# Year-end report 2011



#### The fourth quarter

- Net sales increased during the fourth quarter by 20 percent to SEK 1 051 M (875). Net sales increased by 22 percent in local currencies.
- Operating profit increased to SEK 192 M (125), which corresponds to an operating margin of 18.3 percent (14.3).
- Profit after tax amounted to SEK 134 M (90).
- Earnings per share amounted to SEK 1.93 (1.29).

#### January-December

- Net sales during the year amounted to SEK 3,578 M (2,933), corresponding to growth of 22 percent. Net sales increased by 33 percent in local currencies.
- Operating profit increased to SEK 633 M (415), which corresponds to an operating margin of 17.7 percent (14.1).
- Profit after tax amounted to SEK 456 M (300).
- Earnings per share amounted to SEK 6.56 (4.32).

The board proposes a dividend of SEK 5.50 of which SEK 3.25 is an extra dividend (SEK 4.50 of which SEK 3.00 was an extra dividend).

## Increased market shares

We completed a successful year in the fourth quarter by passing SEK 1 billion in sales for the first time during a single quarter. The impact on sales of the floods in Thailand was much lower than expected after successful efforts to relocate production, among other things. The sales increase of 33 percent in local currencies for the full-year 2011 means that we estimate that we captured market shares in the rapidly growing global network video market. This trend is due to our competitive product portfolio as well as the global expansion of our sales organization.

We have seen a difference in regional trends during the year. Axis is a clear market leader in the Americas region and has a well developed network of partners. In 2010, IMS Research ranked Axis as number 1 in the surveillance camera market and we estimate that we have captured additional market shares since then. Market growth in the EMEA region has been affected to some extent by the economic uncertainty in Southern Europe among other places, while in the region's emerging markets we have seen increased interest for network video products. The Asian market is very important for us in a long-term perspective and we are continually building up positions in order to take advantage of the strong growth in network video that is expected in the region. In

China, for example, we increased the number of employees by 65 %.

We see some seasonal slowdown during early 2012, but in the longer term, we still do not see anything that indicates a change in the growth potential. Our expansion plans are thus unchanged, and in 2012 we expect to maintain at least the same rate of product releases and recruitment of new employees.

Ray Mauritsson, President

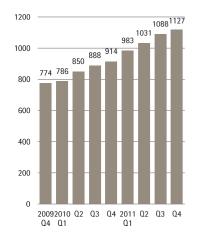






The floods in Thailand last October affected about 13 million people when 65 of Thailand's 77 provinces were declared flood disaster zones, and the water level was 1.5–2 meters above normal.

#### Number of employees



## Events during the fourth quarter

#### Successful management of the situation in Thailand

For a growth company like Axis, a well-functioning supply chain is of the utmost importance. Axis uses contract manufacturers and suppliers with factories in a number of locations worldwide in order to ensure continuous and flexible production. Some of these suppliers and contract manufacturers are based in Thailand in the area which was affected by large-scale flooding during the fall of 2011.

The effects of the disruptions due to the flooding were minimized by moving production to suppliers with manufacturing facilities at other sites in the world, some redesign of the products at the headquarters in Lund and by close collaboration with Axis' Thai partners in order to help them get quickly back to full capacity. As some work is still left before production in the area returns to normal, the risk for some delivery disruptions remains.

#### Cost-efficient solutions for smaller-scale installations

A significant portion of the total market for video surveillance consists of smaller installations such as individual store owners, hotels and offices. It is still the case that only a few of these have digital video surveillance, but the need for better image quality among other things is also driving demand for network video in this segment. Axis develops various cost-efficient solutions for smaller installations that contribute to a more rapid shift to digital technology. AXIS Video Hosting System (AVHS) is a platform developed by Axis which means that customers with smaller-scale installations of security systems do not need to invest in storage or administration of the system. Towards the end of 2011, several Axis' partners, including in France and the US have started to market offerings built on AVHS.

#### Continued high rate of recruitment

The recruitment rate also remained at a high level during the fourth quarter when a total of 39 new employees were hired. This means that the number of employees amounted to 1,127 at year-end, which corresponds to an increase of 23 percent during 2011. Recruitments in the fourth quarter related to the strengthening of the global sales organization as well as the R&D department at the headquarters in Lund, with predominance towards the sales organization. Today, Axis is present with its own personnel in almost 40 countries and in all continents.

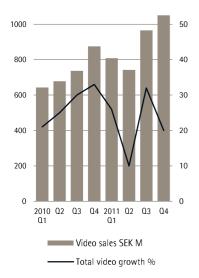
## Comments on the income statement and balance sheet

#### Net sales

The fourth quarter

Net sales for the fourth quarter amounted to SEK 1 051 (678), which was an increase of 20 percent. Foreign currency effects had a negative impact on sales of SEK 16 M.

#### Sales

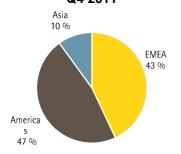


Sales in the EMEA region amounted to SEK 452 M (403) during the fourth quarter, corresponding to growth of 12 percent. Growth in local currency totaled 14 percent. The trend was stable in virtually the entire region, and compared to a very strong fourth quarter in 2010. Greatest interest for network video was noted within infrastructure as well as transport and city surveillance. Weaker demand was noted in Southern Europe than the market as a whole.

Sales in the Americas region amounted to SEK 495 M (380) during the fourth quarter, corresponding to growth of 30 percent. Growth totaled 33 percent in local currency. The trend in Axis' largest market continued to be strong during the fourth quarter, driven by a rapid shift to network video. Distributors' inventory levels at year-end remained at the same levels as at the end of the third quarter, which is a result of the rapid increase in sales during the year and also indicates continued optimism.

The Asia region reported sales of SEK 103 M (92) during the fourth quarter, corresponding to growth of 12 percent in both local currency and Swedish krona. After strong growth earlier in the year, the increase in demand declined somewhat during the fourth quarter. Interest for network video products continued to be greatest within the city surveillance and retail segments. Customers in the Asian market often choose a digital system directly, which means that the network video market has good growth potential in the long term.

#### Invoicing per region, Q4 2011



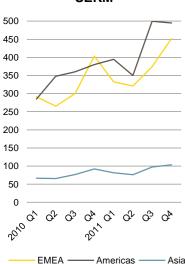
#### Full-year 2011

Net sales for the year totaled SEK 3 578 M (2,933), an increase of 22 percent in Swedish kronor and 33 percent in local currency. Foreign currency effects, primarily from USD and EUR, impacted sales negatively during the year by SEK 313 M.

The trend during the year differs to some extent in Axis' various regions. Axis' largest market, the Americas region, which accounted for 49 percent of total sales during the year, showed a very strong trend during the full year 2011 with a sales growth of 40 percent in local currencies. Sales in the EMEA region increased by 26 percent in local currencies which we estimate is on a level with the market as a whole. Axis' sales in the Asia region increased by 27 percent during 2011 in local currencies.

Invoiced sales per product group, SEK M	Q4 2011	Q4 2010	2011	2010
Video	1,046.7	869.0	3,550.5	2,890.1
Other	4.2	6.3	27.1	42.9
TOTAL	1,050.9	875.3	3,577.6	2,933.0
Invoiced sales per region, SEK M	Q4,2011	Q4,2010	2011	2010
EMEA	452.1	403.4	1,479.3	1,259.6
Americas	495.3	379.9	1,739.6	1,373.0
Asia	103.5	92.0	358.7	300.4
TOTAL	1,050.9	875.3	3,577.6	2,933.0

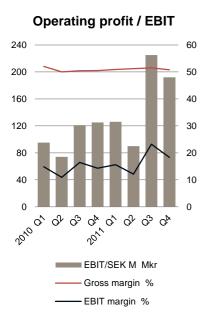
#### Sales per region, SEKM



#### **Earnings**

#### The fourth quarter

Operating profit during the fourth quarter amounted to SEK 192 M (125), which corresponded to an operating margin of 18.3 percent (14.3). The satisfactory operating profit was largely due to the strong sales trend. The gross margin continued to be stable and amounted to 50.8 percent (50.5) during the fourth quarter.



Profit before tax totaled SEK 192 M (125). Profit after tax amounted to SEK 134 M (90). Changes in foreign exchange rates impacted operating profit negatively by SEK 1 M, compared to the corresponding period of the preceding year.

#### Full-year 2011

The Group's operating profit during the year amounted to SEK 633 M (415), corresponding to an operating margin of 17.7 percent (14.1). The satisfactory operating profit was largely due to the strong sales trend. The gross margin totaled 51.1 percent (50.7). Profit before tax was SEK 631 M (413) and profit after tax was SEK 456 M (300). Changes in foreign exchange rates impacted operating profit negatively by SEK 46 M, compared with the preceding year.

Condensed income statement, SEK M	Q4 2011	Q4 2010	2011	2010
Net sales	1 050,9	875,3	3 577,6	2 933,0
Gross profit	533,7	442,3	1 827,4	1 486,3
Gross margin	50,8%	50,5 %	51,1%	50,7 %
Operating profit	191,9	125,3	633,2	415,0
Operating margin	18,3%	14,3 %	17,7%	14,1%
Pretax profit	191,6	124,7	631,0	412,8

#### Cash flow, investments and financial position

The cash flow from operating activities for the year amounted to SEK 454 M (391). Net investments amounted to SEK 82 M (53), of which capitalized development costs amounted to SEK 19 M (20). The strong cash flow during the second half-year was explained by the strong operating profit combined with a stable working capital, among other things. Axis had SEK 425 (366) M in cash and cash equivalents at year-end, as well as unutilized credit facilities of SEK 200 (200). At January 1, 2012, utilized credit facilities amounted to SEK 500 M. Accordingly, the company had a total of SEK 625 M (566) at its disposal at December 31, 2011.

#### Shareholders' equity

Consolidated shareholders' equity totaled SEK 769 (627) M. The total number of shares at year-end was 69,461,250 (69,461,250). Axis has no outstanding stock option programs. The Group's equity/assets ratio was 47.5 percent (49.0) at December 31, 2011.

(SEK M)	Share capital	Other contri- buted capital	Other reserves	Received earnings	Total equity
Opening balance at Jan 1, 2010	0.7	275.0	-0.6	333.3	608.4
Total comprehensive income for the period	-	-	-7.7	299.8	292.1
Exercise of warrants	-	4.2	-	-	4.2
Dividend	-	-	-	-277.5	-277.5

Closing balance at Dec 31, 2010	0.7	279.2	-8.3	355.6	627.2
Opening balance at Jan 1, 2011	0.7	279.2	-8.3	355.6	627.2
Total comprehensive income for					
the period	-	-	-1.7	455.7	454.0
Dividend	-	=	-	-312.6	-312.6
Closing balance at Dec 31, 2011	0.7	279.2	-10.0	498.7	768.6

#### Parent company

The parent company's operations are primarily focused on company-wide administration. The parent company has no employees. Sales during the period amounted to SEK 14 M (8) and operating profit to SEK –8 M (–4). At the end of the period, cash and cash equivalents amounted to SEK 155 M (175) and borrowing was SEK 0 M (0) No investments were made during the period.

## Outlook

Axis and external market research institutions estimate the annual growth potential of the network video market to be 25–30 percent in the next few years. An important factor for continued high future growth is that the penetration is increasing within smaller-scale installations, which today are dominated by analog systems. This will imply further expansion both as regards personnel and marketing efforts. However, the at times, irregular sales trend between individual quarters is expected to continue. Axis project indicators at the end of 2011 pointed to a seasonal slowdown of demand in early 2012, in line with the trend for the same period in recent years.

In order to meet market demand and retain its position as the market-leading supplier of network video solutions, Axis will continue to develop and release a large number of innovative products, refine the partner network and also recruit more personnel and expand globally.

## Other

#### Award to Axis' Chairman

Axis' Chairman, Lars-Erik Nilsson received the Golden Gavel award (sw. *Guldklubban*) in December, which is awarded by the Golden Gavel foundation, a non-profit association established by the Swedish Academy of Directors and Deloitte, which advocates better board work in Swedish companies. The motivation read:



"For years, Axis has shown exceptional growth with continuous high profitability, and today the company has a world-leading position in its field. To a large extent, this development bears the hallmarks of Lars-Erik Nilsson. Through his calmness and warmth he instills confidence and a belief in the future throughout the organization. Using his extensive international experience, he has been able to navigate the company through many difficulties during its rapid growth."



The Golden Gavel award aims to highlight and increase awareness of the crucial role of the chairman in efficient and business-oriented board work.

#### Risks and uncertainties

Axis' operations are subject to a number of risks and uncertainties, which are described in the 2010 Annual Report. Aside from the macroeconomic uncertainty in the world, the situation in Thailand also implies a risk for weaker product availability also during the first quarter of 2012.

#### Accounting policies

This interim report is prepared in accordance with the Swedish Annual Accounts Act and IAS 34, Interim Financial Reporting. For information on the accounting policies applied, see the 2010 Annual Report. The accounting policies are unchanged, compared with those applied in 2010.

#### **Nominating Committee**

Axis' nominating committee is composed of representatives from the three largest share-holders; Christer Brandberg (Inter Indu AB), Therese Karlsson (LMK Industri AB) and Martin Gren (AB Grenspecialisten). Christer Brandberg is Chairman and Convener. Proposals and viewpoints from shareholders concerning the composition of the board of directors may be submitted in writing to the following address: Axis AB, attn. Adrienne Jacobsen, Emdalavägen 14, 223 69 Lund, Sweden, or by phone +46 46 272 18 00.

#### **Annual General Meeting**

Axis' Annual General Meeting will take place on April 18, 2012 at 5 p.m. in Lund. Venue to be announced subsequently.

#### The Axis share

The company's share is listed on the OMX Nordic Exchange, Stockholm AB on the Mid Cap segment, under the ticker AXIS. Axis' share had a turnover of 36,043,645 shares during the period January–December 2011, which gave an average turnover of 142,465 shares per trading day, to a value of SEK 18.6 M. The average price of the share during 2011 was SEK 131.51.

#### Reporting dates

Axis will report on the following dates during the 2012 fiscal year:

> Interim report, January-March: Wednesday, April 17

> Interim report, January-June: Friday, July 10

> Interim report, January-September: Thursday, October 18

The year-end report will be released in February 2013.

#### Dividend

The board of directors proposes a dividend of SEK 5.50 (4.50), of which SEK 2.25 consti-

tutes an ordinary dividend in line with Axis' dividend policy and 3,25 constitutes an extra dividend. Axis' dividend policy is to declare an ordinary dividend amounting to approximately one third of the profit for the year after tax, taking the group's long-term target equity/assets ratio into consideration.

The board anticipates a continued positive trend during the 2012 fiscal year. The view of the board of directors is that the proposed dividend will not prevent the company from fulfilling its obligations over the short or long term or from making necessary investments.

Lund, February 2, 2012

President

Board of directors

#### Consolidated income statement

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	Q4	Q4		
(SEK M)	2011	2010	2011	2010
Net sales	1,050.9	875.3	3,577.6	2,933.0
Cost of sold products and services	-517.2	-433.0	-1,750.2	-1,446.7
Gross profit	533.7	442.3	1,827.4	1,486.3
Other revenues and changes in value	3.0	-12.2	19.7	-22.3
Selling and marketing costs	-176.1	-162.3	-610.4	-553.6
Administrative costs	-37.0	-31.0	-135.8	-113.3
Research and development costs	-131.7	-111.4	-467.6	-382.1
Operating profit*	191.9	125.3	633.2	415.0
Financial expenses	-0.3	-0.6	-2.3	-2.2
Pretax profit	191.6	124.7	631.0	412.8
Tax	-57.7	-34.9	-175.3	-113.0
Net profit for the period	133.9	89.8	455.7	299.8
Other comprehensive income				
Cash flow hedges	0.0	0.1	0.0	1.2
Hedging of net investments	0.0	0.0	0.0	0.3
Exchange rate differences	5.0	5.7	-1.7	-8.8
Tax attributable to components in other comprehensive income	0.0	0.0	0.0	-0.4
Other comprehensive income for the period, net after tax	5.0	5.8	-1.7	-7.7
Net profit for the period	138.9	95.6	454.0	292.1
Total comprehensive income attributable to:				
The Parent Company's shareholders	138.9	95.6	454.0	292.1
Earnings per share before dilution, SEK	1.93	1.29	6.56	4.32
Earnings per share after dilution, SEK	1.93	1.29	6.56	4.32
Average number of shares before dilution, thousands	69,461	69,461	69,461	69,406
Average number of shares after dilution, thousands	69,461	69,461	69,461	69,406

<sup>\*</sup> Net effects of changes in exchange rates in underlying liabilities and receivables denominated in foreign currencies have impacted operating profit positively by SEK 2 M (negatively by SEK 13 M) for the fourth quarter and positively by SEK 18 M (negatively by SEK 23 M) for the year 2011.

#### Cash-flow statement

	Q4	Q4		
(SEK M)	2011	2010	2011	2010
Cash flow from operating activities before change in working capital	193.5	134.1	570.8	368.6
Change in working capital	33.0	197.0	-118.6	22.8
Cash flow from operating activities	226.5	331.1	452.2	391.4
Cash flow from investment activities	-24.4	-19.2	-79.9	-51.7
Cash flow from financing activities	-1.4	-27.7	-313.6	-275.2
Cash flow for the period	200.7	284.2	58.7	64.5
Cash and cash equivalents, beginning of period	224.3	82.1	366.3	301.8
Cash and cash equivalents, end of period	425.0	366.3	425.0	366.3

#### Consolidated balance sheet

(SEK M)	Dec 31, 2011	Dec 31, 2010
Fixed assets	186.7	141.4
Inventories	410.9	294.2
Trade receivables	536.4	420.9
Other receivables	58.7	56.2
Cash and cash equivalents	425.0	366.3
Total	1,617.8	1,278.9
Shareholders' equity	768.6	627.2
Long-term liabilities	101.8	92.9
Payables	289.5	235.3
Current liabilities	457.9	323.5
Total	1,617.8	1,278.9

## Key figures

, -	Q4	Q4		
	2011	2010	2011	2010
Net sales growth, SEK (%)	20.1	32.9	22.0	27.5
Gross margin (%)	50.8	50.5	51.1	50.7
Operating margin (%)	18.3	14.3	17.7	14.1
Profit margin (%)	18.2	14.2	17.6	14.1
Depreciation/amortization (SEK M)*	36.5	41.1	36.5	41.1
Shareholders' equity (SEK M)	769	627	769	627
Capital employed (SEK M)	870	720	870	720
Interest-bearing liabilities (SEK M)	0	0	0	0
Net debt (SEK M)**	425	366	425	366
Total assets (SEK M)	1,618	1,279	1,618	1,279
Return on capital employed (%)*	79.6	59.2	79.6	59.2
Return on total capital (%)*	43.7	34.6	43.7	34.6
Return on equity (%)*	66.6	49.3	66.6	49.3
Interest-coverage ratio (times)*	276.4	191.4	276.4	191.4
Equity/assets ratio (%)	47.5	49.0	47.5	49.0
Share of risk-bearing capital (%)	52.1	54.9	52.1	54.9
Capital turnover ratio (times)	4.5	4.2	4.5	4.2
Number of employees (average for the period)	1,121	906	1,039	848
Sales per employee (SEK M)*	3.2	3.2	3.4	3.5
Operating profit per employee (SEK M)*	0.6	0.5	0.6	0.5

<sup>\*</sup> The key figures have been recalculated to full-year values.
\*\* Refers to net interest-bearing receivables and liabilities.

#### Per-share data

	Dec 31, 2011	Dec 31, 2010
Share price at end of period, SEK	138.50	122.50
Dividend, SEK	4.50	4.00
P/E multiple	21	28
Earnings per share before dilution, SEK	6.56	4.32
Earnings per share after dilution, SEK	6.56	4.32
Average number of shares before dilution, thousands	69.461	69.406
Average number of shares after dilution, thousands	69.461	69.406
Number of shares outstanding, thousands	69.461	69.461

## Quarterly data

Invoiced sales per	Q1	<b>Q2</b>	03	<b>Q4</b>	Q1	<b>Q2</b>	03	<b>Q4</b>	<b>Q1</b>	02	03	Q4
product group (SEK M)	2009	2009	2009	2009	2010	2010	2010	2010	2011	2011	2011	2011
Video	509.7	531.3	558.1	645.8	633.1	665.0	722.1	869.0	797.6	740.7	965.5	1,046.7
Other	21.9	10.9	9.9	13.0	9.5	13.3	14.7	6.3	10.7	6.4	5.7	4.2
TOTAL	531.6	542.2	568.0	658.8	642.6	678.3	736.8	875.3	808.3	747.2	971.2	1,050.9
Invoiced sales per region	Q1	<b>Q</b> 2	03	Q4	Q1	<b>Q</b> 2	03	Q4	Q1	<b>Q</b> 2	<b>Q</b> 3	Q4
(SEK M)	2009	2009	2009	2009	2010	2010	2010	2010	2011	2011	2011	2011
EMEA	223.0	222.5	235.6	319.9	291.0	265.2	300.0	403.4	332.2	320.9	374.1	452.1
Americas	259.2	277.8	281.6	266.8	285.2	347.6	360.3	379.9	394.6	350.0	499.7	495.3
Asia	49.4	41.9	50.8	72.1	66.4	65.5	76.5	92.0	81.5	76.3	97.4	103.5
TOTAL	531.6	542.2	568.0	658.8	642.6	678.3	736.8	875.3	808.3	747.2	971.2	1,050.9
	Q1	<b>Q</b> 2	03	<b>Q</b> 4	Q1	<b>Q</b> 2	03	<b>Q</b> 4	<b>Q</b> 1	<b>Q</b> 2	03	Q4
	2009	2009	2009	2009	2010	2010	2010	2010	2011	2011	2011	2011
Net sales growth %	21.5	9.8	4.6	31.6	20.9	25.1	29.7	32.9	25.8	10.2	31.8	20.1
Gross margin (SEK M)	296.7	296.7	297.0	345.8	333.8	339.2	371.0	442.3	411.5	382.4	499.7	533.7
Gross margin %	55.8	54.7	52.3	52.5	52.0	50.0	50.4	50.5	50.9	51.2	51.5	50.8
Operating margin (SEK M)	46.4	46.4	94.6	120.6	95.2	74.0	120.5	125.3	126.2	90.2	224.9	191.9
Operating margin %	8.7	8.6	16.7	18.3	14.8	10.9	16.4	14.3	15.6	12.1	23.2	18.3

#### Parent company income statement

(SEK M)	2011	2010
Net sales	14.1	8.1
Gross profit	14.1	8.1
Administrative costs	-22.4	-11.6
Operating profit	-8.4	-3.5
Result from participations in Group companies	600.2	327.2
Financial income	4.0	66.9
Financial expenses	-15.7	-22.3
Pretax profit	580.1	368.2
Change in tax allocation reserve	61.3	-92.8
Tax	-155.6	-74.0
Net profit for the period	485.8	201.4

## Parent company balance sheet

(SEK M)	Dec 31, 2011	Dec 31, 2010
Fixed assets	15.0	2.3
Receivables from Group companies	768.1	525.6
Accounts receivable and other receivables	1.6	8.0
Tax receivables	1.0	0.0
Cash and cash equivalents	155.3	174.9
Total	941.0	703.6
Shareholders' equity	493.0	319.7
Untaxed reserves	352.6	356.4
Liabilities to Group companies	1.1	1.0
Current liabilities	94.3	26.6
Total	941.0	703.6

## Review report

Auditor's Report on Review of Condensed Interim Financial Information (interim report) prepared in accordance with IAS 34 and Chapter 9 of the Swedish Annual Accounts Act.

#### Introduction

We have reviewed this report for the period January 2011 to December 2011, for Axis AB (publ). The Board of Directors and the CEO are responsible for the preparation and presentation of this interim financial information in accordance with IAS 34 and the Swedish Annual Accounts Act. Our responsibility is to express an opinion on this interim financial information based on our review.

#### The scope of the review

We conducted our review in accordance with the Standard on Review Engagements, SÖG 2410, Review of the Interim Financial Information Performed by the Independent Auditor of the Entity. A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review has a different focus and is substantially less in scope than an audit conducted in accordance with International Standards on Auditing (ISA) and other generally accepted auditing standards in Sweden. The procedures performed in a review do not enable us to obtain a level of assurance that would make us aware of all significant matters that might be identified in an audit. Accordingly, the conclusion expressed based on a review does not constitute the same level of assurance as a conclusion based on an audit.

#### Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the interim report, in all material respects, has not been prepared for the Group in accordance with IAS 34 and the Swedish Annual Accounts Act and for the Parent Company in accordance with the Swedish Annual Accounts Act.

Lund, February 2, 2012 PricewaterhouseCoopers AB

Ola Bjärehäll

Auktoriserad revisor

Huvudansvarig revisor



## **Analyst & Press Conference**

Axis will hold a teleconference for the media and financial analysts today.

A presentation is available on http://www.axis.com/corporate/investor/index.php

Time: February 2 at 10.00 a.m.

Phone number: +46 8 50 52 01 10. Specify Axis Communications.

For further information please contact:

Ray Mauritsson, President
Fredrik Sjöstrand, CFO
Margareta Lantz, Manager, Investor Relations & Corporate Communications
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Axis discloses the information provided herein pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. The information was submitted for publication on February 2, at 8 a.m.