



HL Display intends to acquire pr trading

Stockholm, 18 January 2024

HL Display has signed an agreement to acquire pr trading-Flekota A/S (“pr trading”), its distribution partner in Denmark. This acquisition will expand HL’s footprint in Europe and further strengthen its position as a leading supplier for in-store merchandising and communication solutions to grocery and non-food retailers in Europe.

Founded in 1968, pr trading has a long and successful history as a trusted supplier of standard and custom-made display and in-store solutions to Danish grocery retail as well as non-food retailers and brand suppliers. Building on a shared ambition to create attractive and profitable in-store environments, the company has been a distribution partner of HL Display since 1970. Located in Måløv near Copenhagen, pr trading today has 38 employees and a turnover of 160MDKK, with a track record of strong growth.

“I’m delighted to announce our intention to acquire pr trading,” says Björn Borgman, CEO of HL Display. “The company has been an essential partner to HL for more than 50 years and given the expertise and strong position in Danish retail, pr trading is a natural fit for HL. This acquisition is the logical next step on our journey to be the leading supplier for in-store merchandising and communication solutions in Europe.”

Together with the other Nordic markets, pr trading will be part of Area North. “I’m pleased by the prospect of pr trading officially becoming part of Area North at HL Display,” says Anders Lautmann, Area Director Northern Europe at HL Display. “We have been closely collaborating over the years, and I appreciate the vast experience the pr trading team brings to the table, especially when it comes to partnering with fast-growing non-food retailers as well as custom made solutions. The company will be a great addition to HL Display and to our Nordic customers.”

Nicolas Reith, owner and CEO of pr trading says: “I am proud of the business we have built and the strong partnerships we have established with our customers since my grandfather founded the company in 1968. It has been a successful journey, and I am excited by the idea that pr trading and its employees are becoming a more integral part of HL Display, to continue build the business for the future. I am also looking forward to supporting the team during the handover period and being part of HL Display’s growth journey in the future.”

The completion of the acquisition is subject to customary closing conditions, including approval by competition authorities, which is expected to be obtained during the first quarter of 2024.

Strata Advisory AB is acting as exclusive financial advisor to HL Display.

For more information, please contact:

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About HL

HL is a global leader in in-store merchandising and communication solutions, helping customers to create a better shopping experience around the world. Founded in 1954, HL today is present in more

than 70 countries and solutions can be found in 330,000 stores, supporting customers to grow sales, inspire shoppers, drive automation, and reduce waste. The three customer segments are retail food, branded good suppliers and non-food retail.

The HL Display Group has its headquarters in Stockholm, Sweden, and sales offices in 23 countries covering 39 markets as well as distribution partners covering the remaining markets globally. The eight production facilities are located in Sweden, Poland, Germany, the UK, and China and handle a variety of industrial processes, including plastics and metal fabrication, printing, and assembly.

The company has 1,300 employees and net sales of app. 2BSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.