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Axis increases efforts to reach profitability and growth in Document Division

Axis Communications is restructuring its organization for core document-printing and storage operations. These changes aim to increase profitability and secure a positive trend of sales. Two customer-oriented units are being created: one dedicated to the Networked Office and one to OEM (Original Equipment Manufacturers).

Networked Office operations will be based on Axis' extensive international distribution network and on the corporate brand, which is well established among medium-sized and large companies. It will provide its customers with network solutions from all Axis' units. Substantial parts of Axis' international sales organization will also be included in Networked Office. The unit will be managed by Bodil Sonesson, currently sales manager for EMEA (Europe, Middle East, Africa). The centralization of product development and marketing efforts will result in more clearly defined customer orientation and create the potential for increased profitability. At the same time, expansion of the product range will enable growth opportunities to be exploited in a more efficient manner.

The OEM unit will be based on Axis' strong position as a supplier of network solutions to a number of leading printer and copier producers. During the most recent six-month period, sales from these operations have grown by 44 percent compared to the same period in the previous year. Through this new, dedicated organization, Axis will be able to better exploit its growth potential by continuing to focus on profitability. Today, OEM solutions are sold to such customers as Canon, Fuji-Xerox and IBM.

About Axis Communications

The Axis Communications Group, with the parent company Axis AB, is a leader in network connectivity and emerging wireless Internet based services. The company is at the forefront of developing network appliance solutions that enable people and organizations to get easy and immediate access to devices and services. Axis is one of the global leaders in several key thin server and network device markets, such as printer, storage and video connectivity, and is doing pioneering work in the rapidly expanding markets of wireless and mobile communications.

Founded in 1984, Axis employs more than 500 people worldwide, including the 50 percent owned subsidiary, Netch Technologies. The group had a turnover of approximately 695 MSEK in the financial year 1999/2000. Axis is headquartered in Lund, Sweden and has a total of 28 offices throughout North America, Asia and Europe. Axis is a publicly traded company on the OM Stockholm Exchange's O-list. Information about Axis can be found at <http://www.axis.com>.

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