



PRESS RELEASE

HL Display AB (publ) is one of *Europe's 500* fastest growing companies Outstanding employment growth earns HL Display 212th place on 2004 *Europe's 500* Listing

Swedish company HL Display, providing the retail industry with in-store communication and merchandising solutions today announced that it has been listed No. 212 amongst the fastest growing European companies included in the 2004 *Europe's 500*, an annual listing endorsed by 3i, Microsoft, Boston Consulting Group and PricewaterhouseCoopers and published by *Europe's* Entrepreneurs for Growth.

This year's five hundred dynamic, entrepreneurial-driven companies who qualified for *Europe's 500* have managed to sustain growth since the year 2000, boosting employment and sales at an impressive average annual rate of 15%. Despite the challenging business environment, these champions of growth have created more than 120,000 jobs across Europe. They have continued to drive employment creating an average of 81 new jobs per year, more than one new job per week per year during three of the most difficult economic years in the last half decade.

"We are delighted to have made the *Europe's 500* list," said Anders Remius, Managing Director of HL Display and we are also proud to be one of five companies who actually been on the *Europe's 500* list all seven times it has been published.

Europe's 500 shows that growth is not industry specific but is driven by talented, innovative, risk-taking entrepreneurs. The highest numbers of champions of growth in the 2004 *Europe's 500* are found within manufacturing (industrial goods) and industrial services sector, 30% of the five hundred companies, followed by IT services (15%) and management services (10%). HL Display is one of 120 companies in the manufacturing sector who managed to qualify for *Europe's 500*.

"Given the economic environment of the last few years, HL Display's continued growth is a real achievement. Europe needs to stimulate employment through more fast growing companies like HL Display; we believe that these champions of growth should be recognised as role models," said Philippe Leonard of *Europe's 500*.

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Notes for Editors:

About HL Display

HL Display is a leading supplier of the world's retail industry. We provide in-store solutions for: The Display of Price, Product and Campaign information; On- and Off-Shelf Merchandising. Present all over Europe, we are able to tailor solutions to the needs of each individual market - as well as ensure rapid roll-out of pan-European concepts. With the internationalisation of our business we have also established a joint-venture in the U.S. and an own organisation in Asia. Our customers include all leading retailers and brand manufacturers. Together with our customers, we design solutions adapted to in-store reality. With over 50,000 sq.m. of manufacturing space we ensure that our customers get the right quality, at the right place, when he needs it. Founded in 1954, our group sales were MSEK 1 129 in year 2003. The company is quoted on the Stockholm Stock Exchange - and is one of *Europe's 500* fastest growing companies. HL Display employs just over 1 000 people.

About *Europe's 500*

Europe's 500 was first published in 1996 as an initiative of the association also called *Europe's 500* (now know as *Europe's* Entrepreneurs for Growth) and has been published on an annual basis ever since. During this time, more than 3.000 of *Europe's* high growth companies have received the accolade of being one of *Europe's 500* champions of growth. The listing is intended to focus attention on entrepreneurial achievement and fast-growth European companies. Its focus on job creation and growth in medium sized enterprises is unique and distinguishes it from other business rankings. Full information and the complete 2004 *Europe's 500* Listing at: www.europes500.com