



To business editors:

Press release for immediate publication

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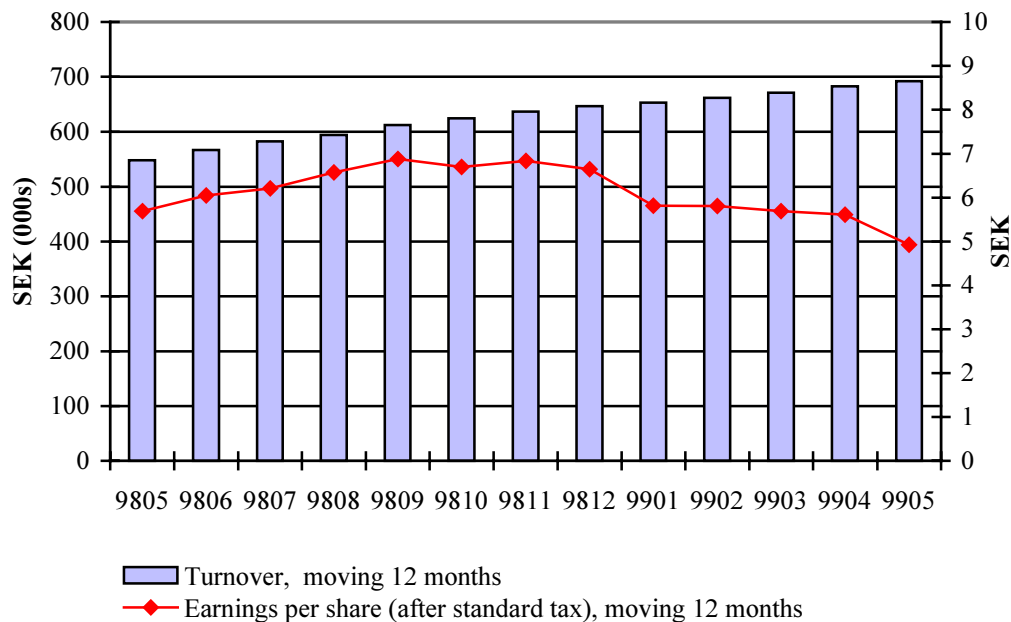
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Report January - May 1999 HL Display AB (publ)

- Sales for January to May increased by 17.6% to SEK 303.6 m (258.1) compared to corresponding period 1998
- Profit before tax amounted to SEK 15.5 m (33.8)



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January to May in brief

The consolidated sales for the period increased by 17.6 per cent to SEK 303.6 m (258.1). In spite of the reported growth rate, the total net sales is not in line with our expectations.

Operating profit amounted to SEK 19.8 m (33.8). HL Display now has capacity for considerably higher volumes than those achieved so far during 1999. This has been made through increased production capacity in the four Swedish plants and through employment of sales personnel in both production and sales companies. As long as the growth rate is not increasing further, the higher cost level will result in a lower profitability than planned.

Profit before tax was SEK 15.5 m (33.8), This includes a translation loss on consolidation of SEK -2.7 m (-0.8). This is explained by the strengthening of the Swedish Krona to other Group currencies, primarily to the Euro, since the beginning of this year.

Net investments in fixed assets amounted to SEK 22.6 m (25.0). In addition SEK 7.9 m (2.4) is related to acquisitions.

Key figures

SEK (000s)	5 months Jan 1999 - May 1999	5 months Jan 1998 - May 1998	Change in per cent	12 months June 1998 - May 1999	12 months June 1997 - May 1998	Full year 1998
Net sales	303 571	258 127	+ 17.6	692 090	548 312	646 646
Operating profit	19 778	33 821	-41.5	54 999	66 638	69 042
Profit before tax	15 528	33 833	-54.1	52 664	65 355	70 969
Profit margin %	5.1	13.1	-61.1	7.6	11.9	11.0
Equity/asset ratio, %	51.0	53.0	-3.8	51.0	53.0	52.0
Investments, MSEK	30.5	27.4	+ 11.3	66.8	64.9	63.6
Return on capital, %	-	-	-	15.8	23.0	21.9
Return on shareholders' equity, %	-	-	-	16.7	26.8	24.5
Shareholders' equity per share, SEK	-	-	-	26.02	23.14	26.00
Earnings per share after full tax, SEK	-	-	-	4.12	5.69	5.81

Stockholm 18/06/99



Anders Remius
Managing Director

Forthcoming reporting dates:

Interim report	6 months 1999	19.07.1999
Monthly report	7 months 1999	18.08.1999
Monthly report	8 months 1999	17.09.1999
Interim report	9 months 1999	18.10.1999
Monthly report	10 months 1999	18.11.1999
Monthly report	11 months 1999	17.12.1999

HL Display shall increase customer profitability by offering the retail trade and its suppliers cost efficient, customer-adapted display systems. Production is to be flexible and delivery times are to be kept short.

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