



To business editors:

Press release for immediate publication

Contact persons: Anders Remius, President and Kent Hertzell, Financial Director

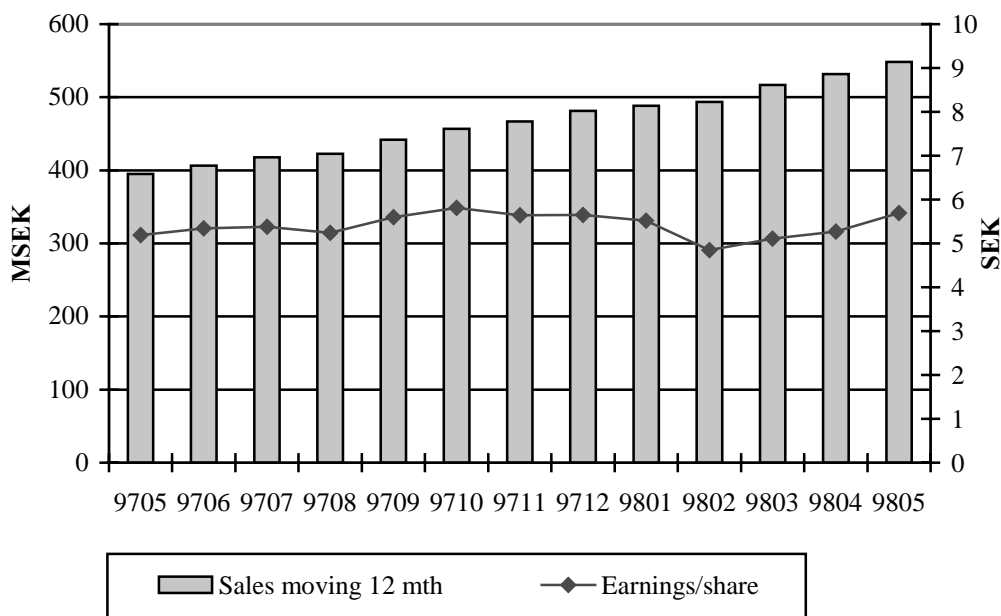
Telephone: +46(0)8-683 15 30

Internet: www.hl-display.com

Monthly report as of May 1998

HL Display AB (publ)

- ***Sales of January to May increased by 35,2 % to MSEK 258,1 (190,9) compared to 1997***
- ***Profit before tax totalled MSEK 33,8 (32,1)***
- ***Build-up of production capacity and development of new markets makes continued expansion possible***



May in brief

The consolidated sales of January to May increased by 35,2 % to MSEK 258,1 (190,9). The increase is partially explained by sales in the new Shop Systems business area.

The inflow of orders and quotations continues to be strong on all markets. The strategic decision to enter the shop systems market has proven to be successful and the business area continues to grow, this gives HL Display the future possibility to expand and meet up to the goals on long term growth rate.

The Profit before tax of January to May amounted to MSEK 33,8 (32,1) which is according to plan. For the full year 1998 the profit is expected to exceed last years profit of MSEK 63,6. Profit before tax is affected by restatement difference losses of MSEK 2.5 compared to last year. The total financial net amounts to MSEK 0,0 (1,3).

The production capacity and the marketing and sales organisations are increased in order to meet the strong growth in market demand. The production capacity in HL Display's Sundsvall factory has been increase by 43% since beginning of this year. Programs for increased capacity are also carried out in the other factories. Capital expenditures on fixed assets amounts to MSEK 27,4 (13,8).

| Consolidated Key Figures | 5 Mth. Jan - May 1998 | 5 Mth. - May 1997 | Jan | Change, % | 12 Mth Jun 97 - May 98 | 12 Mth Jun 96 - May 97 | Full Year 1997 |
|---|-----------------------------|----------------------|-----|--------------|------------------------------|------------------------------|-------------------|
| Net sales | 258 127 | 190 872 | | 35.2% | 548 312 | 395 093 | 481 057 |
| Operating profit | 33 821 | 30 798 | | 9.8% | 66 638 | 53 705 | 63 615 |
| Profit before tax | 33 833 | 32 081 | | 5.5% | 65 355 | 55 766 | 63 603 |
| Profit margin, % | 13.1 | 16.8 | | -22.0% | 11.9 | 14.1 | 13.2 |
| Net investments, MSEK | 27.4 | 13.8 | | 98.6% | 64.9 | 28.4 | 51.3 |
| Return on capital employed % | - | - | | - | 23.0 | 26.7 | 26.2 |
| Return on shareholders' equity % | - | - | | - | 26.8 | 31.3 | 29.6 |
| Earnings per share after full tax , SEK | - | - | | - | 5.69 | 5.19 | 5.65 |

Financial Report dates:

| | | |
|----------------|----------------|------------|
| Interim report | 6 months 1998 | 20/07/1998 |
| Monthly report | 7 months 1998 | 20/08/1998 |
| Monthly report | 8 months 1998 | 21/09/1998 |
| Interim report | 9 months 1998 | 19/10/1998 |
| Monthly report | 10 months 1998 | 20/11/1998 |
| Monthly report | 11 months 1998 | 21/12/1998 |

Stockholm 20/06/98

Anders Remius
Managing Director

HL Display's business concept is to offer the retail trade and its suppliers customer-adapted display systems, which with a high degree of flexibility, short response time and in a cost-efficient manner will provide price and product information to the ultimate customer at the point of sale.

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

Telephone:
+46 (0)8 - 683 15 30

Telefax:
+46 (0)8 - 604 92 10