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Press release for immediate publication

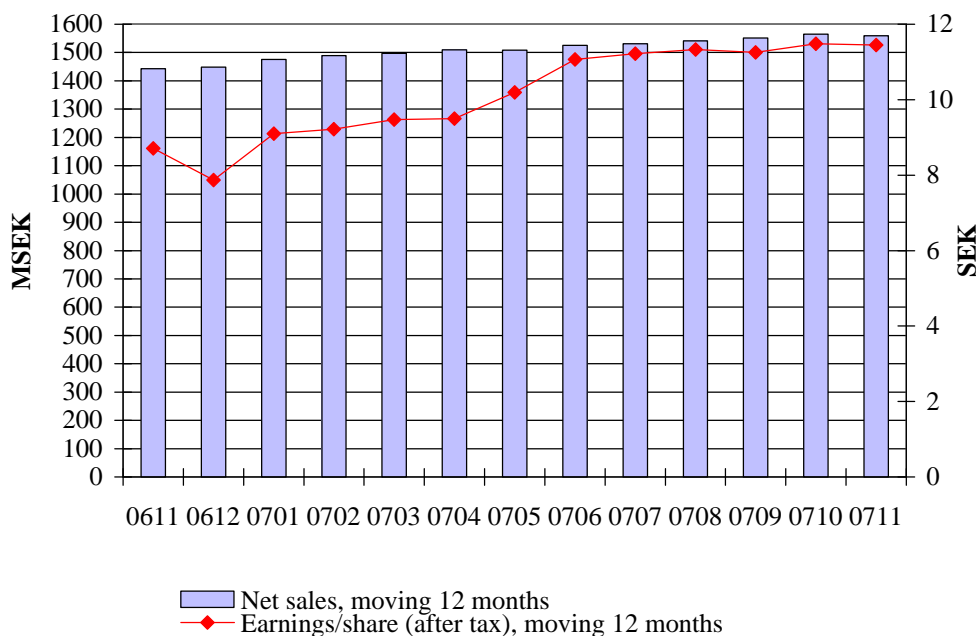
G rard Dubuy, MD and Kent Hertzell, Financial Director

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Report January – November 2007 HL Display AB (publ)

- Net sales for the period amounted to MSEK 1 453 (1 342).
- Operating profit was MSEK 152 (120) and profit before taxes was MSEK 143 (106).
- Net profit was MSEK 99 (72) and earnings per share after dilution was SEK 12.72 (9.14).
- During the past 12-month period the Group's net sales amounted to MSEK 1 559 (1 443) and profit before taxes to MSEK 130 (101).



HL Display is Europe's leading merchandising company. The business mission is to 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.

January - November 2007 in brief

The Group's net sales amounted to MSEK 1 453 (1 342) for the period, an increase of 8 per cent as compared to the same period of 2006. The operating profit amounted to MSEK 152 (120) and profit before taxes was MSEK 143 (106). Profit after taxes was MSEK 99 (72).

During the past 12-month period the Group's net sales amounted to MSEK 1 559 (1 443). Operating profit amounted to MSEK 140 (115) and profit before taxes was MSEK 130 (101).

The period's net investments in non-current assets amounted to MSEK 67 (30), moving twelve-months to MSEK 68 (34). MSEK 33 of the increase in net investment is related to the acquisition of the activities in Finland.

New restatement method

Starting from November the current method is applied when translating foreign subsidiaries' financial statements. This means that translation differences will affect equity instead of the income statement. The change affected consolidated net profit as per November by -0.7 MSEK. Comparison year has not been recalculated cause of an unessential influence.

Prospects for the rest of 2007

As communicated in the nine-month report net sales for the full year are estimated to increase by around 8 percent. Profit before tax is estimated to be at least 140 MSEK. This would, after estimated full tax (32 per cent), represent a profit per share of SEK 12.31 (profit per share 2006 was 7.87).

Key figures for the Group¹⁾

SEK (000s)	11 months Nov 2007	11 months Nov 2006	11 months Nov 2005 ³⁾	12 months Dec 2006 - Nov 2007	12 months Dec 2005 - Nov 2006 ³⁾	12 months Dec 2004 - Nov 2005 ³⁾	Full year 2006
Net sales	1 452 858	1 341 675	1 183 484	1 559 321	1 443 015	1 271 509	1 448 138
Operating profit/loss	151 970	119 539	67 119	139 158	115 147	69 521	106 727
Profit/loss before taxes ²⁾	142 987	105 560	66 265	129 681	100 847	66 442	92 254
Profit/loss after taxes ²⁾	98 661	71 728	37 771	88 807	68 534	35 810	61 874
EBITA, %	10.5	8.9	5.7	8.9	8.0	5.5	7.4
Profit margin, %	9.8	7.9	5.6	8.3	7.0	5.2	6.4
Equity/assets ratio, %	52.3	47.0	42.3	52.3	47.0	42.3	44.2
Net investments, SEK m	67.0	30.4	35.7	68.2	34.2	38.8	31.7
(excl. re-classification leasing contracts)							
Return on capital, %	-	-	-	16.2	13.7	9.0	13.0
Return on shareholders' equity, %	-	-	-	20.7	18.4	10.8	16.6
Shareholders' equity per share, SEK	59.47	51.46	44.53	59.48	51.46	44.53	50.10
Earnings per share after taxes, SEK ⁴⁾	12.74	9.13	5.01	11.45	8.81	5.15	7.87
Earnings per share after dilution and taxes, SEK ⁴⁾	12.72	9.14	4.99	11.43	8.76	5.13	7.85

Notes

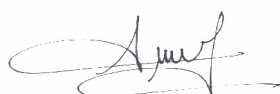
1) Unless otherwise stated accounting and valuation principles in the report are equal to those in HL Display Annual Report for 2006, where principles and definitions can be found. On July 1, 2007 the Swedish law implementing the Transparency Directive became effective.

2) Of which translation differences as per 30/11/07: MSEK -, 30/11/06: MSEK -2.7, 30/11/05: MSEK 2.5. Translation difference moving 12 months Dec 2006 – Nov 2007: MSEK 1.1, Dec 2005 – Nov 2006: MSEK -3.1, Dec 2004 – Nov 2005: MSEK 3.0.

3) Figures relating to 2005 and 2004 are recalculated according to International Financial Reporting Standards.

4) Earnings per share is calculated as Profit after taxes attributable to the parent company's equity holders divided with total weighted number of shares before/after dilution.

For the Board of Directors:
Stockholm, December 14th, 2007



Gérard Dubuy
Managing Director and CEO

Reporting dates:

Year-end Report	12 months 2007	24.01.2008
Annual General Meeting		19.03.2008

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