



**PRESS RELEASE**

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2010-04-22

## HL Display restructures production to achieve increased competitiveness

HL Display continues its effort directed towards the brand manufacturers customer segment as well as on the growing Central and Eastern European markets. A new production site is being established in Poland in combination with a new logistics centre for more efficient supply of goods closer to the market.

As a consequence HL Display intends to relocate production from Karlskoga, Sweden and Shipley, UK and close down the two sites.

The automated part of the production in Karlskoga will be moved to HL Display's factory in Sundsvall, Sweden, which increases its efficiency. Labor-intense production will be localised to new premises in Poland.

The production in Shipley will be integrated with the acquired PPE unit in Harlow, UK.

The transfer to Sundsvall is ongoing. The move to Poland will be done stepwise, starting late autumn 2010, in order to be finalised during the second quarter of 2011.

HL Display has initiated union negotiations concerning the closing of the Karlskoga factory where 39 staff will be affected. For affected British staff the consultation phase has been concluded.

The annual savings are estimated at approx. MSEK 9, with full effect from second half of 2011. The one-off restructuring effect is estimated at approx. MSEK 13 in 2010. The investment for the establishing in Poland is estimated at MSEK 2.5.

Nacka Strand April 22, 2010

HL Display AB (publ)

For further information please contact Managing Director Gérard Dubuy, phone + 46 683 73 00.

This information was released for publication on April 22, 2010 at 14.00.

HL Display is Europe's leading supplier of products and solutions for merchandising and in-store communication. With more than 50 years experience, the company is experts at displaying products in stores in a way that increases sales and makes the store work more efficient, at the same time as providing end consumers with all the information required to make a purchasing decision.

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