



Stockholm, 1st April 2021

HL Display acquires CoolPresentation

HL Display is acquiring CoolPresentation, a provider of shelf merchandising solutions for grocery retail in the Netherlands. The acquisition will strengthen HL's customer base and HL's 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 CoolPresentation, a provider of shelf merchandising solutions based in Heerenveen, the Netherlands. The company has annual sales of around €4m. Founded in 1997, CoolPresentation has built a strong position in Dutch retail, providing high quality products and service levels to both grocery retail, pharmacies and branded suppliers.

"Since its founding in 1997, CoolPresentation has grown into a well-established supplier of shelf merchandising in Dutch food retail", says Björn Borgman, CEO of HL Display. "Their passion for retail and excellent service levels make CoolPresentation a perfect fit for HL. Furthermore, merging both companies' product ranges will create a strong offer to an expanded customer base which will support our market position as a leading supplier of in-store communication and merchandising solutions for the grocery industry."

Joost Bakx, Country Manager for HL Benelux adds: "I am delighted for CoolPresentation to join HL Display because I strongly believe this acquisition will benefit Dutch retailers, thanks to a stronger product offer and improved customer service."

"Our customer knowledge and high service level have been the key to our success so far", says Johannes Nijdam, previous owner and CEO of CoolPresentation. "I am excited for CoolPresentation to start a new chapter as part of HL Display and I am looking forward to develop the business even further together."

The acquisition was completed on the 1st of April 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 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 four 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 1,000 employees and net sales of 1,520 MSEK. HL is a wholly owned subsidiary of the listed Swedish investment company Ratos.

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