



ANNUAL GENERAL MEETING 2012

- ▶ KARL-JOHAN PERSSON
MANAGING DIRECTOR





2011 IN FIGURES

- ▶ Net sales SEK 110 billion (+1%)
 - local currencies +8%
 - comparable units -1%
- ▶ Gross profit SEK 66.1 billion
 - gross margin 60.1 percent
- ▶ Operating margin 18.5 percent
- ▶ Profit after tax SEK 15.8 billion (-15%)
- ▶ Earnings per share SEK 9.56
- ▶ Proposed dividend per share SEK 9.50



EXPANSION 2011

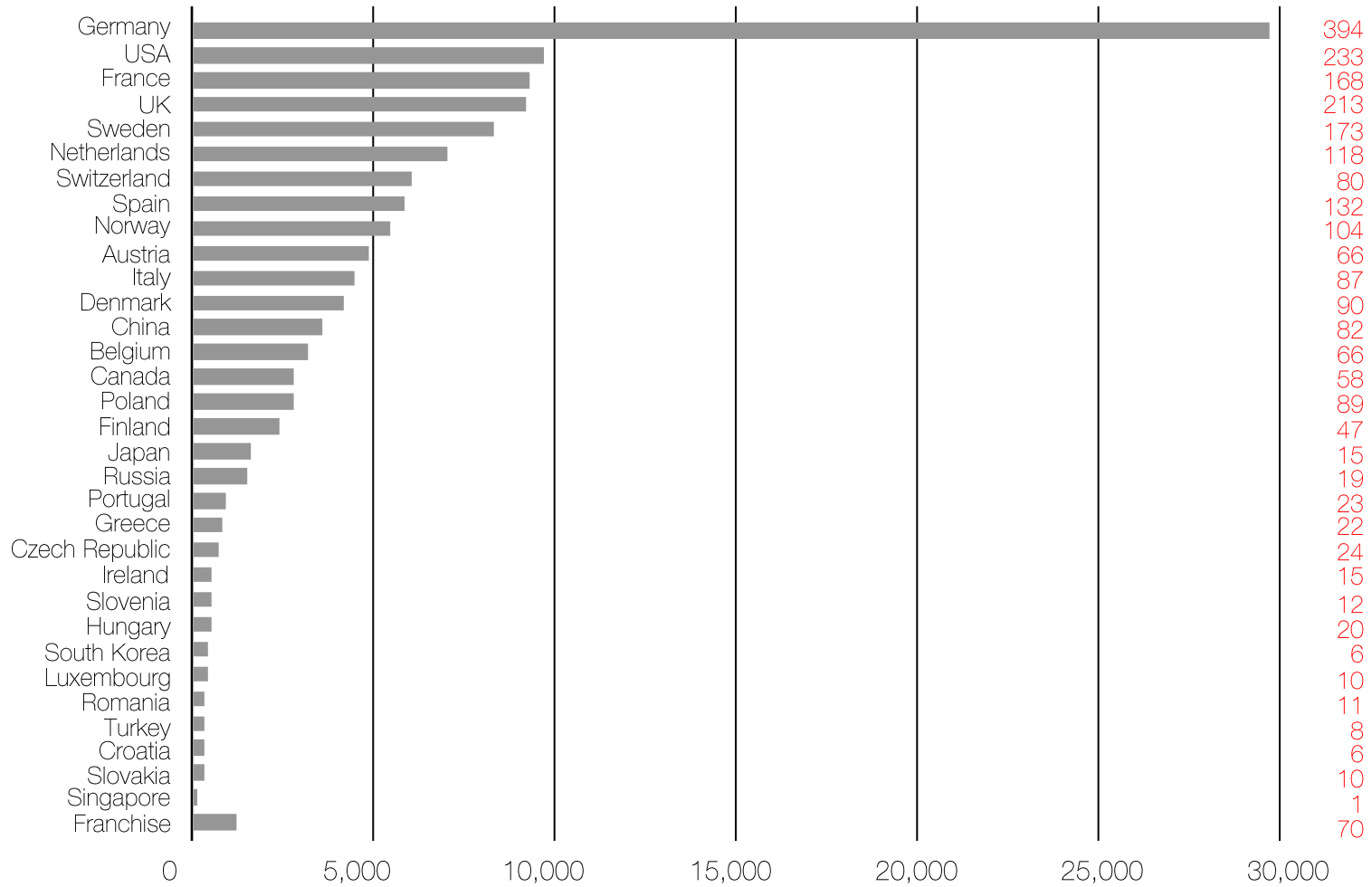
- ▶ 266 new stores net
 - 16 more than planned
- ▶ Five new markets 2011
 - very positive reception in Romania, Croatia, Singapore and via franchise in Morocco and Jordan
- ▶ Expansion within other brands
- ▶ 2,472 stores in 43 countries in total
 - H&M Shop Online in 8 markets
 - COS and Monki shop online in 18 markets



SALES PER MARKET

FULL-YEAR 2011 (INCLUDING VAT)

No. of stores





FIRST QUARTER 2012

- ▶ Net sales SEK 27.8 billion (+14%)
 - local currencies +13%
 - comparable units +3%
- ▶ Gross profit SEK 15.5 billion
 - gross margin 55.8 percent
- ▶ Operating margin 12.7 percent
- ▶ Profit after tax SEK 2.7 billion (+5%)



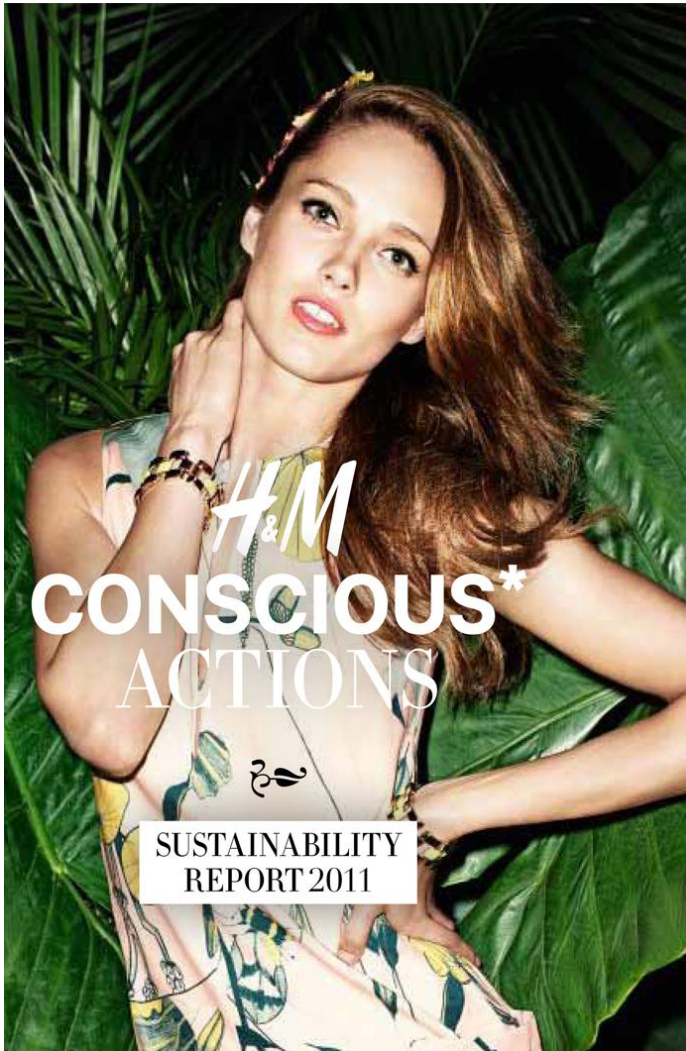
LONG-TERM INVESTMENTS

- ▶ Strengthened customer offering
- ▶ Long-term investments to broaden H&M's total offering
 - new store chain 2013

OUR COLLECTIONS



H&M



OUR RESPONSIBILITY

- ▶ Sustainability important part of customer offering
- ▶ Further increased efforts in Bangladesh
- ▶ H&M Conscious Actions
 - sustainability report for 2011 at hm.com





OUR EMPLOYEES

- ▶ H&M guided by strong values
- ▶ Employees grow with H&M
- ▶ 7,000 new employees during 2011
 - more than 94,000 in total
- ▶ H&M Incentive Program





EXPANSION 2012

- ▶ Planned net addition of approx. 275 new stores in 2012
 - China, the US and the UK largest expansion markets
- ▶ Five new markets 2012
 - Bulgaria – two stores opened
 - Latvia, Malaysia, Mexico and via franchise Thailand during autumn
- ▶ COS to Italy, Poland, Hong Kong, Finland, Austria and via franchise to Kuwait
- ▶ H&M Shop Online to be launched in the US during autumn





H & M Hennes & Mauritz AB