



To business editors:

Press release for immediate publication

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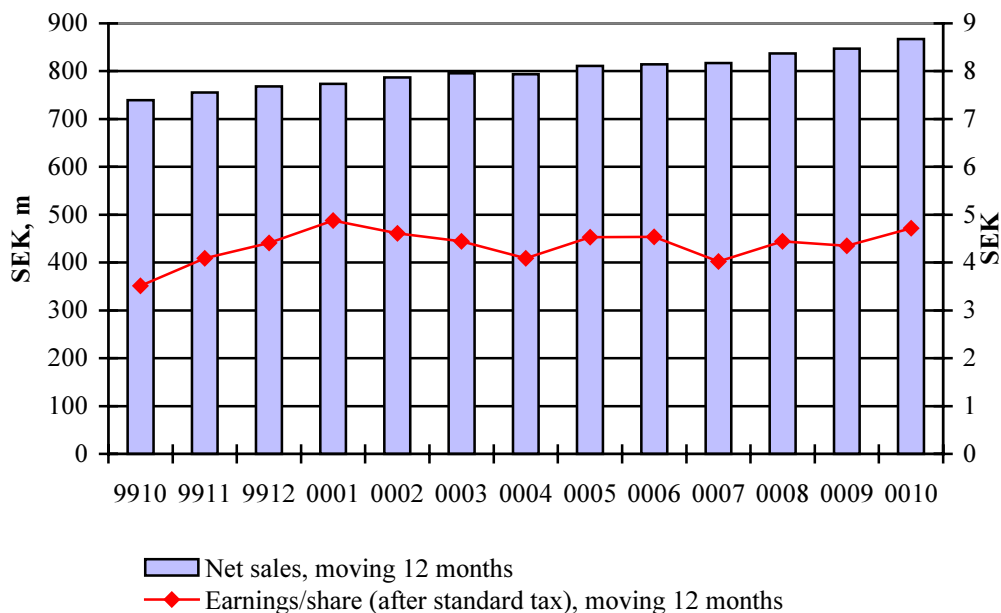
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Report January-October 2000 HL Display AB (publ)

- Sales for January to October increased by 15.5% to SEK 735.2 m (636.6) compared to corresponding period 1999.
- Profit before tax for the period amounted to SEK 44.1 m (41.0).
- The PVC-price has peaked.



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January to October 2000 in brief

The consolidated sales for the period increased by 15.5% to SEK 735.2 m (636.6). During October sales amounted to SEK 92.8 m (72.5), an increase of 27.9%.

The period's profit before tax was SEK 44.1 m (41.0). Profits were negatively affected in an amount of SEK 8.9 m by a sharp rise in prices for the Group's primary raw material, PVC, relative to the same period of 1999. The PVC-price is strongly cyclical depending on the supply situation on the world market, but is not related to dollar rates or oil prices. Everything is now indicating that the price has peaked. Profit before taxes for the month of October was SEK 8.1 m (4.2).

The period's net investments in fixed assets amounted to SEK 42.7 m (43.7).

Full-year forecast

The forecast for the full year of 2000 that was communicated in the interim report of the 17th of October remains unchanged. This means we expect net sales amounting to SEK 880 m (768.5) and a result before tax of approx. SEK 50 m (47.1).

Key figures for the Group 1)

SEK (000s)	10 months Jan 2000 - Oct 2000	10 months Jan 1999 - Oct 1999	10 months Jan 1998 - Oct 1998	12 months Nov 1999 - Oct 2000	12 months Nov 1998 - Oct 1999	12 months Nov 1997 - Oct 1998	Full year 1999
Net sales	735 243	636 599	543 651	867 095	739 594	623 980	768 451
Operating profit	47 944	48 340	73 932	55 005	43 450	75 365	55 401
Profit before tax	44 090	40 953	74 396	50 262	37 526	76 761	47 125
Profit margin, %	6.0	6.4	13.7	5.8	5.1	12.3	6.1
Equity/assets ratio, %	48.4	50.5	52.5	48.4	50.5	52.5	51.6
Investments, SEK m	42.7	43.7	55.4	67.0	51.9	81.9	67.9
Return on capital, %	-	-	-	12.4	10.3	23.6	12.9
Return on shareholders' equity, %	-	-	-	15.6	9.6	28.0	15.3
Shareholders' equity per share, SEK	-	-	-	31.36	28.02	26.69	28.89
Earnings per share after standard tax, SEK	-	-	-	4.72	3.51	7.19	4.41
Earnings per share after full tax, SEK	-	-	-	4.65	2.63	6.70	4.20

1) For definitions, see the Annual report

Stockholm 16.11.2000



Anders Remius
Managing Director

Reporting dates:

Monthly report	11 months 2000	18.12.2000
Year-end report	12 months 2000	23.01.2001
Monthly report	1 month 2001	15.02.2001
Monthly report	2 months 2001	19.03.2001
Shareholders' meeting		19.03.2001
Interim report	3 months 2001	18.04.2001
Monthly report	4 month 2001	16.05.2001
Monthly report	5 months 2001	15.06.2001
Interim report	6 months 2001	16.07.2001
Monthly report	7 month 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.