



Stockholm, 2<sup>nd</sup> December 2022

## HL Display acquires Allied POS

*HL Display is acquiring Allied POS, a leading provider of POS solutions in Ireland. The acquisition will expand HL's footprint and route to market in Ireland and further strengthen its position as the leading supplier for in-store merchandising and communication solutions to grocery retailers in Europe.*

HL Display is consolidating its market position through the acquisition of Allied POS, a provider of POS solutions. Established in 2004, the company is based in Dublin, Ireland and has annual sales of €2m. Since its founding, Allied POS has catered to a wide range of customers within grocery retail, pharmacies and shopfitters, building on vast knowledge of the retail environment and strong service credentials.

"With its strong footprint in the Irish grocery retail market, Allied POS presents the next building block in our strategy of strengthening our market position as the leading supplier for in-store merchandising and communication solutions across Europe", says Björn Borgman, CEO of HL Display. "Allied POS' customer base and product offer will be a great fit for HL, and I believe together we are creating an even stronger offer for Irish retailers."

Duncan Hill, Area Director for UK, Ireland & Australia at HL Display adds: "I am pleased to welcome Allied POS to the HL Display organisation. With the strong reputation and the team's experience in the Irish retail market Allied POS will be a great addition to HL and help the business gain broader distribution into the dynamic grocery and convenience markets in Ireland."

"Based on extensive knowledge of the retail industry, the Allied POS team has built strong relationships with our customers, and I am proud of the successful business we have built," says John Byrne, Director at Allied POS. "I am confident that together with HL, we will be able to grow the business in the future, and I am excited about starting this next chapter together."

"We are confident that this is a good step forward for both our employees and our customers alike. We look forward to the new opportunities that will arise for all", says Tracey Byrne, Director at Allied POS.

The acquisition was completed on 1<sup>st</sup> December 2022.

### **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 295,000 stores, supporting customers to grow sales, inspire shoppers, drive automation, and reduce waste. The three customer segments are retail food, branded good suppliers and retail non-food.

The HL Display Group has its headquarters in Stockholm, Sweden and sales companies covering 26 markets as well as distributor partners covering the remaining markets globally. Our five production facilities are located in Sweden, Poland, the UK and China and handle a variety of industrial processes, including plastics and metal fabrication, printing and assembly.

The company has 1,100 employees and net sales of 1,700 MSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.

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