



ANNUAL GENERAL MEETING 2013

- ▶ KARL-JOHAN PERSSON
MANAGING DIRECTOR





2012 IN BRIEF

- ▶ Continued challenging conditions for fashion retail in many H&M's markets
- ▶ Sales +11% in local currencies
 - comparable units +1%
- ▶ Gross margin 59.5 percent
- ▶ Large long-term investments
- ▶ Cost control remains good
- ▶ Profit after tax increased by SEK 1 billion despite
 - large long-term investments
 - negative currency translation effects





LONG-TERM INVESTMENTS

- ▶ Large investments within IT and online
 - completely mobile-adapted H&M shop online
 - shop online in US planned for summer and more markets further ahead
- ▶ New fashion brand & Other Stories
- ▶ Broadening of H&M's product range
 - extended, updated sports concept
- ▶ Strengthen position further and build an even stronger H&M



STRENGTHENING OF THE SWEDISH KRONA

SEK/EURO

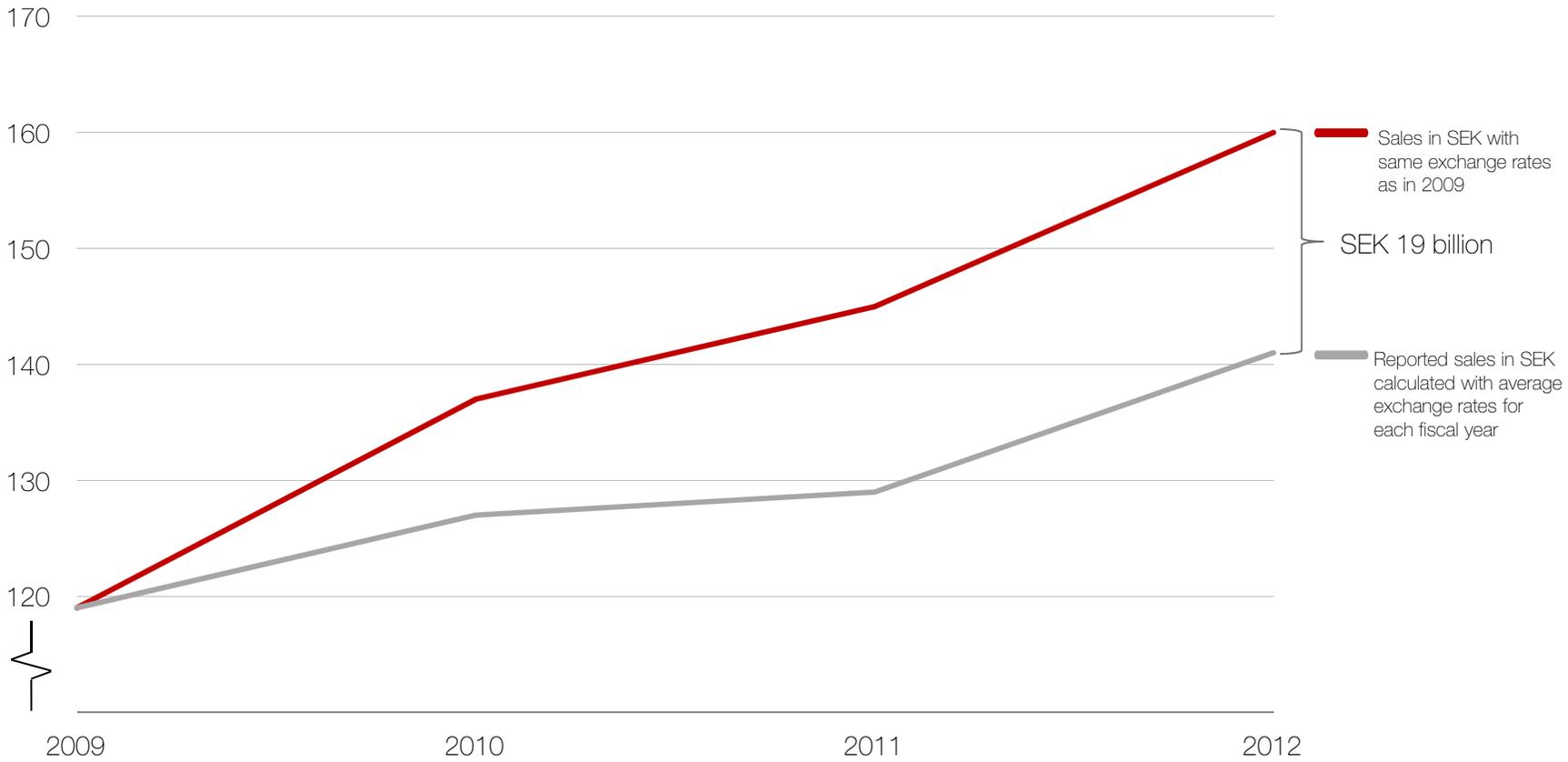


Source: www.ecb.eu



NEGATIVE CURRENCY TRANSLATION EFFECTS

Sales in SEK billion





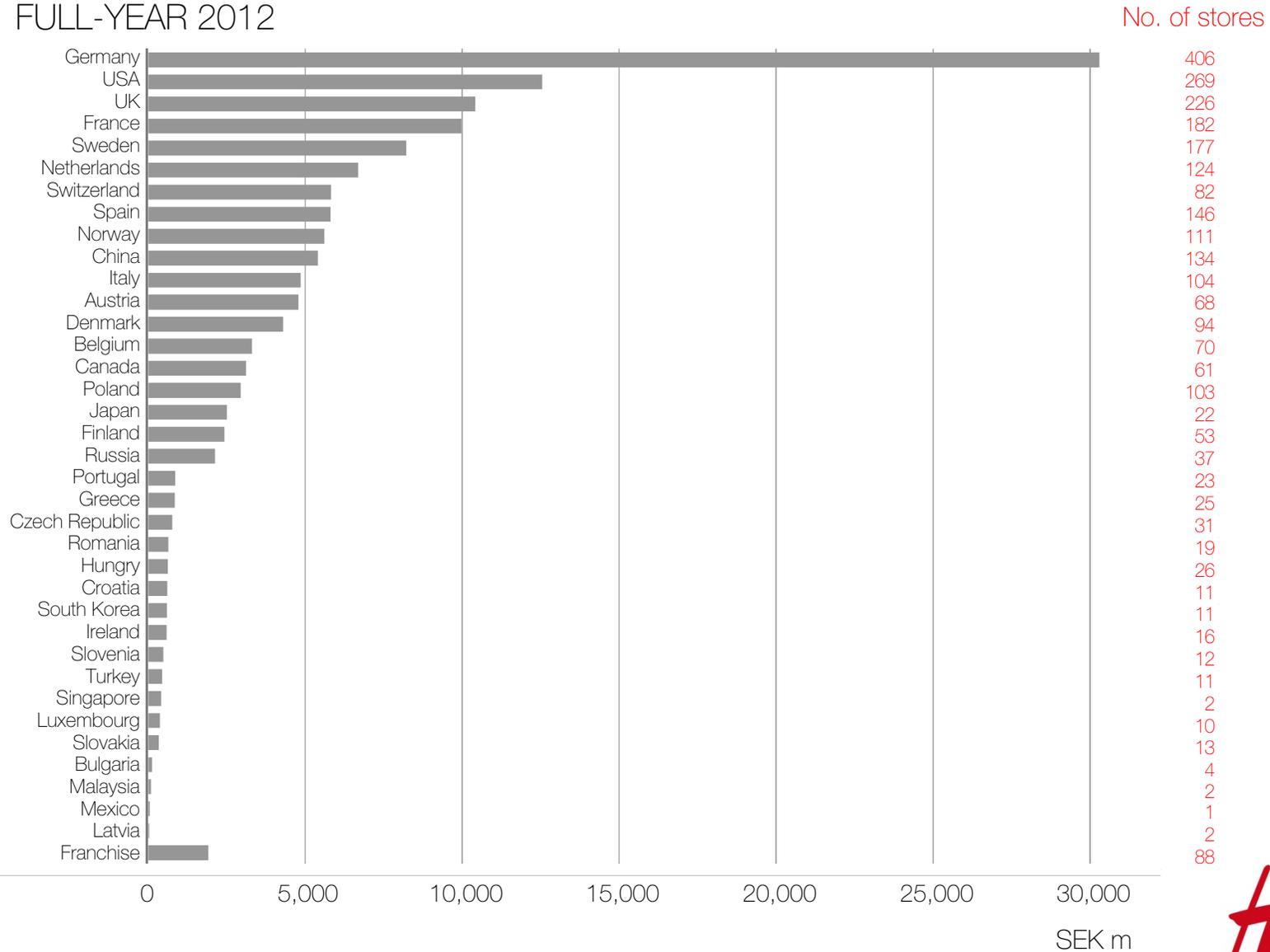
EXPANSION 2012

- ▶ 304 new stores net in 2012
 - in total approx. 2,800 stores in 48 markets
- ▶ 10,000 new jobs during 2012
 - in total approx. 104,000 employees
- ▶ H&M opened in five new markets
 - Bulgaria, Latvia, Malaysia, Thailand and Mexico



SALES PER MARKET

FULL-YEAR 2012





EXPANSION 2013

- ▶ Increased expansion pace to approx. 350 new stores net for 2013
- ▶ Opened first store in the southern hemisphere in Chile
 - amazing welcome by customers
- ▶ H&M also opens in Estonia, Lithuania, Serbia and via franchise Indonesia in 2013
- ▶ H&M opens in Australia in 2014
- ▶ The other group brands continue to expand





& OTHER STORIES

- ▶ Fantastic reception at the launch
 - stores in seven big cities in the spring: London, Copenhagen, Stockholm, Paris, Berlin, Milan and Barcelona
 - shop online at stories.com in ten European countries
- ▶ Sales exceeded our high expectations
- ▶ Wide range of shoes, bags, accessories, beauty products and clothes for women

H&M



H&M SPORT

- ▶ Extended sports concept for women, men and children at the beginning of 2014
- ▶ Wide range of sportswear in functional materials
- ▶ To be launched in H&M's online markets and selected stores
 - stores in approx. 15 countries to start with

The H&M logo is displayed in its signature red, stylized font.



H&M TO DRESS OLYMPIC TEAMS

- ▶ H&M dresses Swedish teams for Olympic and Paralympic games
 - Winter Olympics and Paralympics in Sochi 2014
 - Summer Olympics and Paralympics in Rio de Janeiro 2016
 - collection developed by H&M's design teams in collaboration with Swedish Olympians



THE H&M SPIRIT

- ▶ H&M guided by strong values
- ▶ Respect for the individual and a belief in people
- ▶ The H&M spirit present throughout the company
- ▶ Employees are the key to H&M's success





SUSTAINABLE DEVELOPMENT

- ▶ Integral part of H&M's operations
- ▶ World's largest user of organic cotton and Better Cotton
- ▶ First fashion company to launch global garment collecting initiative
- ▶ Published H&M's supplier factory list





SUSTAINABLE DEVELOPMENT

- ▶ Contribute to jobs for over a million people in sourcing countries
- ▶ Work for higher minimum wages and yearly revisions in Bangladesh
 - met Bangladesh's prime minister
- ▶ Partnerships to empower workers
 - strengthening dialogue between workers and employers in Cambodia
- ▶ Contribute to lasting improvements for all workers in the textile industry in sourcing countries





H&M CONSCIOUS FOUNDATION

- ▶ Charitable foundation started in 2007
- ▶ Donation of SEK 500 million from the Persson family in 2013
- ▶ Focus on initiatives for UN Millennium Development Goals
- ▶ Support several organisations, such as WaterAid, and disaster relief efforts
- ▶ Increase possibilities for initiatives on a greater scale and make considerable difference for many people



CONSCIOUS EXCLUSIVE



H&M

SUMMER FASHION



H&M

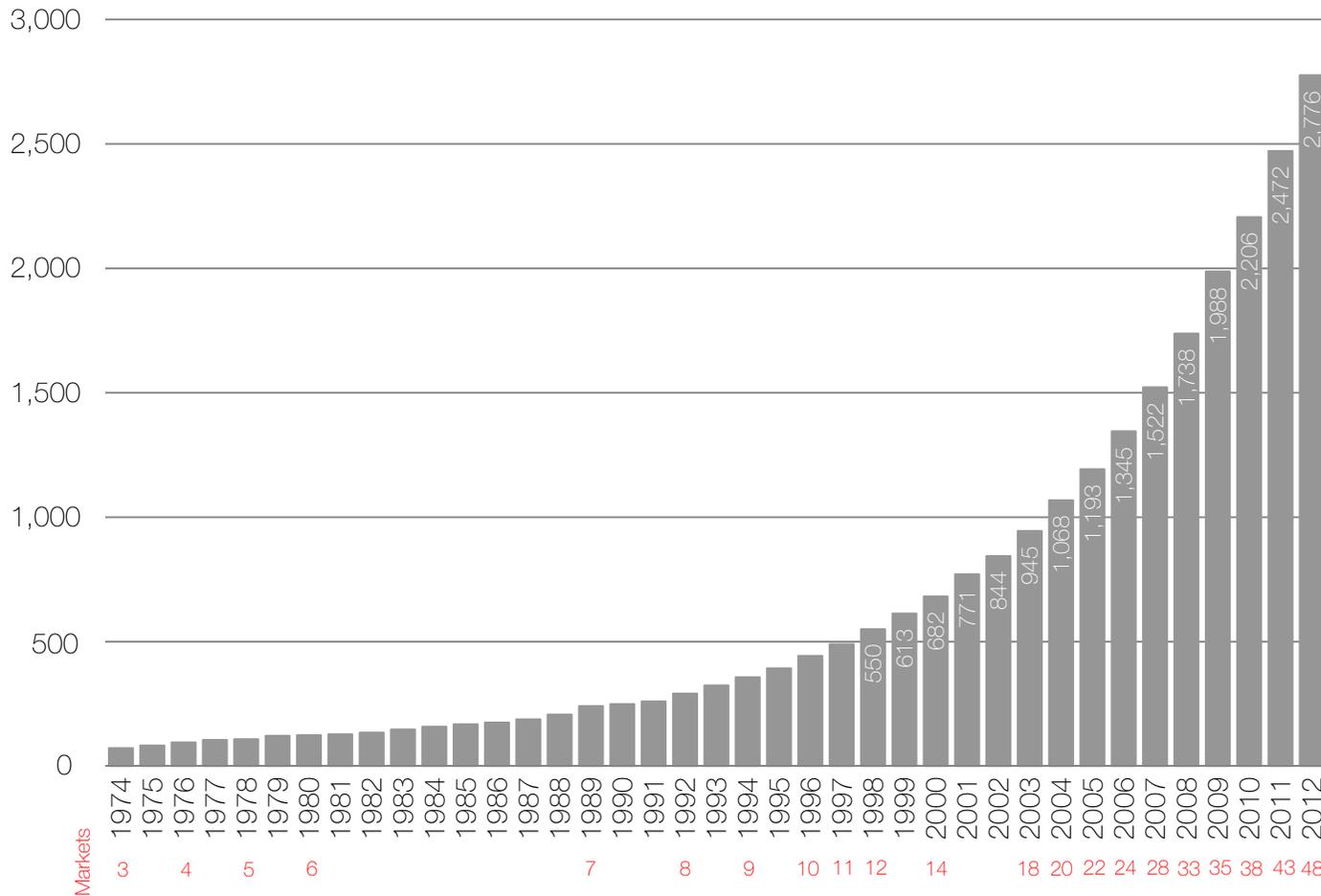
AUTUMN FASHION



H&M

STORE EXPANSION

No. of stores





H&M



H & M Hennes & Mauritz AB