



To business editors:

Press release for immediate publication

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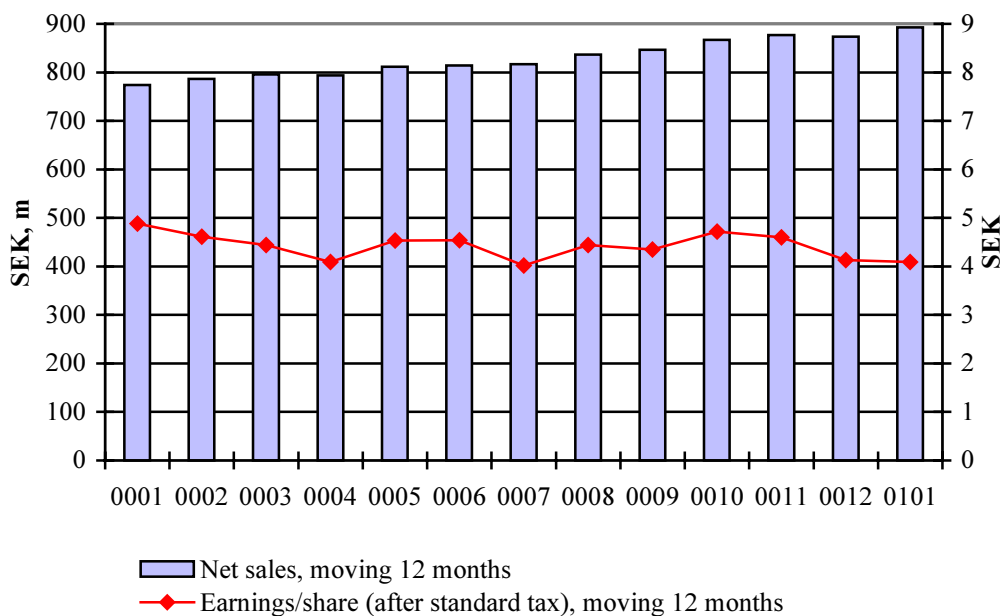
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Report January 2001 HL Display AB (publ)

- Sales for January increased by 36.6% to SEK 70.3 m (51.5) compared to corresponding period 2000.
- Profit before tax for the month amounted to SEK 0.1 m (0.5).



January 2001 in brief

The consolidated sales for the period increased by 36.6% to SEK 70.3 m (51.5). During the last weeks of 2000, sales decreased sharply. The Christmas period is traditionally slower for HL Display, and particularly so as for year-end 2000. The sales decrease in December has most likely created an increased demand, that we now have seen the results of in January.

The period's profit before tax was SEK 0.1 m (0.5). Sales as well as profits exceeded our expectations for the month.

The world market prices for the Group's primary raw material, PVC, reached during 2000 the highest levels since 1988. Since July 2000, however, prices have been falling and the price in January was lower than at the beginning of 2000. The result effect of this is expected to increase successively, but was marginal for January 2001.

The period's net investments in fixed assets amounted to SEK 4.2 m (4.1).

Key figures for the Group ¹⁾

SEK (000s)	1 month Jan 2001	1 month Jan 2000	1 month Jan 1999	12 months Feb 2000 - Jan 2001	12 months Feb 1999 - Jan 2000	12 months Feb 1998 - Jan 1999	Full year 2000
Net sales	70 312	51 469	46 200	892 764	773 720	652 990	873 921
Operating profit	1 343	206	-285	48 868	55 892	64 184	47 731
Profit before tax	89	479	-4 478	43 705	52 082	62 204	44 095
Profit margin, %	0.1	0.9	-9.7	4.9	6.7	9.5	5.0
Equity/assets ratio, %	47.4	52.1	51.5	47.4	52.1	51.5	47.6
Investments, SEK m	4.2	4.1	9.9	58.2	62.1	70.7	58.1
Return on capital, %	-	-	-	11.2	14.3	19.9	11.0
Return on shareholders' equity, %	-	-	-	11.5	18.4	21.4	11.6
Shareholders' equity per share, SEK	-	-	-	31.08	28.94	25.25	31.07
Earnings per share after standard tax, SEK	-	-	-	4.09	4.88	5.82	4.13
Earnings per share after full tax, SEK	-	-	-	3.44	4.99	5.03	3.48

1) For definitions, see the Annual report

Reporting dates:

Annual report		Week 7
Monthly report	2 months 2001	19.03.2001
Shareholders' meeting		19.03.2001
Interim report	3 months 2001	18.04.2001
Monthly report	4 months 2001	16.05.2001
Monthly report	5 months 2001	15.06.2001
Interim report	6 months 2001	16.07.2001
Monthly report	7 months 2001	15.08.2001
Monthly report	8 months 2001	17.09.2001
Interim report	9 months 2001	16.10.2001
Monthly report	10 months 2001	15.11.2001
Monthly report	11 months 2000	17.12.2001

Stockholm 15.02.2001



Anders Remius
Managing Director