



#### Reader Enquiries:

##### **JLT Mobile Computers**

Per Holmberg, CEO  
Phone: +46-470-53 00 53  
[per.holmberg@jltmobile.com](mailto:per.holmberg@jltmobile.com)  
[www.jltmobile.com](http://www.jltmobile.com)

##### **JLT Mobile Computers (US)**

Eric Miller, CEO JLT US  
Phone: +1 480-705-4200 x215  
[eric.miller@jltmobile.com](mailto:eric.miller@jltmobile.com)  
[www.jltmobile.com](http://www.jltmobile.com)

#### Press Contact:

##### **PRismaPR (UK, Scandinavia + Benelux)**

Monika Cunnington  
Phone: +44-20-8133 6148  
[monika@prismapr.com](mailto:monika@prismapr.com)  
[www.prismapr.com](http://www.prismapr.com)



*From the left: Per Holmberg, CEO JLT Mobile Computers AB, Eric Miller, CEO JLT Mobile Computers Inc., David Molesworth, President DAP Technologies, Inc., and Stefan Käck, CFO JLT Mobile Computers AB*

*Picture available: [info@prismapr.com](mailto:info@prismapr.com)*

#### Press Release 5/2014

### **JLT Mobile Computers Fortifies Presence in the US**

*Takes over part of the operations of its US sales partner*

**Växjö, Sweden, November 25, 2014 \* \* \*** JLT Mobile Computers, Swedish developer and manufacturer of rugged computers for demanding environments, today announced that it has taken over the sales, services and production of the vehicle-mount computers from its US sales partner DAP Technologies. DAP has until now had the exclusive right to market and sell the JLT products under its own brand in North America, a market that represented close to half of the total JLT sales during the first three quarters of 2014. With a newly started, wholly-owned subsidiary JLT Mobile Computers, Inc., JLT will protect and grow its business on the North American market. By taking over the existing operation and organization from DAP, JLT enjoys a flying start to its establishment in the US.

Over the last two years, JLT has taken a leading position in the high-end of the rugged mobile computer market, where ruggedness, performance and reliability are key decision criteria for the customer. The company has launched several new market leading products aimed at these segments while implementing measures to achieve a stable and profitable operation. Over the past six quarters, JLT has reported the results of this strategy shift through increased sales, strengthened gross margin and positive operating results. The JLT business strategy is to expand its sales and support structure further; the establishment in the US is part of this strategy.

JLT has started the takeover of current business relationships, customer lists, prospect pipelines as well as 13 employees who previously worked within sales, service and staging of the JLT vehicle-mount computers at DAP. The contribution from the new US operation will in the future have a positive impact on JLT's growth. The transition will be completed by December 31, 2014.

"Since the company was founded, the US market has accounted for a substantial part of JLT's overall sales, thus constituting a key strategic market for JLT. Over time, we have formed a productive and close partnership based on mutual respect and trust with our US sales partner, so I'm thrilled to be working with this extraordinary team under this new structure," says Per Holmberg, CEO of JLT Mobile Computers AB.

"Having our own local sales office and experienced sales organization will enable JLT to get closer to its end customers and expand sales by adapting its product offerings and pricing strategy to the North American market," added Eric Miller, CEO of the newly started JLT Mobile Computers, Inc. in the US.

### **About JLT Mobile Computers**

JLT Mobile Computers is a leading developer of rugged 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 90,000 PCs. JLT's turnover in 2013 was SEK 61 million. The headquarters in Växjö, Sweden houses the development, service and administration departments. 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](http://www.jltmobile.com).