



To business editors:

## Press release for immediate publication

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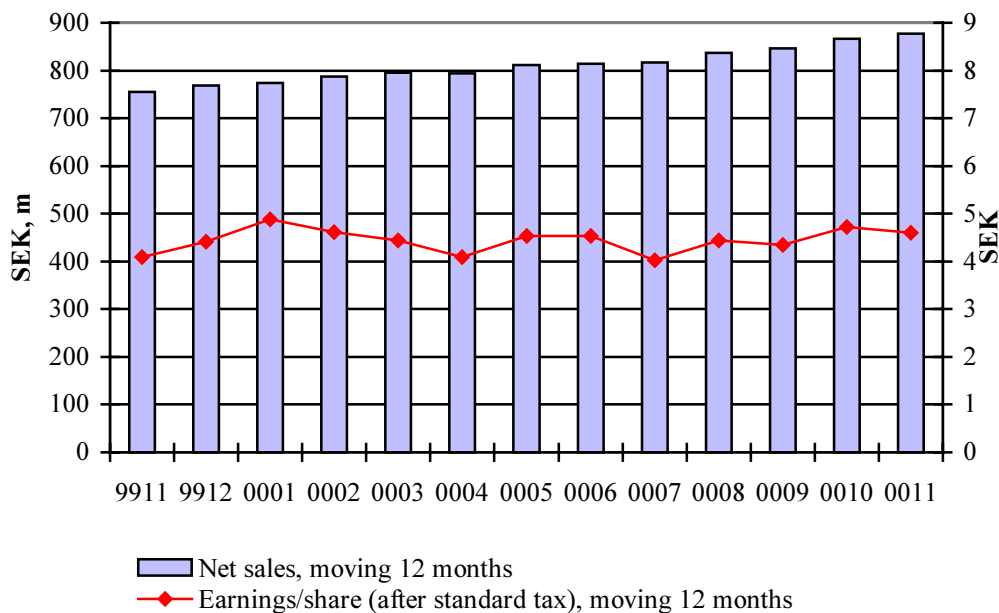
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# Report January-November 2000 HL Display AB (publ)

- Sales for January to November increased by 15.3% to SEK 818.2 m (709.7) compared to corresponding period 1999.
- Profit before tax for the period amounted to SEK 47.7 m (45.7).



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## January to November 2000 in brief

The consolidated sales for the period increased by 15.3% to SEK 818.2 m (709.7). During November sales amounted to SEK 83.0 m (73.1).

The period's profit before tax was SEK 47.7 m (45.7). Profits were negatively affected in an amount of SEK 8.8 m by a sharp rise in prices for the Group's primary raw material, PVC, relative to the same period of 1999. Everything is now indicating that the PVC price now has peaked. Profit before taxes for the month of November was SEK 3.6 m (4.8).

The period's net investments in fixed assets amounted to SEK 48.6 m (47.1).

### New sales company established

HL Display continues its geographical expansion, with the establishment of a sales company in Kiev, Ukraine. Ukraine has over 50 million inhabitants and is expected to have a large potential for future growth. Here, like in Russia, most of the multinational brand names (which make the primary target group) like Coca-Cola, Unilever, Procter & Gamble etc. are already active. The first foreign investments within the retail sector have also been made, among others by the Austrian company Billa.

### Full-year forecast

The forecast for the full year of 2000 that was communicated in the interim report of the 17<sup>th</sup> 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 <sup>1)</sup>

SEK (000s)	<b>11 months Jan 2000 - Nov 2000</b>	11 months Jan 1999 - Nov 1999	11 months Jan 1998 - Nov 1998	<b>12 months Dec 1999 - Nov 2000</b>	12 months Dec 1998 - Nov 1999	12 months Dec 1997 - Nov 1998	Full year 1999
Net sales	<b>818 236</b>	709 714	600 974	<b>876 973</b>	755 386	636 599	768 451
Operating profit	<b>50 654</b>	53 536	71 867	<b>52 519</b>	50 711	69 731	55 401
Profit before tax	<b>47 660</b>	45 720	73 045	<b>49 065</b>	43 644	71 236	47 125
Profit margin, %	<b>5.8</b>	6.4	12.2	<b>5.6</b>	5.8	11.2	6.1
Equity/assets ratio, %	<b>46.9</b>	53.1	51.9	<b>46.9</b>	53.1	51.9	51.6
Investments, SEK m	<b>48.6</b>	47.1	58.5	<b>69.4</b>	52.2	82.7	67.9
Return on capital, %	-	-	-	<b>12.1</b>	12.2	21.4	12.9
Return on shareholders' equity, %	-	-	-	<b>13.6</b>	12.1	26.6	15.3
Shareholders' equity per share, SEK	-	-	-	<b>31.49</b>	28.70	26.65	28.89
Earnings per share after standard tax, SEK	-	-	-	<b>4.60</b>	4.09	6.67	4.41
Earnings per share after full tax, SEK	-	-	-	<b>4.09</b>	3.35	6.37	4.20

1) For definitions, see the Annual report

Stockholm 18.12.2000



**Anders Remius**  
Managing Director

### Reporting dates:

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.*