

PRESS RELEASE FROM MINDELON AB
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Mindelon acquires ML Display – a supplier of innovative and climate-smart display solutions for store environments

Mindelon AB has acquired all the shares in ML Display AB. The sellers are Anders Svensson, the company's founder and previous majority shareholder, and three minority shareholders active in the company.

ML Display develops, manufactures and sells customised and sustainable display solutions, primarily for in-store campaigns. With a high degree of innovation, attractive design, products made from 100% recyclable materials and efficient production, ML Display has built a strong brand and has a customer base with many market-leading suppliers within Swedish grocery retail.

ML Display was founded in 2007 in Landskrona where it still has its principal site now complemented by a sales office in Gävle. The company has some 30 employees and sales of just over SEK 60 million. As a result of the acquisition ML Display is now an independent company in Mindelon's Retail Solutions business area headed by Ulrica Lindunger.

"Mindelon's focus is to own and develop companies that offer value-adding solutions that help stores and other companies to increase their sales. The acquisition of ML Display adds new, attractive products and solutions and new, valuable skills as well as new customers which strengthens our total offering within Retail Solutions," says Fredrik Celsing, President and CEO of Mindelon AB.

Anders Svensson, the company's founder and previous majority shareholder comments: "In Mindelon we have found a very good acquirer of our fine operations. Mindelon is a stable and long-term owner which understands the power of entrepreneurship and decentralised decision-making but at the same time can support ML Display's continued development by contributing skills, experience and a wide contact network. Over time this will benefit ML Display, its employees and customers."

About Mindelon

We are a privately owned Swedish corporate group that acquires, supports and develops technology-based businesses in a number of well-defined niches.

The Mindelon Group currently comprises some ten companies focused on increasing sales and efficiency in retail stores and other companies by offering value-adding solutions such as store information and signage, checkout systems, display of theft-prone goods and efficient logistics. Among the group companies are found LTG Display, Frepart, Optiscan, Dosmar, Astley, and more. Together the companies have around 275 employees, annual sales of approximately SEK 700 million with sales in northern Europe and the USA.

Mindelon has two sister groups – KAMIC Group and Amplex – with which we share, in all significant aspects, our business model and values. Mindelon also shares several management functions with its sister groups. To learn more about Mindelon, please visit www.mindelon.com.



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