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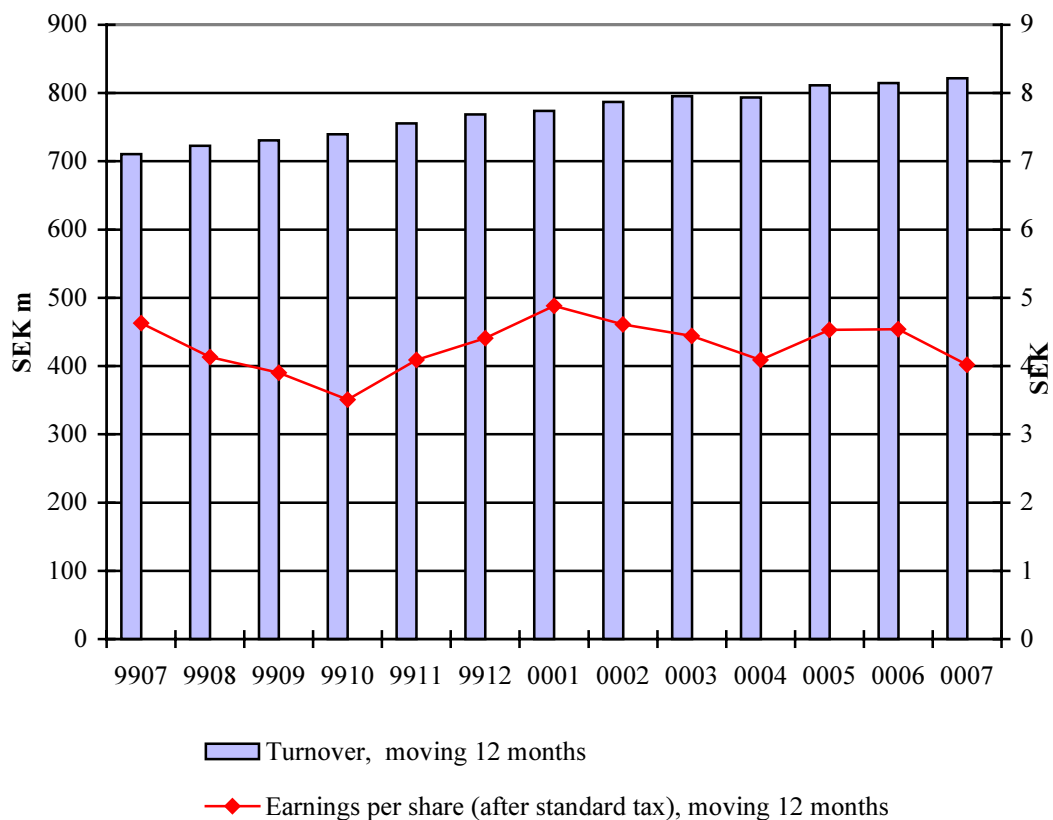
Anders Remius, MD and Kent Hertzell, Financial Director

+46 (0)8-683 73 00

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

# Report January-July 2000 HL Display AB (publ)

- Sales for January to July increased by 12.4 % to SEK 481.7 m (428.5) compared to corresponding period 1999.
- Profit before tax for the period amounted to SEK 23.0 m (27.2).



**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](mailto:info@hl-display.com)  
**Internet:**  
[www.hl-display.com](http://www.hl-display.com)

## January to July 2000 in brief

The consolidated sales for the period increased by 12.4 % to SEK 481.7 m (428.5). During July sales amounted to SEK 62.6 m (55.4), an increase of 12.9%.

The period's profit before tax was SEK 23.0 m (27.2). Profits were negatively affected in an amount of SEK 7.2 m by a sharp rise in prices for the Group's primary raw material, PVC, relative to the same period of 1999. Profit for the month of July was SEK 2.2 m (7.4).

The period's net investments in fixed assets amounted to SEK 30.7 m (35.6).

The unique concept for Merchandising, Optishop™ that has been launched during the summer has got a very positive reception on the market. The concept comprises total solutions for exposure of most goods sold in the retail food sector. Many innovative solutions both enhance the exposure and facilitate work in the store. The lead-time from launch to order is longer for Optishop™ than for the traditional HL assortment, but in time the concept is expected to make a significant part of net sales of HL Display.

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

SEK (000s)	<b>7 months Jan 2000 - July 2000</b>	7 months Jan 1999 - July 1999	7 months Jan 1998 - July 1998	<b>12 months Aug 1999 - July 2000</b>	12 months Aug 1998 - July 1999	12 months Aug 1997 - July 1998	Full year 1999
Net sales	<b>481 734</b>	428 491	364 701	<b>821 694</b>	710 436	582 542	768 451
Operating profit	<b>27 620</b>	33 266	48 163	<b>49 755</b>	54 145	71 229	55 401
Profit before tax	<b>23 034</b>	27 192	48 724	<b>42 967</b>	49 437	71 478	47 125
Profit margin, %	<b>4.8</b>	6.3	13.4	<b>5.2</b>	7.0	12.3	6.1
Equity/assets ratio, %	<b>48.7</b>	53.2	54.1	<b>48.7</b>	53.2	54.1	51.6
Investments, SEK m	<b>30.7</b>	35.6	39.0	<b>63.0</b>	60.2	70.9	67.9
Return on capital, %	-	-	-	<b>11.7</b>	14.7	24.6	12.9
Return on shareholders' equity, %	-	-	-	<b>14.0</b>	14.7	28.3	15.3
Shareholders' equity per share, SEK	-	-	-	<b>29.55</b>	26.89	24.41	28.89
Earnings per share after standard tax, SEK	-	-	-	<b>4.02</b>	4.64	6.69	4.41
Earnings per share after full tax, SEK	-	-	-	<b>3.96</b>	3.78	6.21	4.20

1) For definitions, see the Annual report

Stockholm 16.08.2000



**Anders Remius**  
Managing Director

### Reporting dates:

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.*