



To business editors:

## Press release for immediate publication

Contact persons:

Anders Remius, MD and Kent Hertzell, Financial Director

Telephone:

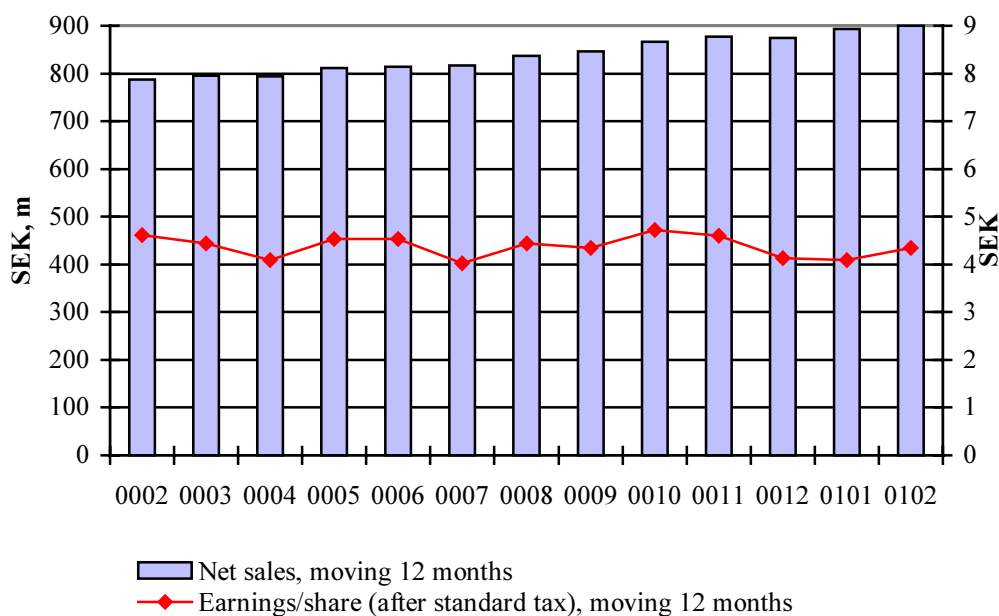
+46 (0)8-683 73 00

Internet:

[www.hl-display.com](http://www.hl-display.com)

# Report January - February 2001 HL Display AB (publ)

- The Group's net sales for January to February increased by 21.6% to SEK 146.4 m (120.4) compared to corresponding period 2000.
- Profit before tax for the period amounted to SEK 2.6 m (0.3).



## January to February 2001 in brief

The consolidated sales for January to February increased by 21.6 per cent to SEK 146.4 m (120.4). Operating profit for the period increased by 21.2 per cent and amounted to SEK 2.0 m (1.6). Profit before tax was SEK 2.6 m (0.3).

The period's net investments in fixed assets amounted to SEK 9.7 m (11.2).

## Large order of Optimal™ on the American market.

Dollar General Corporation, with 5500 discount merchandise stores throughout the United States, has committed to a chain-wide rollout of HL Display's shelf management system Optimal™ for selected departments. The order value for Trion HL LLC is \$ 2,500,000. Trion HL LLC is jointly owned by HL Display and Trion Industries Inc.

### Key figures for the Group <sup>1)</sup>

SEK (000s)	<b>2 months Jan 2001 - Feb 2001</b>	2 months Jan 2000 - Feb 2000	2 months Jan 1999 - Feb 1999	<b>12 months March 2000 - Feb 2001</b>	12 months March 1999 - Feb 2000	12 months March 1998 - Feb 1999	Full year 2000
Net sales	<b>146 434</b>	120 414	102 107	<b>899 941</b>	786 758	661 356	873 921
Operating profit	<b>1 987</b>	1 640	1 790	<b>48 078</b>	55 251	63 388	47 731
Profit before tax	<b>2 591</b>	312	-1 767	<b>46 374</b>	49 204	62 018	44 095
Profit margin, %	<b>1.8</b>	0.3	-1.7	<b>5.2</b>	6.3	9.4	5.0
Equity/assets ratio, %	<b>48.2</b>	50.0	50.4	<b>48.2</b>	50.0	50.4	47.6
Investments, SEK m	<b>9.7</b>	11.2	16.0	<b>56.7</b>	63.1	69.9	58.1
Return on capital, %	-	-	-	<b>11.5</b>	13.2	19.0	11.0
Return on shareholders' equity, %	-	-	-	<b>12.2</b>	16.2	21.3	11.6
Shareholders' equity per share, SEK	-	-	-	<b>31.30</b>	28.93	25.25	31.07
Earnings per share after standard tax, SEK	-	-	-	<b>4.34</b>	4.63	5.81	4.13
Earnings per share after full tax, SEK	-	-	-	<b>3.66</b>	4.39	5.02	3.48

1) For definitions, see the Annual report

Stockholm 19.03.2001



**Anders Remius**  
Managing Director

### Reporting dates:

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

*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.*