



To business editors:

Press release for immediate publication

Contact persons:

Anders Remius, MD and Kent Hertzell, Financial Director

Telephone:

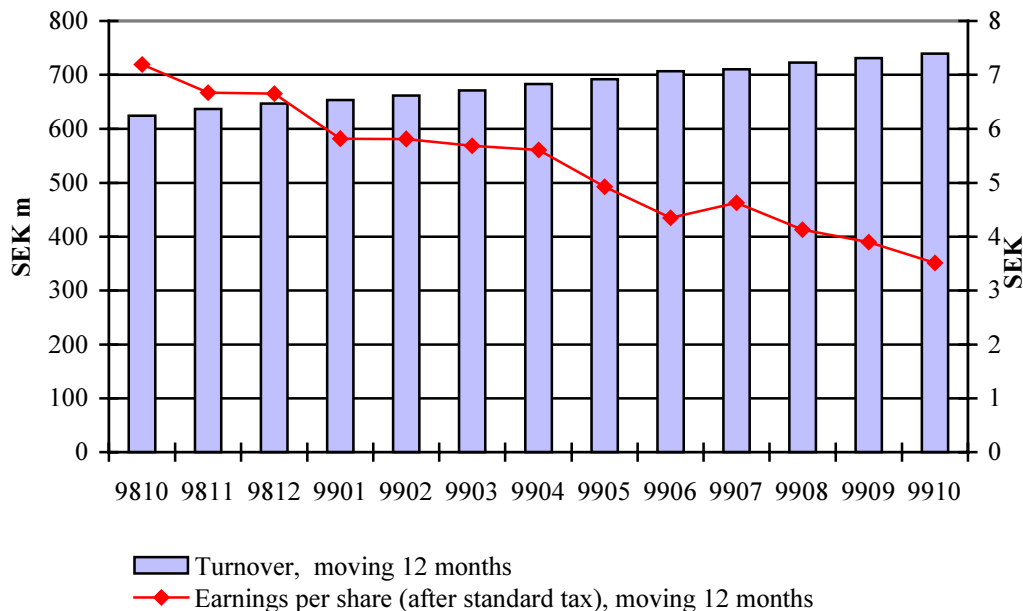
+46 (0)8-683 73 00

Internet:

www.hl-display.com

Report January - October 1999 HL Display AB (publ)

- Sales for January to October increased by 17.1% to SEK 636.6 m (543.7) compared to corresponding period 1998. During October sales was SEK 72.5 m (63.8), an increase by 13.6%
- The periods profit before tax amounted to SEK 41.0 m (74.4). The profit for the month was SEK 4.2 m (8.3)



Address:
HL Display AB (publ)
Horisontvägen 26
S-128 34 Skarpnäck
SWEDEN

Telephone:
+46 8 683 73 00

Telefax:
+46 8 683 73 01

E-mail:
info@hl-display.com
Internet:
www.hl-display.com

January to October 1999 in brief

The consolidated sales for the period increased by 17.1 per cent to SEK 636.6 m (543.7). Net sales during October amounted to SEK 72.5 m (63.8), an increase by 13.6%.

Operating profit for the period amounted to SEK 48.3 m (73.9).

Profit before tax was SEK 41.0 m (74.4). This includes a translation loss on consolidation of SEK -3.8 m (+2.4). 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 October was SEK 4.2 m (8.3).

Net investments in fixed assets amounted to SEK 35.2 m (53.0) during the period. In addition SEK 8.5 m (2.4) is related to acquisitions.

The insurance company SPP has notified that surplus client company funds will be allocated to companies which have collectively agreed pension plans with SPP. Totally SEK 4.5 m has been allocated to the HL Display Group. The amount is not certain either to size or timing, and has thus not been included in the accounting.

HL Display starts sales company in Turkey

Since 1993, HL Display has been represented on the Turkish market by a distributor. Due to a very fast development of the Turkish retail trade structure and the entry of several international retailers, HL Display has decided to establish a new sales company.

To establish new sales companies are an important part of the HL growth strategy. During the last two years, five new sales companies has been started, 1998 in Switzerland, Hungary and Latvia, 1999 in Russia and Turkey.

Key figures for the Group

SEK (000s)	10 months Jan 1999 - Oct 1999	10 months Jan 1998 - Oct 1998	Change in per cent	12 months Nov 1998 - Oct 1999	12 months Nov 1997 - Okt 1998	Full year 1998
Net sales	636 599	543 651	+ 17.1	739 594	623 980	646 646
Operating profit	48 340	73 932	-34.6	43 450	75 365	69 042
Profit before tax	40 953	74 396	-45.0	37 526	76 761	70 969
Profit margin %	6.4	13.7	-53.3	5.1	12.3	11.0
Equity/asset ratio, %	50.5	52.5	-3.8	50.5	52.5	52.0
Investments, SEK m	43.7	55.4	-21.1	51.9	81.9	63.6
Return on capital, %	-	-	-	10.3	23.6	21.9
Return on shareholders' equity, %	-	-	-	9.6	28.0	24.5
Shareholders' equity per share, SEK	-	-	-	28.02	26.69	26.00
Earnings per share after standard tax, SEK	-	-	-	3.51	7.19	6.65
Earnings per share after full tax, SEK	-	-	-	2.63	6.70	5.81

Stockholm 18.11.1999



Anders Remius
Managing Director

Reporting dates:

Monthly report	11 months 1999	1999-12-17
Year end report	12 months 1999	2000-01-25
Monthly report	1 month 2000	2000-02-16
Monthly report	2 months 2000	2000-03-20
Shareholders' meeting		2000-03-20
Interim report	3 months 2000	2000-04-18
Monthly report	4 months 2000	2000-05-16
Monthly report	5 months 2000	2000-06-19
Interim report	6 months 2000	2000-07-17

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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