



## HILLSTREET ADVISORY PARTNERS ADVISES DEINZER ON SALE TO HL DISPLAY

HILLSTREET  
ADVISORY

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### Deinzer to Join HL Display in Strategic Acquisition

Deinzer Holding GmbH has agreed to be acquired by HL Display, a leading international provider of in-store communication and merchandising solutions. The transaction marks a significant step in Deinzer's growth trajectory, enabling the company to leverage HL Display's global platform and resources to accelerate its strategic development. The acquisition underscores HL Display's commitment to expanding its capabilities and footprint across key European markets. hillstreet acted as exclusive financial advisor to Deinzer throughout the transaction.

#### Deinzer, Langenfeld, Germany

Founded in 1966, Deinzer is a leading full-service provider of customized multi-material in-store display solutions. Headquartered in Langenfeld, Germany, the company employs approximately 180 people and generates annual revenues of around EUR 30 million. Deinzer serves leading retailers and brand suppliers and is known for its high-quality design capabilities, manufacturing expertise and long-standing customer relationships.

#### HL Display Group, Stockholm, Sweden

HL Display is a global provider of in-store merchandising and communication solutions at the point of sale. Founded in 1954, the group operates in more than 70 countries worldwide, employs approximately 1,400 people and generates annual revenues of around EUR 280 million. HL Display is a subsidiary of the Swedish listed investment company Ratos.

#### hillstreet advisory partners, Frankfurt am Main, Germany

Based in Frankfurt am Main, hillstreet is an exclusive address for the purchase and sale of medium-sized companies and for professional succession consulting. As a partnership-based consulting firm, hillstreet operates independently and free of any conflicts of interest, offering first-class consulting on a par with a top-tier investment bank, focusing on consumer, food & retail, industrial products & construction, business services & healthcare. The team at hillstreet has extensive expertise based on their successful support of more than 100 transactions since 2000.

The hillstreet team advised the shareholders of Deinzer Holding GmbH throughout all phases of an exclusive M&A process until its successful completion.

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