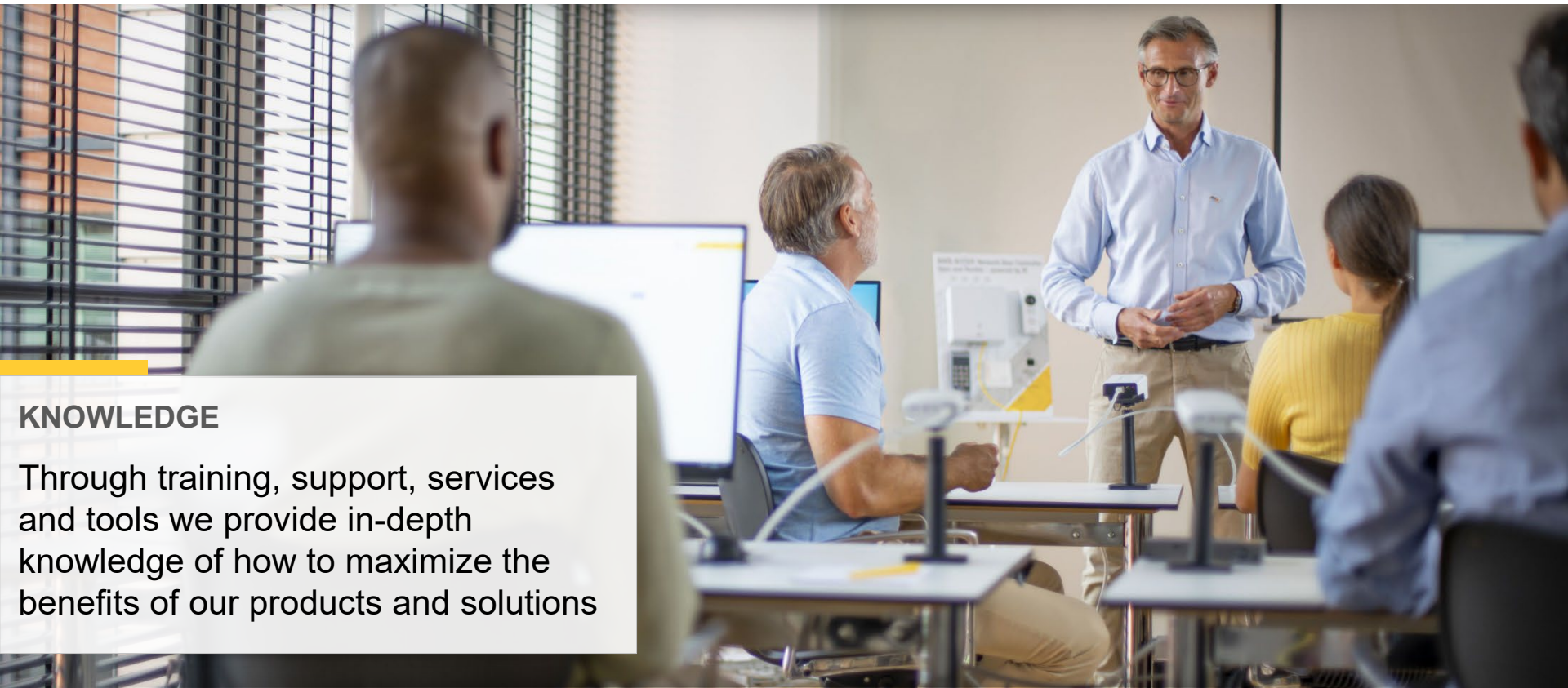
We **sell** through our partners in our two-tier sales model

We **innovate** within our partner network

We **support** customers through our partner network



Sharing our expertise



KNOWLEDGE

Through training, support, services and tools we provide in-depth knowledge of how to maximize the benefits of our products and solutions

Sharing our expertise

KNOWLEDGE

Axis Communications Academy with Certification

Professional services for tailored solutions

Global customer support in 15+ languages

Supporting tools

Global network of 200 sales and solution engineers



We are in it for the long run



LONG-TERM FOCUS

We have a long-term focus in everything we do, for the benefit of our partners and customers

We are in it for the long run

LONG-TERM FOCUS

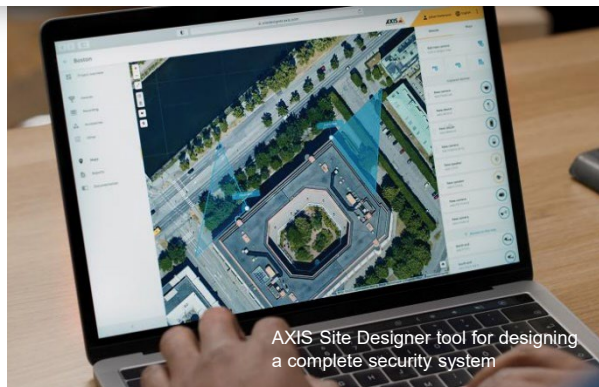
Business relationships

Long-term profitable growth

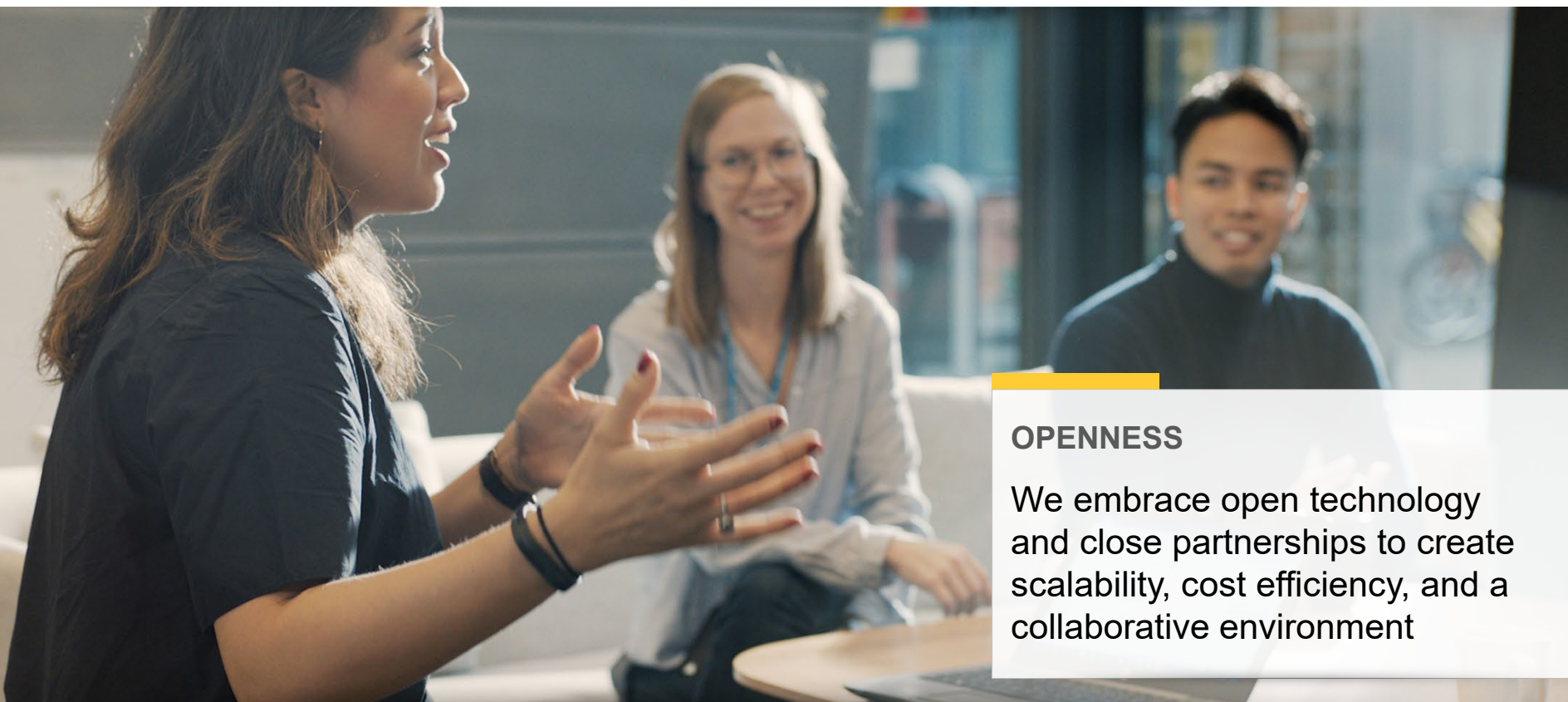
Investing in project tools
and pre-sales resources

Axis Communications
Academy

Investing in our own
system-on-chip



Our commitment for scalability and close cooperations



OPENNESS

We embrace open technology and close partnerships to create scalability, cost efficiency, and a collaborative environment

Our commitment for scalability and close cooperations

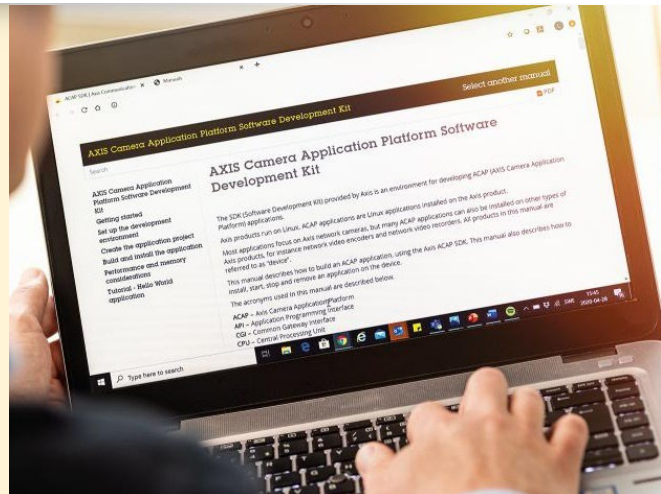
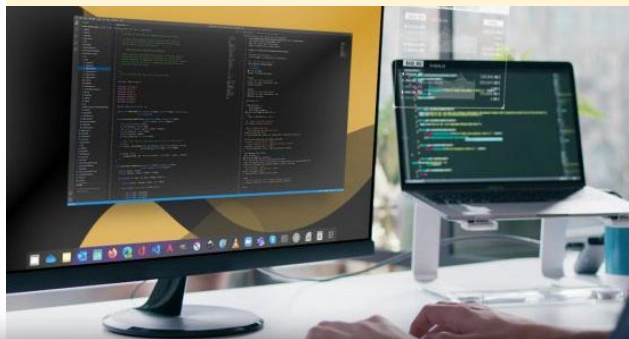
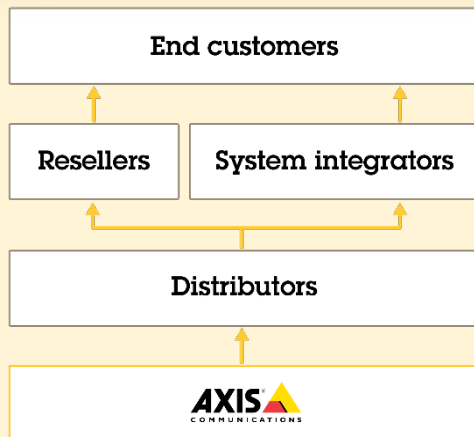
OPENNESS

Open standards and avoiding proprietary protocols

Products compatible with third-party solutions

ONVIF for open standardization in the industry

Business model based on openness



THANK YOU

