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HL Display to acquire Oechsle Display Systems and werba print & display

HL Display has signed an agreement to acquire Oechsle Display Systems, a manufacturer of communication and shelf management solutions, and its sister company werba print & display, a provider of print and display solutions. The acquisition will expand HL's footprint in Germany and further strengthen its position as the leading supplier for in-store merchandising and communication solutions to grocery retailers in Europe.

Founded in 1956, Oechsle Display Systems is based in Leipheim, Germany and has 160 employees. The family-owned company has a track record of innovation, including the plastic poster frame introduced in the 1970ies. Today, Oechsle Display Systems has annual sales of €13m from a large assortment of solutions for shelf management, price labelling and sales promotion.

Sister company werba print & display develops, designs and produces customised POS display solutions out of various materials such as plastic and metal but also offers high quality print products for grocery trade as well as non-food retailers such as drug stores and brand suppliers. Founded in 1975, the company has been owned by the Oechsle family since 2004 and generates an annual turnover of €13m. Its 140 employees are based in Buhl, Germany.

"I am glad to announce our intention to acquire both Oechsle Display Systems and werba print & display", says Björn Borgman, CEO of HL Display. "Both companies are a great addition to HL, given their impressive track record and strong footprint in Germany, a market where we are looking to expand our presence."

He continues: "As Oechsle's product assortment is close to HL's, the offering of both companies can be combined to provide a stronger proposition to our customers. Werba on the other hand will enable us to provide printed and bespoke solutions to our customers in Central Europe, similar to our offer to customers in the UK today. I am confident this acquisition will set us up for a successful future together."

Reinhard Rollett, Area Director Central Europe at HL Display agrees: "I am delighted by the prospect of this acquisition. The combined offer for German and Central European customers will be so much stronger, our reach will increase significantly in a key European market, and we will be able to support even the biggest customer projects."

Margit Oechsle, owner of Oechsle Display Systems and werba print & display says: "I am proud of the business my family has built together with our employees over more than 60 years. We have a long history of innovation and providing high quality products to our customers, and I believe it is the right next step for Oechsle and werba to become part of HL. I am looking forward to seeing the business continue to thrive in the future."

The acquisition is expected to be finalized by 3 April 2023.

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 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 1,900 MSEK. HL is a wholly owned subsidiary of the listed Swedish Business Group Ratos.