



To business editors:

Press release for immediate publication

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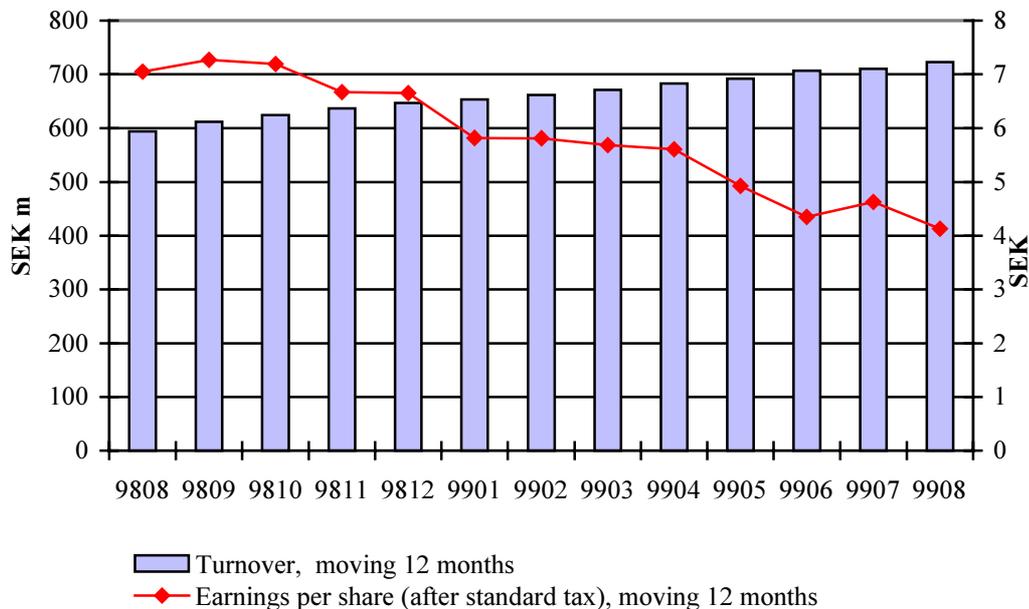
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Report January - August 1999 HL Display AB (publ)

- Sales for January to August increased by 18.3% to SEK 492.1 m (415.9) compared to corresponding period 1998. During August sales was SEK 63.6 m (51.2), an increase by 24.2%
- The periods profit before tax amounted to SEK 29.9 m (56.8). The profit for the month was SEK 2.7 m (8.1)



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January to August 1999 in brief

The consolidated sales for the period increased by 18.3 per cent to SEK 492.1 m (415.9). Net sales during August amounted to SEK 63.6 m (51.2), an increase by 24.2%.

Operating profit for the period amounted to SEK 36.6 m (55.3). The profitability is continuously weakened by the under-utilised production capacity. Actions are taken in order to improve capacity utilisation for the production units.

Profit before tax was SEK 29.9 m (56.8). This includes a translation loss on consolidation of SEK -3.6 m (+1.3). This is explained by the strengthening of the Swedish Krona to other Group currencies, primarily to the Euro, since the beginning of this year.

The profit before tax of August was SEK 2.7 m (8.1).

Net investments in fixed assets amounted to SEK 29.2 m (41.7) during the period. In addition SEK 8.4 m (2.4) is related to acquisitions.

Key figures for the Group

| SEK (000s) | 8 months Jan 1999 - Aug 1999 | 8 months Jan 1998 - Aug 1998 | Change in per cent | 12 months Sept 1998 - Aug 1999 | 12 months Sept 1997 - Aug 1998 | Full year 1998 |
|--|------------------------------------|------------------------------------|--------------------------|--------------------------------------|--------------------------------------|-------------------|
| Net sales | 492 088 | 415 858 | + 18.3 | 722 876 | 593 706 | 646 646 |
| Operating profit | 36 626 | 55 345 | -33.8 | 50 323 | 73 368 | 69 042 |
| Profit before tax | 29 877 | 56 793 | -47.4 | 44 053 | 75 257 | 70 969 |
| Profit margin % | 6.1 | 13.7 | -55.5 | 6.1 | 12.7 | 11.0 |
| Equity/asset ratio, % | 52.8 | 52.5 | + 0.6 | 52.8 | 52.5 | 52.0 |
| Investments, SEK m | 37.6 | 44.1 | -14.7 | 57.1 | 75.1 | 63.6 |
| Return on capital, % | - | - | - | 12.7 | 22.0 | 21.9 |
| Return on shareholders' equity, % | - | - | - | 12.5 | 29.3 | 24.5 |
| Shareholders' equity per share, SEK | - | - | - | 27.11 | 25.14 | 26.00 |
| Earnings per share after standard tax, SEK | - | - | - | 4.13 | 7.05 | 6.65 |
| Earnings per share after full tax, SEK | - | - | - | 3.27 | 6.58 | 5.81 |

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Forthcoming Reports:

| | | |
|-----------------|----------------|------------|
| Interim report | 9 months 1999 | 18.10.1999 |
| Monthly report | 10 months 1999 | 18.11.1999 |
| Monthly report | 11 months 1999 | 17.12.1999 |
| Year end report | 12 months 1999 | 24.01.2000 |



Anders Remius
Managing Director

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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