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JLT Mobile Computers Executes on Strategy for Profitable Growth with a Cost Reduction Initiative

JLT Mobile Computers, developer of reliable computers for demanding environments, continues to create the premise for profitable growth. JLT's strategy is to focus its product offering to the high-end of the market, improve the gross margin and reduce the company's total cost. To reduce cost and align the organization to the strategy, JLT has started a cost reduction initiative and reduction in force including 7 positions.

The economic instability has meant increased competition in less demanding segments, resulting in "margin squeeze". JLT's strategy is to concentrate its product offering and focus on the high-end of the market, where performance, ruggedness and reliability are essential, and in which JLT's expertise and products represent a clear competitive advantage. The segment includes such areas as mining and construction machinery, forestry and agriculture equipment, logistics, and harbors.

As part in this strategy, JLT launched its VERSO product series in January. With the VERSO series JLT secures a strong market position by offering the highest performance in a rugged mobile computer. The VERSO series has been positively received by customers and partners.

During 2012, JLT has improved the gross margin to 27% compared to 21% in the previous fiscal year. The work with improving the gross margin will continue during 2013.

To reduce cost and align the organization to the stated strategy, JLT has started a cost reduction initiative and a reduction in force which includes 7 positions. The organizational changes are backed by an internal project to improve the operational efficiency which has resulted in streamlined processes and strengthened system support.

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About JLT Mobile Computers

JLT Mobile Computers is a leading developer of reliable mobile computers for demanding environments. These PC-type computers are developed and manufactured in Sweden for professional use and are characterized by very high reliability in the face of moisture, dust, vibration, electromagnetic fields or extreme temperature – reliability that is required for use in areas such as transportation, warehousing / logistics, forestry, mining, automation, military and rescue vehicles. JLT operates globally with sales partners, primarily in Europe and the United States, and has delivered over 80,000 PCs. JLT's turnover in 2012 was SEK 69 million. They have approximately 18 employees in Sweden. The headquarters houses the development, service and administration departments and is located in Växjö. The company was founded in 1994 and since 2002 has been listed on the NASDAQ OMX, First North, under the symbol JLT by Remium as Certified Advisor. For additional information, please visit www.jltmobile.com.