



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 21 MARCH 2013

THREE-MONTH REPORT





- ▶ NILS VINGE
INVESTOR RELATIONS
MANAGER
- ▶ JYRKI TERVONEN
CHIEF FINANCIAL OFFICER

H&M



FIRST QUARTER 2013

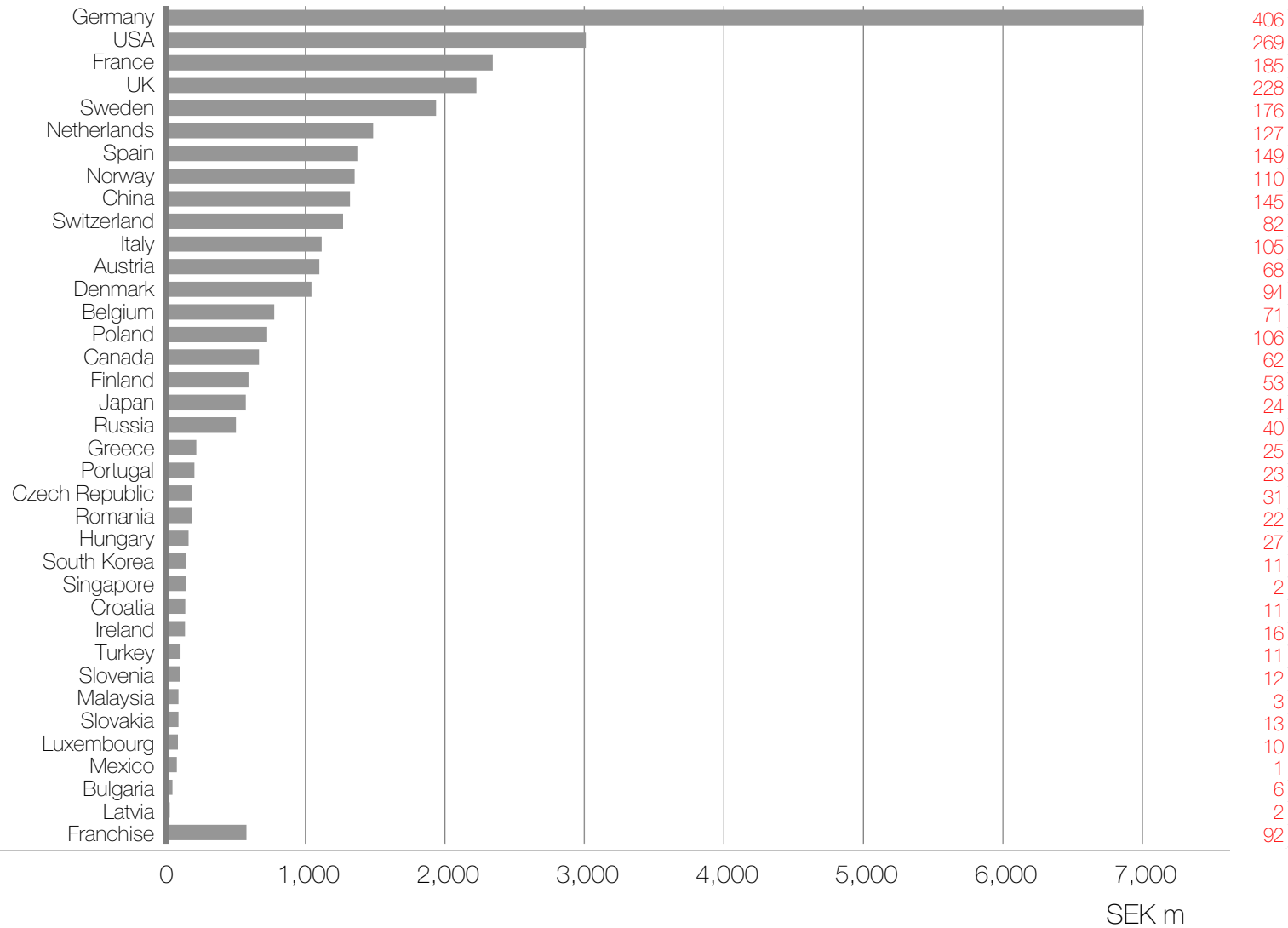
- ▶ Net sales SEK 28,392 m (+2%)
 - local currencies +6%
 - comparable units -3%
- ▶ Gross profit SEK 15,679 m (+1%)
 - gross margin 55.2 percent (55.8%)
- ▶ Operating margin 11.0 percent (12.7%)
- ▶ Profit after financial items
SEK 3,234 m (-12.6%)
- ▶ Profit after tax SEK 2,458 m (-10.3%)
- ▶ Earnings per share SEK 1.49

H&M

SALES PER MARKET

FIRST QUARTER 2013

No. of stores



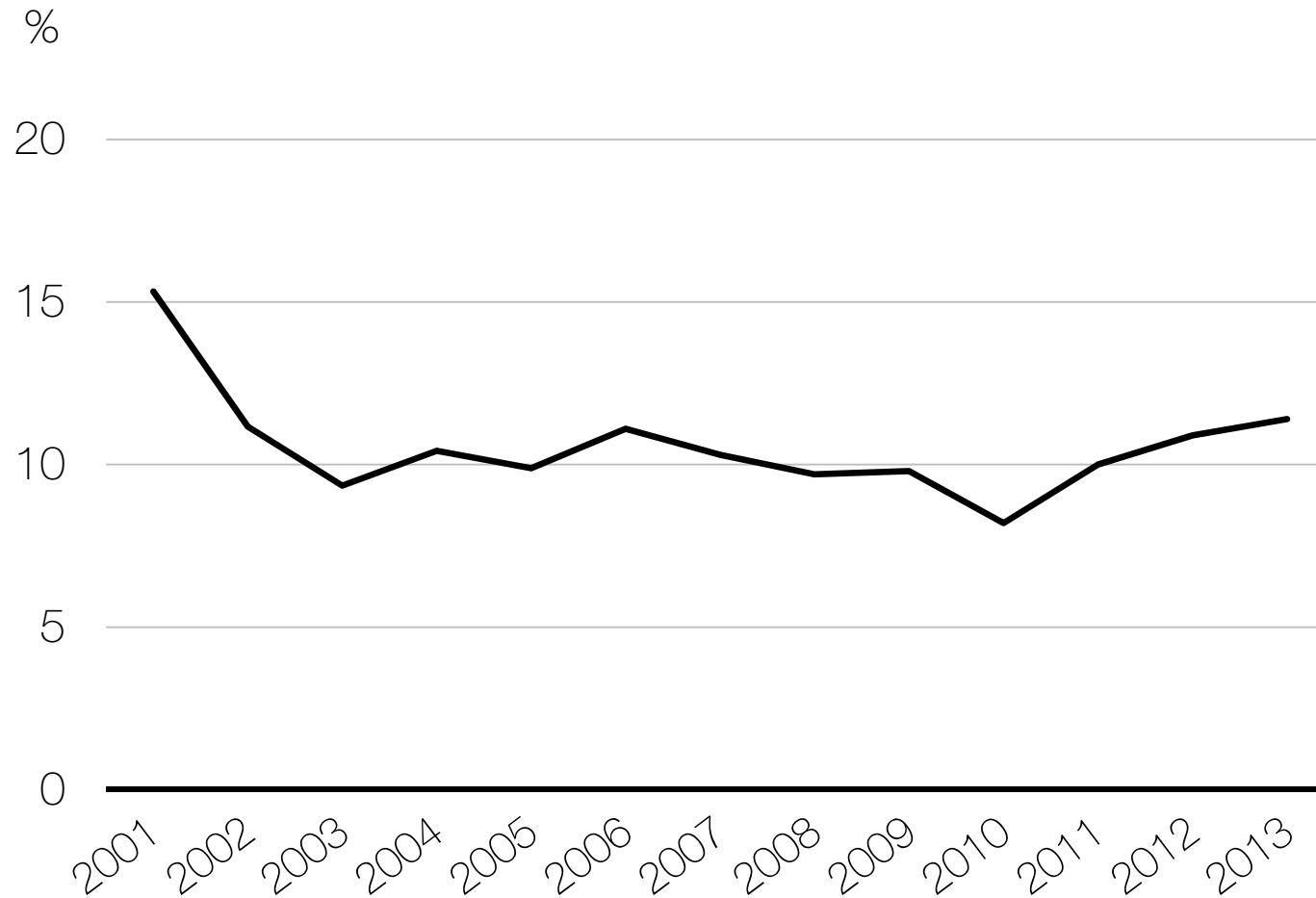
KEY DATA

SEK m	28 Feb 2013	29 Feb 2012
Stock-in-trade	13,825	12,397
Cash flow from current operations	3,777	2,218
Investments	1,635	1,134
Liquid funds and short-term investments	18,959	22,029
Return on equity*, %	36.3	34.9

* rolling 12 months



STOCK-IN-TRADE / SALES





EXPANSION

- ▶ 42 new stores net in Q1
 - 2,818 stores in 48 countries
- ▶ Increased expansion pace to approx. 350 new stores net for 2013
- ▶ Five new markets 2013
 - Chile, Estonia, Lithuania, Serbia and via franchise Indonesia
- ▶ H&M opens in Australia in 2014
- ▶ The other brands continue to expand





& OTHER STORIES

- ▶ Fantastic reception at the launch
 - first store opened in London 8 March and in Copenhagen 15 March
 - shop online on stories.com opened 8 March in ten European countries
 - sales have exceeded our high expectations
- ▶ First store in Sweden opens 22 March in Stockholm
- ▶ Openings in Barcelona, Berlin, Milan and Paris to follow in spring 2013

H&M



H&M SPORT

- ▶ New, extended sports concept for women, men and children at the beginning of 2014
- ▶ Wide range of sportswear in functional materials, suited for various kinds of sports activities
- ▶ 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.

SUSTAINABILITY REPORT



H&M

CONSCIOUS EXCLUSIVE



H&M

The logo consists of the letters 'H', '&', and 'M' in a bold, red, sans-serif font. The letters are slanted to the right. The ampersand is smaller and positioned between the 'H' and 'M'.

H & M Hennes & Mauritz AB

A smaller version of the red H&M logo, positioned in the bottom right corner of the page.