

Co-marketing guidelines for Axis partners



Table of contents

1. Introduction	4
2. Axis trademark and copyright guidelines	4
2.1 Axis relationship logotypes	4
2.2 Axis corporate logotype – special permissions for Axis partners	4
2.3 Authorized use of the Axis trademarks and logotypes	5
3. Co-marketing possibilities on Axis marketing materials	6
3.1 Permission for partners to use Axis copyrighted material	6
3.2 Promotion of partners on Axis copyrighted material	9
3.3 Value proposition co-marketing	10
4. Contacts and permission requests	10
5. Conclusion	10



1. Introduction

Axis co-marketing policy and guidelines apply to all Axis Distributors, Hosting Providers as well as to members of Axis Partner Programs;

- > Channel Partner Program
- > Application Development Partner (ADP) Program
- > Technology Partner Program
- > Architecture and Engineering (A&E) Program

This policy is subject to change at any time and without notice. Partners should visit Axis Partner Pages for the latest version and contact a regional marketing representative with any questions.

2. Axis trademark and copyright guidelines

Axis trademark and copyright guidelines are valid for all third parties including Axis Partners, and can be found at www.axis.com/legal/trademark-and-copyright-user-guidelines.

Axis partners have access to additional trademark and copyright possibilities provided usage complies with the guidelines as detailed below.

2.1 Axis relationship logotypes

Axis has developed relationship logotypes to give participants in Axis partner programs the opportunity to demonstrate and promote their partnership with Axis in a clear and concise manner, by using specific logotypes, as stated in their partner program agreement .

Further, partners may only use the relationship logotype specific for their partner status.

Axis authorizes and encourages partners to use their Axis relationship logotype in any online or print material to promote their membership and status in the Axis partner program.

Relationship logotypes may be downloaded from the Partner Pages at www.axis.com/partner_pages/



Examples of Axis partner program logotype

2.2 Axis corporate logotype – special permissions for Axis partners

Generally Axis does not allow third parties to use its corporate logotype. Axis recognizes several circumstances where Axis partners can use the Axis corporate logotype.

2.2.1 In connection with Axis product sales

Axis partners may use the Axis corporate logo in direct connection with the sale of Axis products in accordance with national trademark legislation. However, the relationship between Axis and the partner must always be clear i.e. that the products are "sold by PARTNER" or "available from PARTNER". If the logo is used in accordance with the above, no prior approval is needed from Axis.

2.2.2 Events

Contracts for specific Axis events may include a provision that allows the use of the Axis corporate logotype on event material such as show posters, panels and other event signage. This permits Axis partners to represent the Axis brand and products at their own booth. The relationship between Axis and the partner must always be clear i.e. that the products are "demonstrated by PARTNER" or "available from PARTNER". A partner booth should not be confused or misrepresented as an Axis booth.

2.2.3 Axis copyrighted marketing materials

Axis offers co-marketing opportunities to partners on Axis copyrighted marketing material. This consists of campaign material such as print advertisements, as well as certain collateral pieces and online materials such as videos. Co-marketing on such specified Axis material is only permissible when this material originates from Axis and final formats are approved by Axis. Co-marketing possibilities are further detailed in section 3.

2.2.4 Partner copyrighted marketing materials

Permission regarding usage of the Axis trademarks or logotypes can be requested from Axis marketing representatives. If permission is granted, partners may use the Axis corporate logotype only for the stated purpose and in the manner for which permission is granted. Material should be sent to Axis for final approval before being printed, communicated in any form and/or published.

2.2.5 Websites and social media

Use of the Axis corporate logotype may be requested for use on partner websites or social media feeds in an appropriately referenced partner section. Use of the logotype may also be accompanied by approved Axis corporate boiler plate or other messaging as provided by Axis. Such use should include a link to a relevant page on axis.com.

2.3 Authorized use of the Axis trademarks and logotypes

Reference to Axis products or services

With the exception of the Axis corporate logotype, partners may use Axis trademarks and name to refer to Axis products or services in advertising, promotional and sales materials.

When referring to **Axis as a company**, never use the name "Axis Communications" or "Axis" in capital letters or with ® or ™ symbol

✓ Axis is a market leader

✗ AXIS Communications® is a market leader

✓ Axis Communications is a market leader

✗ AXIS COMMUNICATIONS is a market leader

When referring to **specific Axis products**, always use AXIS (all capitals) as a trademark

✓ AXIS A1001 Network Door Controller

✗ Axis A1001 Network Door Controller

Indication of a relationship to Axis products and solutions

Partners may indicate the relationship of their products and services to Axis products or services by using an accurate referential phrase in connection with the product or service, provided that the "Axis" name is not part of, or incorporated in, the partner's product or service name. All uses must be accurate and descriptive in nature so there is no likelihood of confusion to the public.

Scenario	"Authorized" ✓	"Unauthorized" ✗
Partner relationship to Axis	"PARTNER" is a member of Axis Communications' Application Development Partner (ADP) Program "PARTNER" is an Authorized Axis Distributor	"PARTNER" is an Axis ADP "PARTNER", Axis preferred Distributor
Partner product/ solution naming	"PARTNER" 's ABC video management software is compatible with Axis Communications' network video products	"PARTNER" Axis software "PARTNER PRODUCT" is Axis-compatible
Partner training & certification promotion	"PARTNER" has Axis Certified Professional staff.	"PARTNER" is Axis certified.
Axis product page on partner website	www.PARTNERDOMAIN.com/axis	www.PARTNER-AXIS.com

3. Co-marketing possibilities on Axis marketing materials

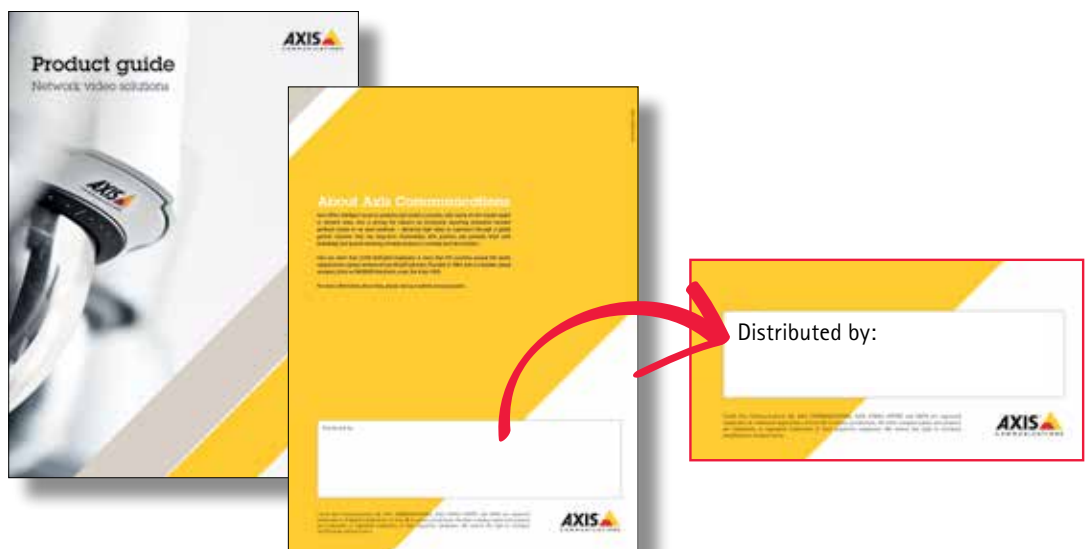
Axis marketing material is protected under copyright laws. Use of Axis copyrighted material or modifications of such material for commercial use without explicit permission constitutes infringement of Axis copyright and may be subject to legal measures. Copyrighted material may be copied only with express written permission from Axis.

Axis offers partners the possibility to co-market or promote their relationship to Axis products and services on Axis copyrighted material as detailed below.

3.1 Permission for partners to use Axis copyrighted material

3.1.1 Marketing collateral

Axis produces a variety of marketing collateral. Axis partners are entitled to add their contact details on the back cover in the special designated "DISTRIBUTED BY"/ "AVAILABLE FROM" area as highlighted below. This area can feature the partner's company logotype and contact details in the form of a stamp, an added label, or printed directly on the material.



Material available for partner co-marketing includes:

- > Product guide
- > Product comparison tables (customizable with partner part number on request)
- > Brochures (excluding "Axis at a glance")
- > Print ads (customizable "call to action" on request)
- > Direct mail pieces (customizable "call to action" on request)
- > Web banners
- > Posters

Material NOT available for co-marketing includes:

- > "Axis at a glance"
- > Axis whitepapers
- > Axis Technical guide
- > Axis product datasheets

3.1.2 Product photography

Axis allows partners to use Axis product photography located in the Image Library on Axis Partner Pages www.axis.com/Partner_Pages/ or in the Axis photo archive on Axis website at: www.axis.com/press-center/media-resources/photos.

The photography shall not be altered or manipulated with the exception of size changes to fit the media where it is to be used.

Each use of an Axis product photo shall be accompanied by a credit line so that it is clear that the materials are owned by Axis, as follows: *"Photo courtesy of Axis Communications AB. All rights reserved."*

3.1.3 Videos

Axis product video clips and corporate movies are not open to co-marketing, therefore it is forbidden to customize them. Nevertheless, they can be used by Axis partners without modification, as long as full copyright credit is given to Axis Communications, as shown in the example below:

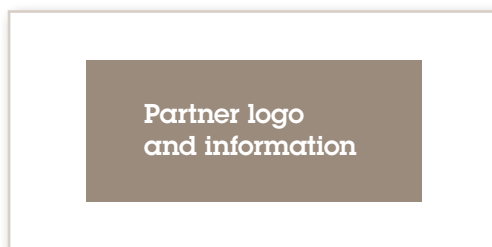
"Video courtesy of Axis Communications AB. All rights reserved."

Use of Axis videos as part of a partner video

At the request of the partner, Axis may, at its discretion, grant partners the right to use its promotional videos or portions thereof, provided that the use complies with the general usage rules for Axis copyrighted materials. Using an Axis copyright authorization form, Axis will provide express written consent detailing how the material may be used

Typical usage of an Axis video may be:

- > Using an Axis promotional video with a "DISTRIBUTED BY/AVAILABLE FROM PARTNER" intro/extro
- > Using a properly credited Axis film sequence as part of a longer partner video production.
"Video sequence courtesy of Axis Communications AB. All rights reserved."



Final movie sequence, including partner logo and information, and clarifying relation to Axis



Final movie sequence with Axis logotype, following partner logo sequence

3.1.4 Social Media

Axis partners should always identify themselves as such when participating in social media conversations and discussing our business and related topics. Partners should share their full name, title, company and location.

Partners should use their relationship logotype instead of the Axis company logotype.

Axis partners may receive information of a confidential nature, which should not be shared in social media channels. Partners may only discuss, share or comment on information which is publically available on axis.com.

Partners should include links with their social media posts to underline, backup and expand on their points. Links should direct to a subpage of the Axis domain on a specific product, technology, industry segment or whitepaper, rather than just axis.com. Relevant images may be included from the image library on axis.com.

If a partner finds a social media post they feel should be addressed by Axis, they should email socialmediahelpdesk@axis.com and include the direct link as well as a screenshot.

3.1.5 Power Point Presentations

Axis makes selected power point presentations available to partners from Partner Pages for the purpose of sales and marketing activities. These are usually provided in secured PDF format and can be used without modification without prior written approval.

Axis recognizes several circumstances where partners may wish to include Axis slides (or portions thereof) in their own power point presentations. In such cases, the partner should request written permission from Axis. If approved, Axis will provide the partner with source material.

All use of Axis slides within a partner branded presentation should be in the graphical profile of the partner - accompanied by a credit line so that it is clear which elements of the presentation are owned by Axis, as follows: *"Slide courtesy of Axis Communications AB. All rights reserved."*

It is NOT permitted to use the Axis graphic identity (look and feel) in combination with partner graphic identity.

3.1.6 File availability and production considerations

Axis publishes low resolution, screen-optimized PDF files on the Axis Partner Pages. High resolution PDF files for local reprint are available on request to the partner's local Axis marketing representative.

Note that there are several ways to feature partner contact details on Axis printed marketing material:

- > A non-customized, final high resolution PDF where partners themselves can affix a stamp or label
- > A customized, final high resolution PDF, including the partner's logotype and contact details. Partner must provide a high-resolution (300 dpi) logotype in EPS format

Partners are not permitted to edit Axis copyrighted material. Axis will NOT provide source files for editing.

3.2 Promotion of partners on Axis copyrighted material

3.2.1 Case studies

Axis actively promotes partners through case studies. As shown below, Axis case studies feature a specific section dedicated to partners on the front page, as well as recognition with partner logotype (high resolution 300 dpi) on the back page, and mention of the partner company in the body copy.

A low-resolution PDF file of the story will be published on the Axis website, a web page created accordingly, and a high-resolution PDF file for partners to reprint will be provided on request.



3.2.2 Marketing collateral

In addition to case studies, Axis actively promotes partners and complementary solutions in other marketing material. Such promotion may include partner logotype, company/ contact details, solution/ component description etc.

Example of marketing material may include:

- > Advertisements (print or digital)
- > Promotional flyers
- > Event material
- > Axis whitepapers
- > Direct mail pieces (print or digital)

Axis will only promote partners with their express written consent.

3.2.3 Web

Axis actively promotes partners on its website for the purpose of finding a reseller of Axis products, or to find a complementary hardware or software product/ solution. Such promotion typically includes: company details, partner logotype, brief description and contact details, as well as a link to a landing page on the partners website containing relevant information about Axis.

Axis, at its sole discretion, shall determine which partners will be promoted on its website (with partner permission). Typically this is a benefit reserved for silver and gold level partners but some exceptions may apply for other business priorities.

3.3 Value proposition co-marketing

For selected silver and gold level partners, Axis proactively develops joint value propositions, which may result in shared intellectual property. As mutually agreed, Axis and partner may develop their own materials in their respective brand identities with proper accreditation.

Example: *"Jointly developed by Axis and PARTNER"*.

Partner selection for joint value proposition development subject to mutual business goals and objectives.

4. Contacts and permission requests

Should partners require any additional information on Axis policies and guidelines, as well as permissions for the specific use of Axis trademarks and copyrighted material, please contact a local Axis marketing representative.

A Copyright Authorization Form is available from local Axis marketing representatives.

5. Conclusion

Working closely with our partners is at the very heart of the Axis culture. To that end, understanding and following these co-marketing guidelines is an important part of ensuring that customers experience what they have come to expect of the Axis brand.

We thank our partners for their continued support!



About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 customers 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 2,100 dedicated employees in more than 50 countries around the world, supported by a global network of over 80,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

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