



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 27 MARCH 2014

THREE-MONTH REPORT



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



FIRST QUARTER 2014

- ▶ Net sales SEK 32,143 m (+13%)
- ▶ Gross profit SEK 17,641 m (+13%)
 - gross margin 54.9 percent (55.2%)
- ▶ Substantial long-term investments continue
- ▶ Operating margin 10.6 percent (11.0%)
- ▶ Profit after financial items SEK 3,486 m (+8%)
- ▶ Profit after tax SEK 2,649 m (+8%)
- ▶ Earnings per share SEK 1.60 (1.49)



KEY DATA

SEK m	28 Feb 2014	28 Feb 2013
Stock-in-trade	15,865	13,825
Cash flow from current operations	2,671	3,777
Investments	1,588	1,635
Liquid funds and short-term investments	18,226	18,959
Return on equity* %	37.2	36.3

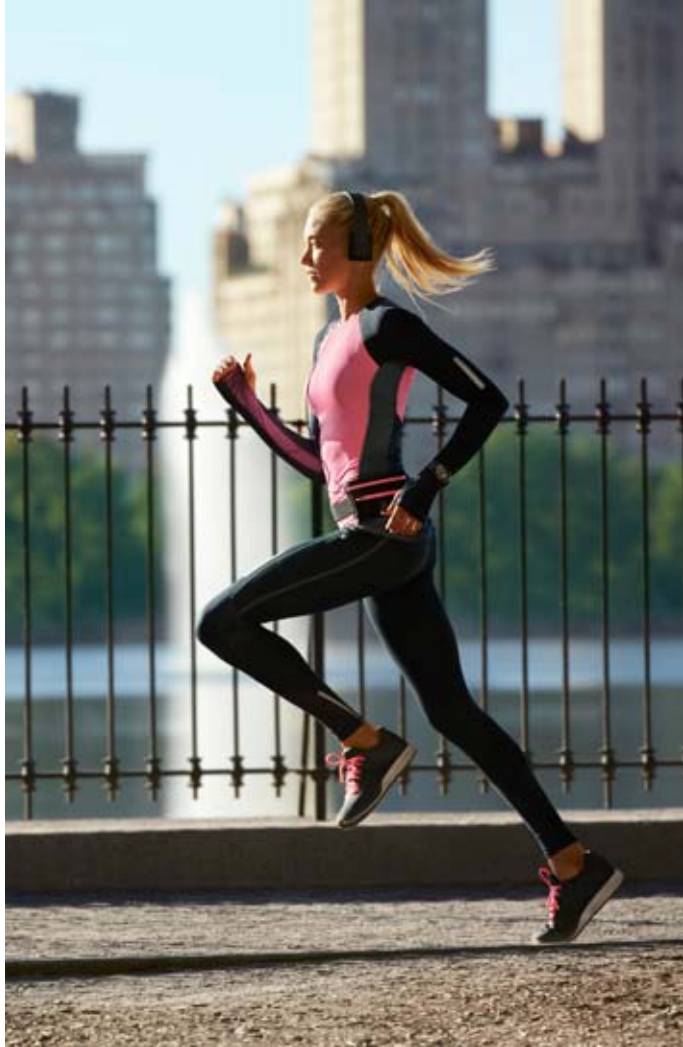
* rolling 12 months





EXPANSION

- ▶ 60 new stores net during Q1
 - 3,192 stores in 53 markets
- ▶ 375 new stores net planned 2014
 - China and the US largest expansion markets
 - several new flagship stores
- ▶ New H&M markets 2014
 - Australia, Melbourne, opens 5 April
 - Philippines and India, second half
- ▶ Peru and South Africa new H&M countries in 2015
- ▶ The other brands continue to expand



H&M SPORT

- ▶ Extended sports concept for women, men and children
 - focus on function, fit, design and comfort
- ▶ Very well received
 - in selected stores in 18 countries and online
- ▶ Continued roll-out to more stores and countries
- ▶ Further broadening of the sport range





H&M ONLINE

- ▶ France online store open since March 13
- ▶ Additional three new H&M online-store markets planned for 2014
 - Spain and Italy to open early autumn
 - China planned to open at the end of the year
- ▶ Global roll-out of online continues





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