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HL Display acquires Display Italia

HL Display is acquiring Display Italia, its distribution partner in Italy. The acquisition will strengthen HL's customer base and position as a leading supplier for in-store merchandising and communication solutions to grocery retailers in Europe.

HL Display is strengthening its market position through the acquisition of Display Italia, its distribution partner in Italy. This is HL Display's third acquisition in 2021 and the next building block in the company's accelerated growth plan. Based in Reggio Emilia, Northern Italy Display Italia is an organisation of 38 people and annual sales of around €10m. Founded in 1989, Display Italia has built a strong position in Italian retail, catering both to grocery retail, pharmacies and branded suppliers.

"Since the start of our partnership in 1989, Display Italia has been key to building HL's market presence in Southern Europe and creating better shopping experiences together with retailers and brands", says Björn Borgman, CEO of HL Display. "Their knowledge of the Italian grocery landscape and passion for retail has made them an essential partner and I am looking forward to deepen our collaboration with the Display Italia team through this acquisition."

Display Italia will be a part of HL's newly formed Area South-Western Europe. Stéphane Jacob, Area Director for the new Area at HL Display agrees: "I am delighted for Display Italia to join HL Display. Italian grocery retail is evolving quickly and building on our long-standing relationship I believe together we will be able to offer even better solutions to our Italian customers."

"I am excited for Display Italia to become part of HL Display", says Ivo Cantarelli, Managing Director of Display Italia. "With the strong presence we have built in Italian grocery retail for more than 30 years and HL's extensive product portfolio and European scale, I believe we will be able to develop the business further for years to come."

The acquisition was completed on the 1st of September 2021.

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

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, helping customers to grow sales, inspire shoppers, drive automation, and reduce waste. The company's 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 27 markets as well as distributor partners covering the remaining markets globally. The company's 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 1,530 MSEK. HL is a wholly owned subsidiary of the listed Swedish investment company Ratos.

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