



To business editors:

Press release for immediate publication

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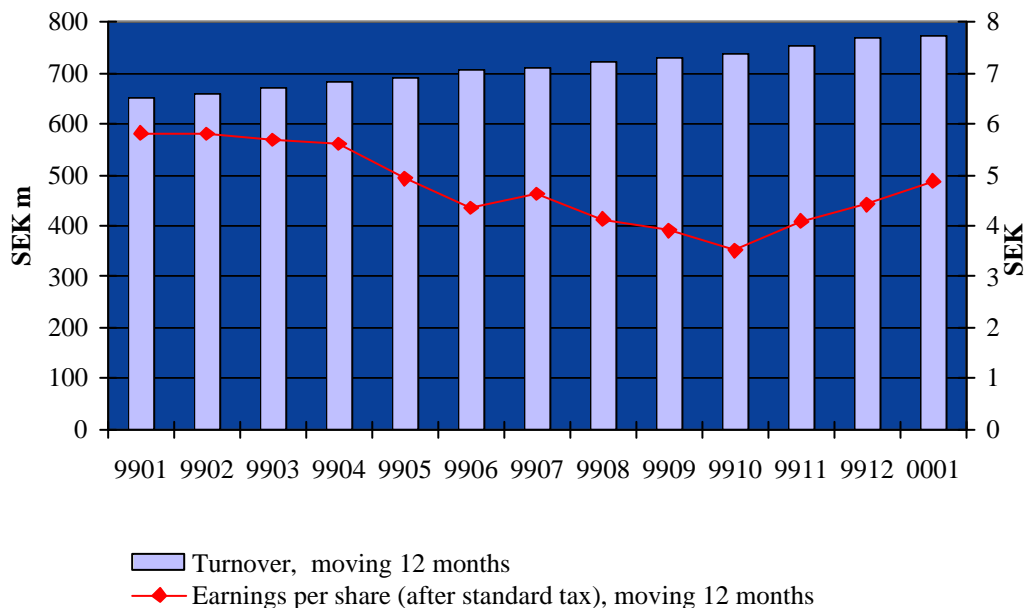
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Report as of January 2000 HL Display AB (publ)

- Sales for January increased by 11.4% to SEK 51.5 m (46.2) compared to corresponding period 1999.
- Operating profit amounted to SEK 0.2 m (-0.3).
- The periods profit before tax amounted to SEK 0.5 m (-4.5).
- Progress for Datastrip in USA



January 2000 in brief

The consolidated sales for the month increased by 11.4 per cent to SEK 51.5 m (46.2). Sales during January was lower than an average month as a consequence of a normal seasonal variation for HL Display. During the last and first weeks of each year the order intake decreases substantially due to the Christmas-trade. This known effect was particularly drastic in connection with the turn of the year 1999/2000. Since the delivery times of most HL Display products rarely exceeds one to two weeks, a decrease in orders quickly gives consequences for the sales. The order intake has since mid-January been satisfactory.

Operating profit for January amounted to SEK 0.2 m (-0.3). Profit before tax was SEK 0.5 m (-4.5). This includes a translation difference on consolidation of SEK +0.4 m that preceding year was SEK -3,5 m during January.

Net investments in fixed assets amounted to SEK 4.1 m (9.9) during the period.

Progress for Datastrip in USA

On the American market it is normal for food-stores to display prices in open metal rails (c-channels). HL Display's partner Trion Industries Inc. has during 1999 experienced progress for Datastrip in this market. An important order during 1999 was for four million pieces of Datastrip to Target Stores, the third largest nation-wide grocery store. Several other larger chains is performing tests for the moment. The sales on the American market is estimated to increase in importance successively from year to year. During 1999 the sales on this market represented 2% of the Net sales of the group.

Key figures for the Group

SEK (000s)	1 month Jan 2000 - Jan 2000	1 month Jan 1999 - Jan 1999	Change in per cent	12 months Feb 1999 - Jan 2000	12 months Feb 1998 - Jan 1999	Full year 1999
Net sales	51 469	46 200	+ 11.4	773 720	652 990	768 451
Operating profit	206	-285	-	55 892	64 184	55 401
Profit before tax	479	-4 478	-	52 082	62 204	47 125
Profit margin %	0.9	-9.7	-	6.7	9.5	6.1
Equity/asset ratio, %	52.1	51.5	+ 1.2	52.1	51.5	51.6
Investments, SEK m	4.1	9.9	-58.6	62.1	70.7	67.8
Return on capital, %	-	-	-	14.3	19.9	12.9
Return on shareholders' equity, %	-	-	-	18.4	21.4	15.3
Shareholders' equity per share, SEK	-	-	-	28.94	25.25	28.89
Earnings per share after standard tax, SEK	-	-	-	4.88	5.82	4.41
Earnings per share after full tax, SEK	-	-	-	4.99	5.03	5.81

Stockholm 16.02.2000



Anders Remius
Managing Director

Reporting dates:

Monthly report	2 months 2000	20.03.2000
Shareholders' meeting		20.03.2000
Interim report	3 months 2000	18.04.2000
Monthly report	4 months 2000	16.05.2000
Monthly report	5 months 2000	19.06.2000
Interim report	6 months 2000	17.07.2000
Monthly report	7 months 2000	16.08.2000
Monthly report	8 months 2000	15.09.2000
Interim report	9 months 2000	17.10.2000
Monthly report	10 months 2000	16.11.2000
Monthly report	11 months 2000	18.12.2000

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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