



H & M Hennes & Mauritz AB

PRESS CONFERENCE 29 SEPTEMBER 2011

NINE-MONTH REPORT



- ▶ KARL-JOHAN PERSSON
MANAGING DIRECTOR
- ▶ NILS VINGE
INVESTOR RELATIONS MANAGER
- ▶ CATARINA MIDBY
TREND COORDINATOR





THIRD QUARTER 2011

- ▶ Net sales SEK 26,912 m
 - local currencies +5%
 - comparable units -3%
- ▶ Gross margin 58.6 percent (60.5%)
- ▶ Operating margin 17.5 percent (21.0%)





EXPANSION

- ▶ Continued profitable expansion
 - net addition of 119 stores during the first nine months of 2011
 - 2,325 stores
- ▶ Approx. 265 new stores net 2011, 15 more than planned
 - Singapore 41st market
- ▶ New markets 2012
 - Bulgaria in spring
 - Indonesia and Thailand via franchise
- ▶ COS and Monki online 2011



FINANCIAL DATA



H&M

SALES AND PROFITS

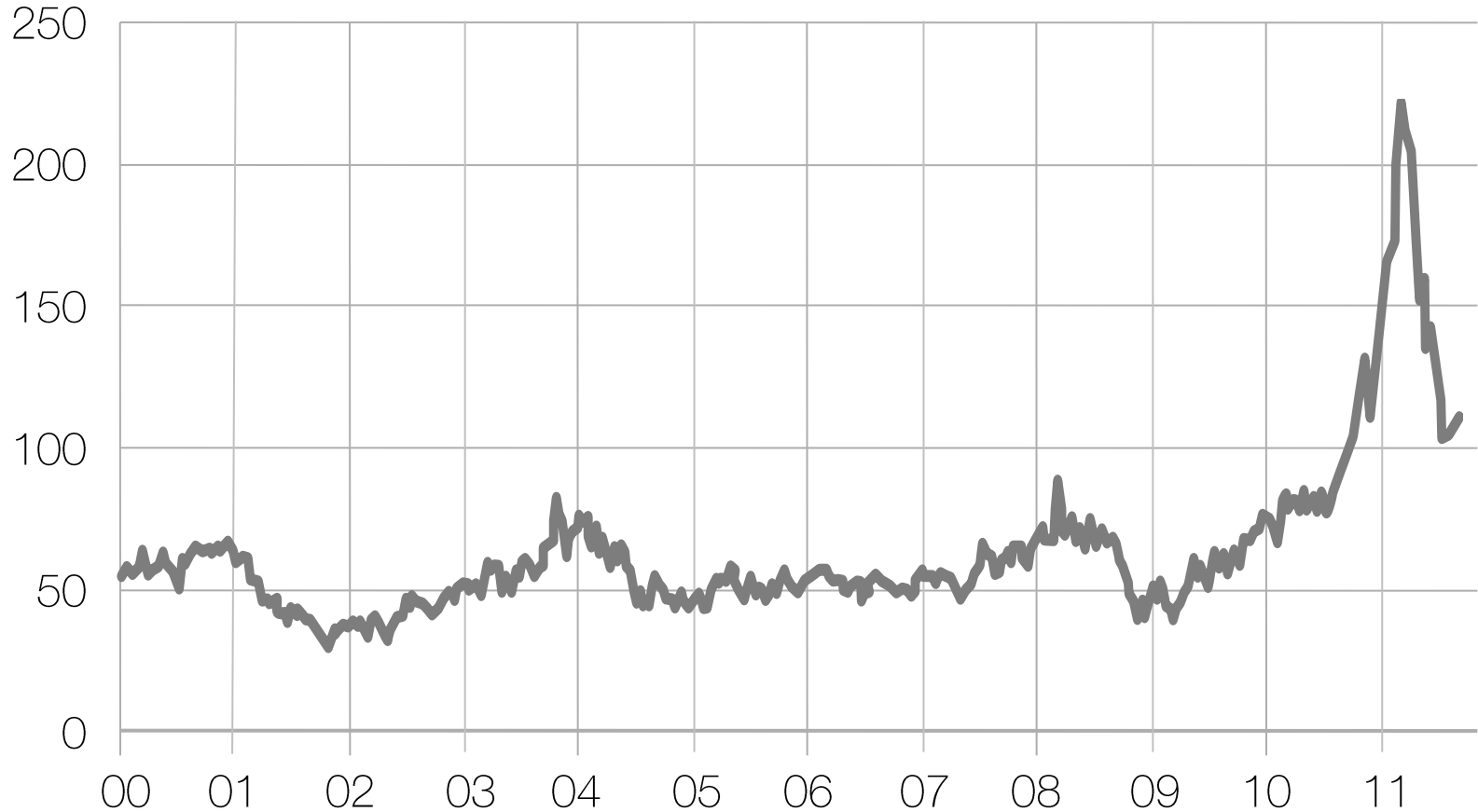
THIRD QUARTER

SEK m	2011	2010
Sales including VAT	31,511	31,475
Sales excluding VAT	26,912	26,893
Gross profit	15,766	16,279
<i>Gross margin, %</i>	58.6	60.5
Selling and administrative expenses	-11,059	-10,623
Operating profit	4,707	5,656
<i>Operating margin, %</i>	17.5	21.0
Net interest income	143	79
Profit after financial items	4,850	5,735
Tax	-1,261	-1,491
Profit for the period	3,589	4,244
<i>Earnings per share (SEK)</i>	2.17	2.56



COTTON PRICES

USD cents/lb



Source: TradingEconomics.com; NYMEX



SALES AND PROFITS

NINE-MONTHS

SEK m	2011	2010
Sales including VAT	92,619	92,174
Sales excluding VAT	79,047	78,772
Gross profit	46,997	49,477
<i>Gross margin, %</i>	59.5	62.8
Selling and administrative expenses	-33,283	-31,878
Operating profit	13,714	17,599
<i>Operating margin, %</i>	17.3	22.3
Net interest income	426	231
Profit after financial items	14,140	17,830
Tax	-3,676	-4,636
Profit for the period	10,464	13,194
<i>Earnings per share (SEK)</i>	6.32	7.97



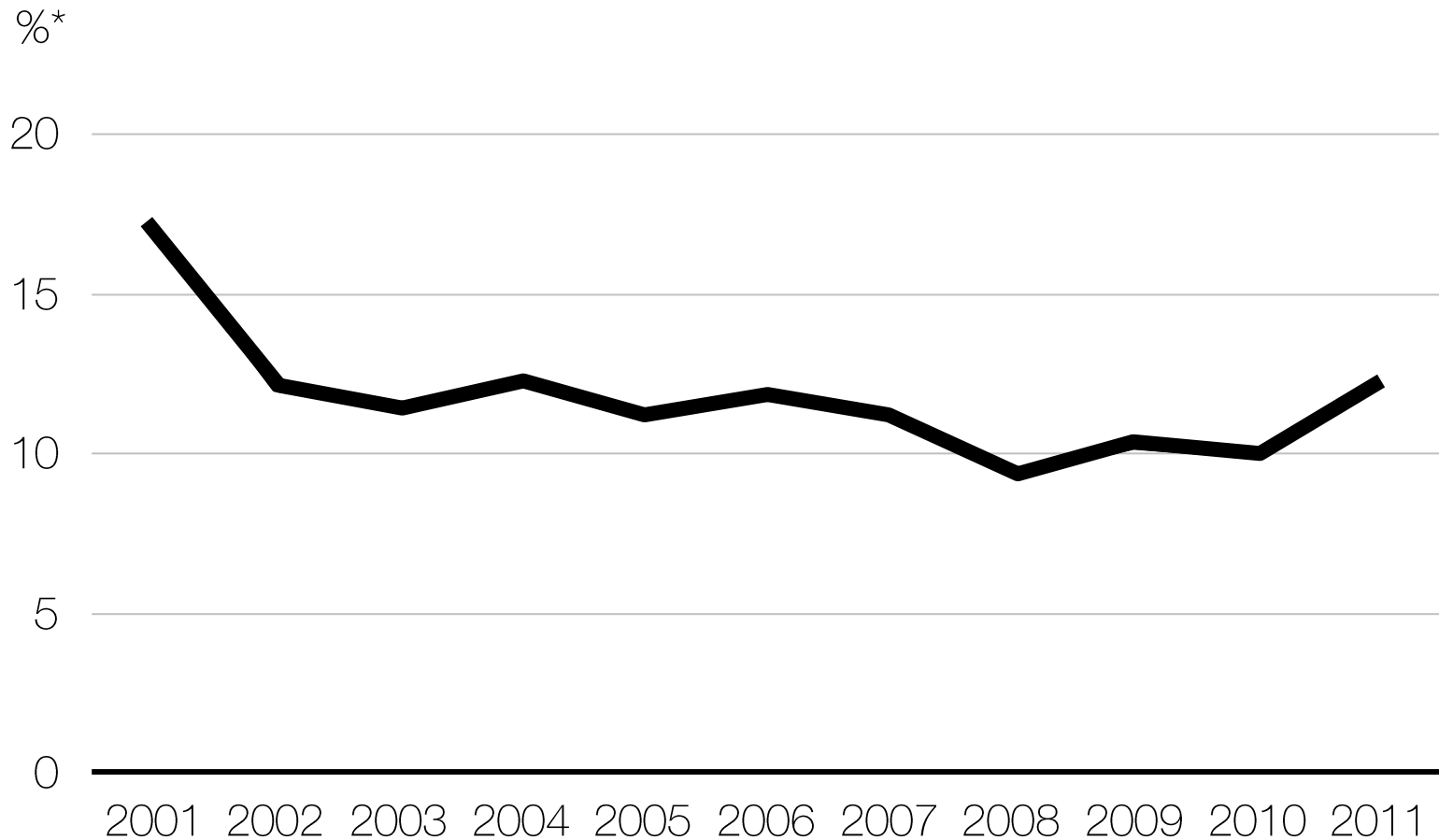
KEY DATA

SEK m	31 Aug 2011	31 Aug 2010
Stock-in-trade	13,310	10,545
Cash flow from current operations	11,226	16,181
Investments	3,288	3,061
Liquid funds and short-term investments	16,895	21,362
Return on equity*, %	41.1	52.3

* rolling 12 months



STOCK-IN-TRADE / SALES



* rolling 12 months



MODERN CLASSIC



H&M

CONSCIOUS



H&M

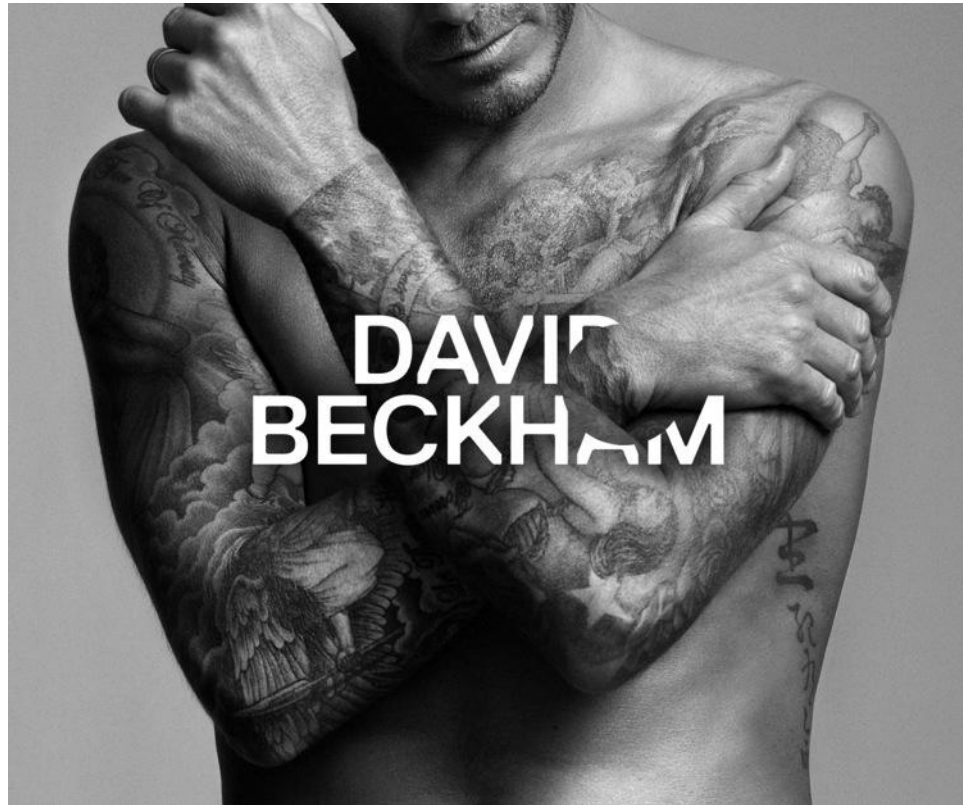
VERSACE FOR H&M



- ▶ Autumn 2011 designer collaboration
- ▶ Available 17 November
 - 300 stores
 - online
- ▶ Collection in exclusive materials with accessories for women and men
- ▶ Home pieces



DAVID BECKHAM BODYWEAR



- ▶ New bodywear range
 - exclusively for H&M
- ▶ Sales start 2 February 2012
 - in all markets
 - in approx. 1,800 stores
 - online
- ▶ Long-term partnership with new launches seasonally





H&M



H & M Hennes & Mauritz AB