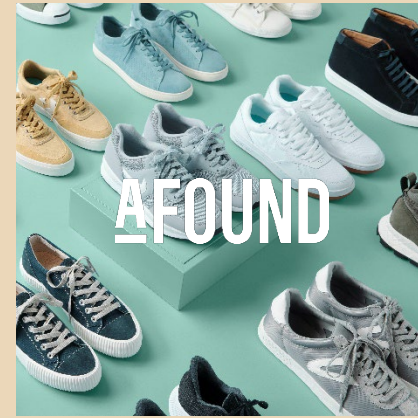


H&M Group

H & M Hennes & Mauritz AB

Press conference 29 June, 2022

Six-month report 2022



A photograph of a desert landscape at sunset. The sky is a warm, golden-orange color. In the foreground, there are several cholla cacti with their characteristic spiky, segmented arms. In the middle ground, there are several Joshua trees with their iconic spiky leaves and branching forms. The ground is dry and sandy, with some sparse, low-lying vegetation. The overall scene is peaceful and captures the beauty of a desert environment during the "golden hour" of sunset.

Helena Helmersson

CEO

Adam Karlsson

CFO

Nils Vinge

Head of Investor Relations

Second quarter 2022

Strong sales development

- Well-received collections
- Increased full-price sales and decreased markdowns
- Increased sales in physical stores
- Online continues to do well



Integrated channels

- Strength of having both physical and digital channels
- Smooth and inspiring customer experience
- Continuous store optimisation



Well-positioned customer offering

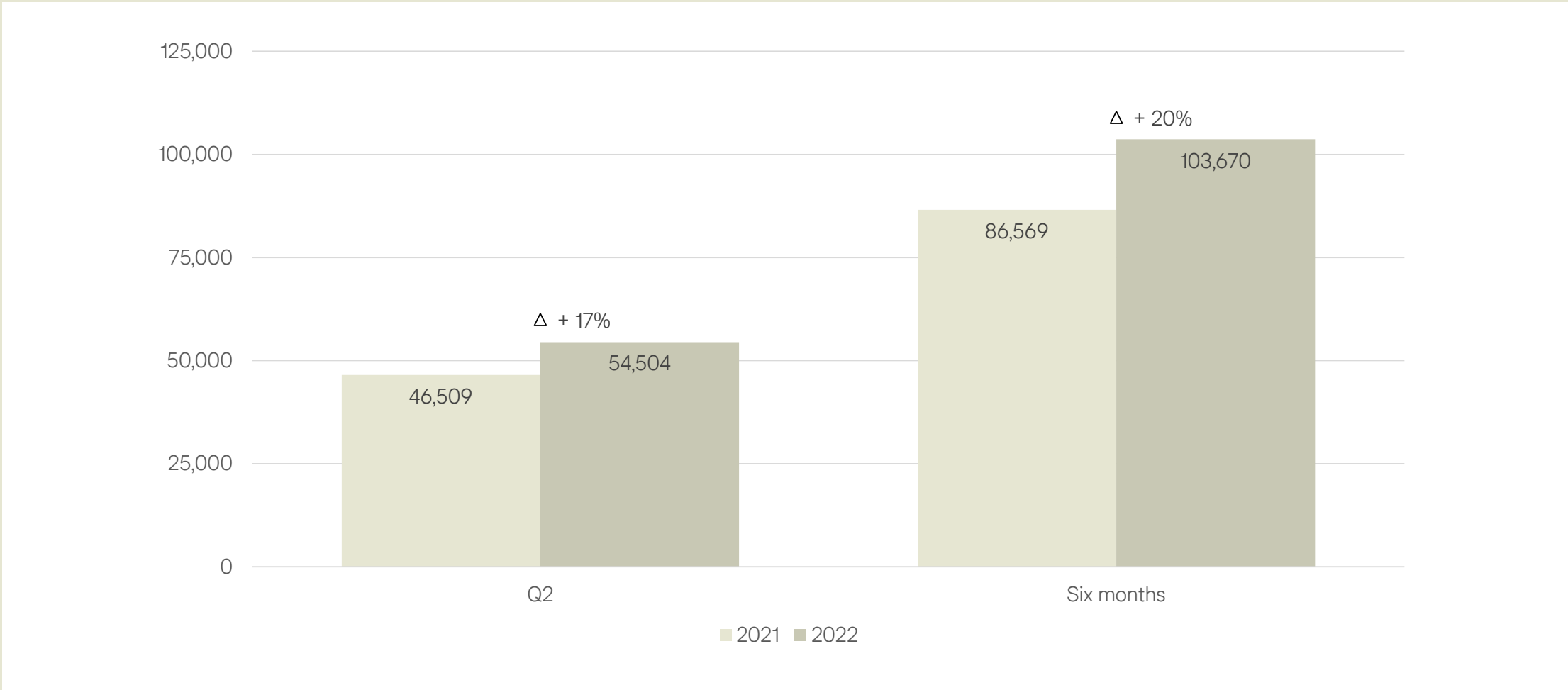
- Meet customers' ever-increasing expectations of affordable and sustainable fashion





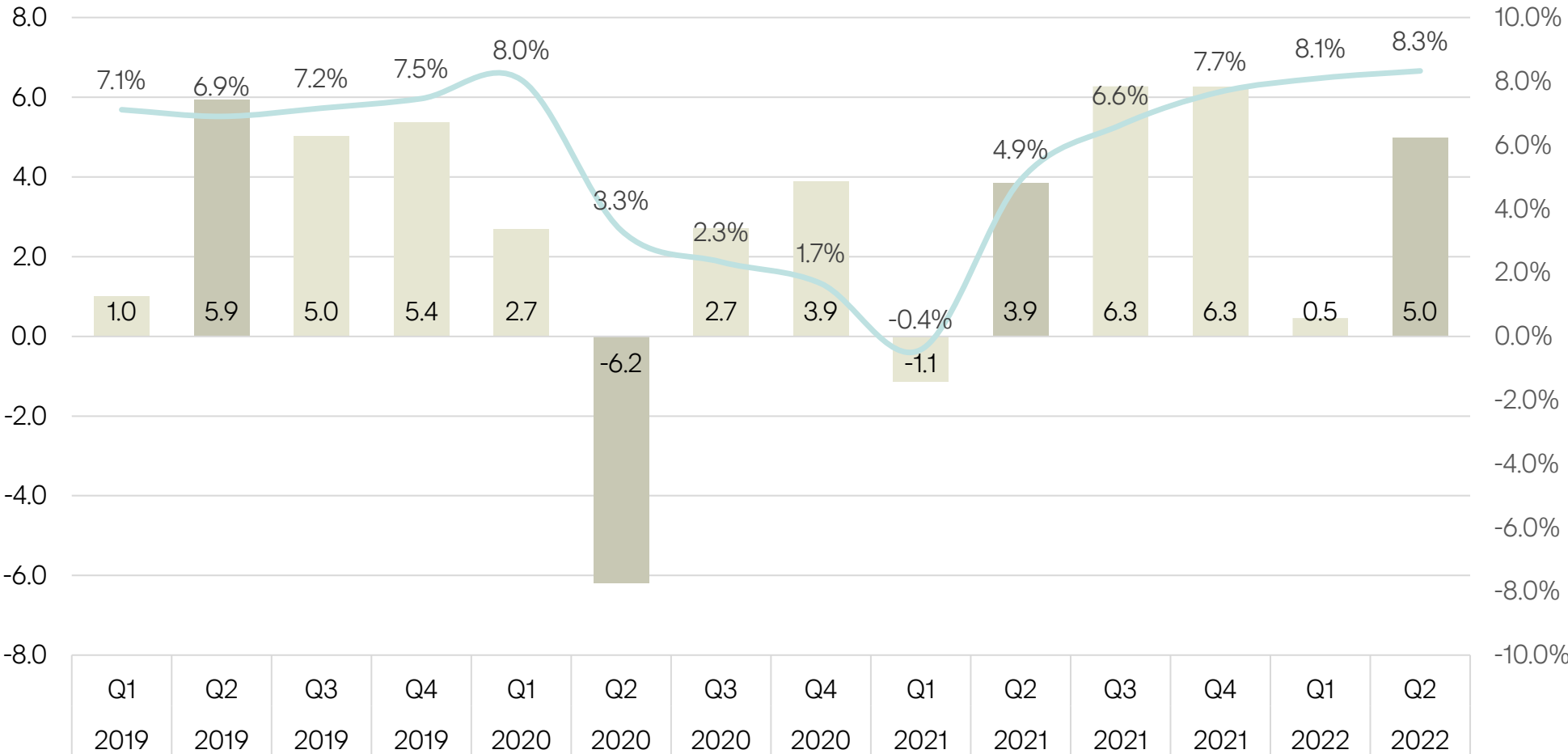
Net sales

SEK m



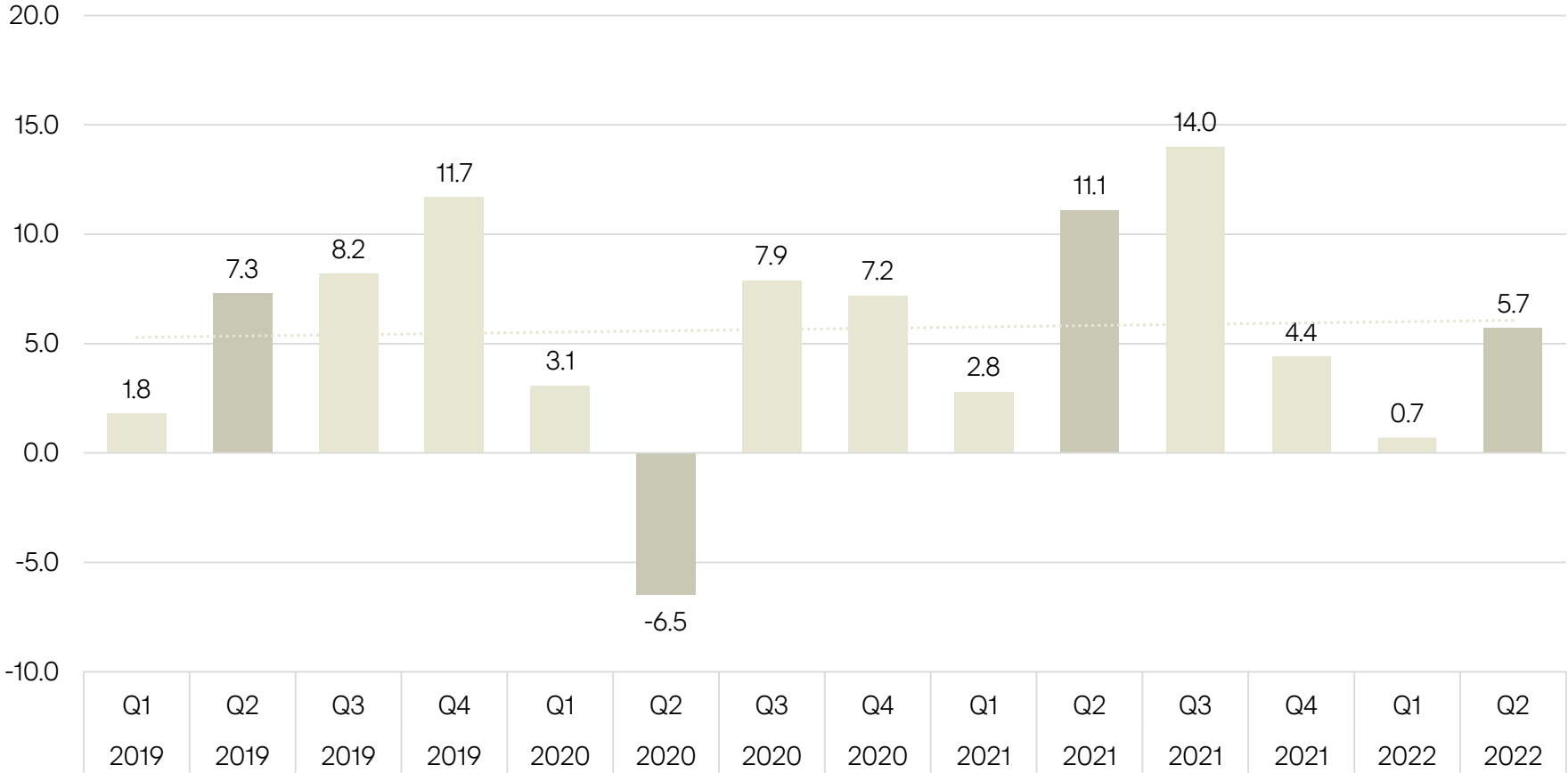
Operating profit and margin by quarter

Rolling 12 months, SEK billion



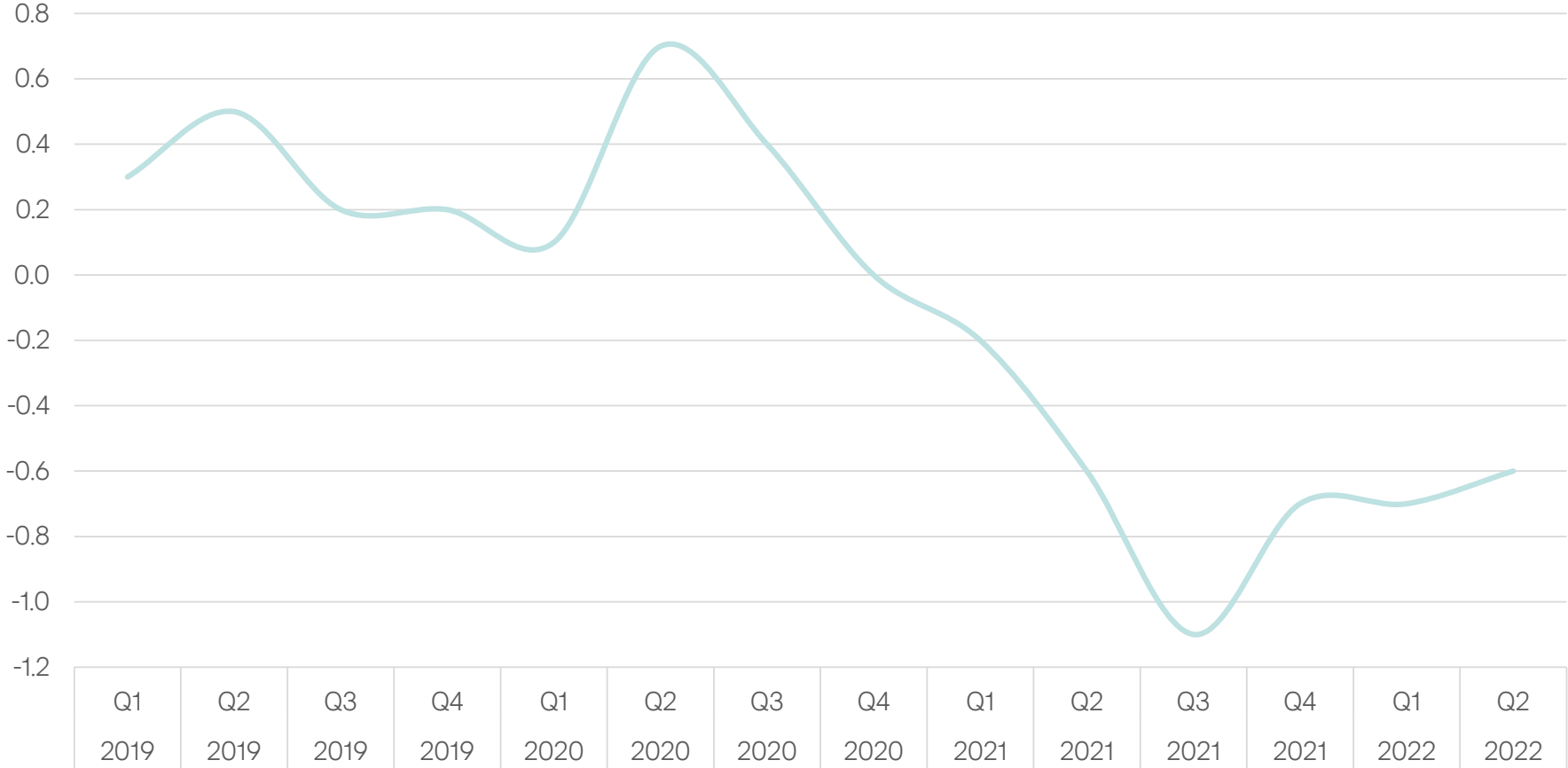
Cash flow by quarter

From operating activities. Excluding IFRS 16, SEK billion

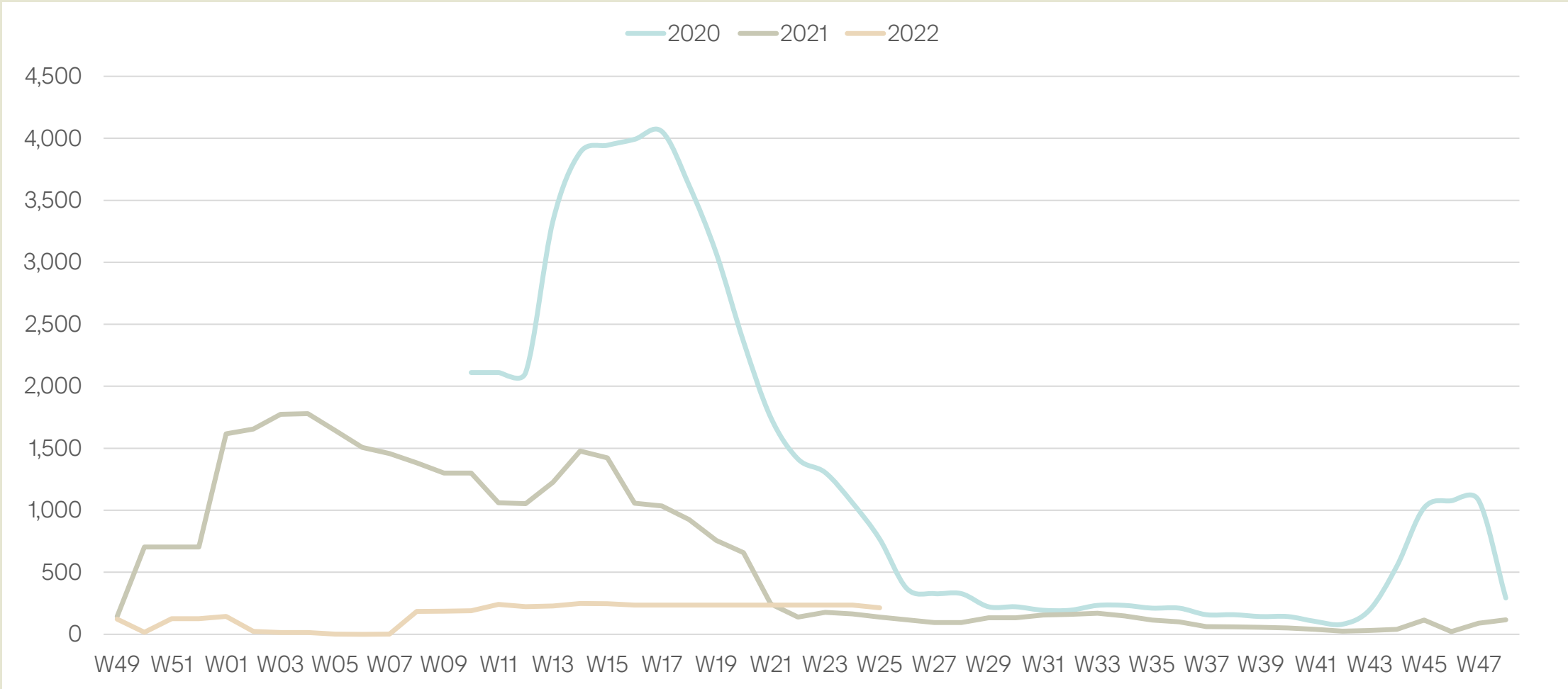


Net debt/EBITDA

Development excluding IFRS 16



Number of temporarily closed stores 2020-2022





Sustainable and profitable growth



Latest 2030

- Double sales
- Halving carbon footprint
- Profitability to exceed 10 percent over time

Growth areas

H&M

- Strengthen, develop and broaden offering to include more products and services
- Develop existing customer relationships and attract new customers
- Offer unbeatable value and enable for sustainable choices



Growth areas

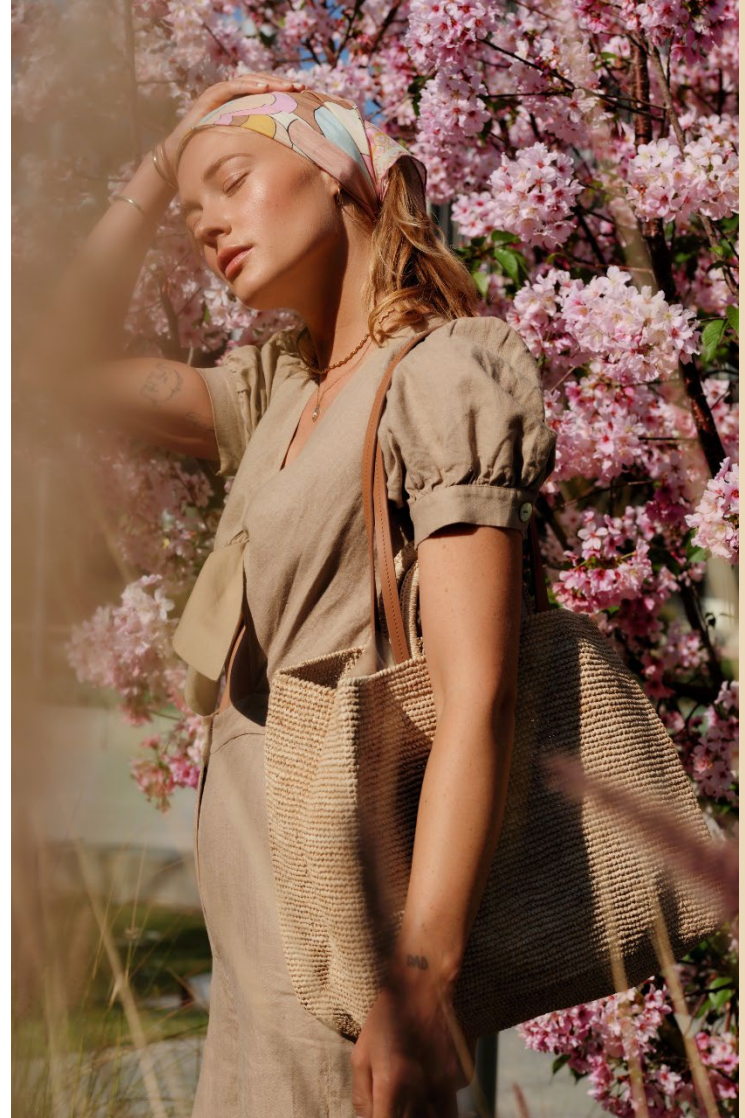
- Expanding by increased sales in all channels
- New markets 2022: Ecuador, Kosovo, North Macedonia, and via franchise Costa Rica and Guatemala
- Accelerating expansion in North and South America region, with focus on Latin America



Growth areas

Portfolio brands och business ventures

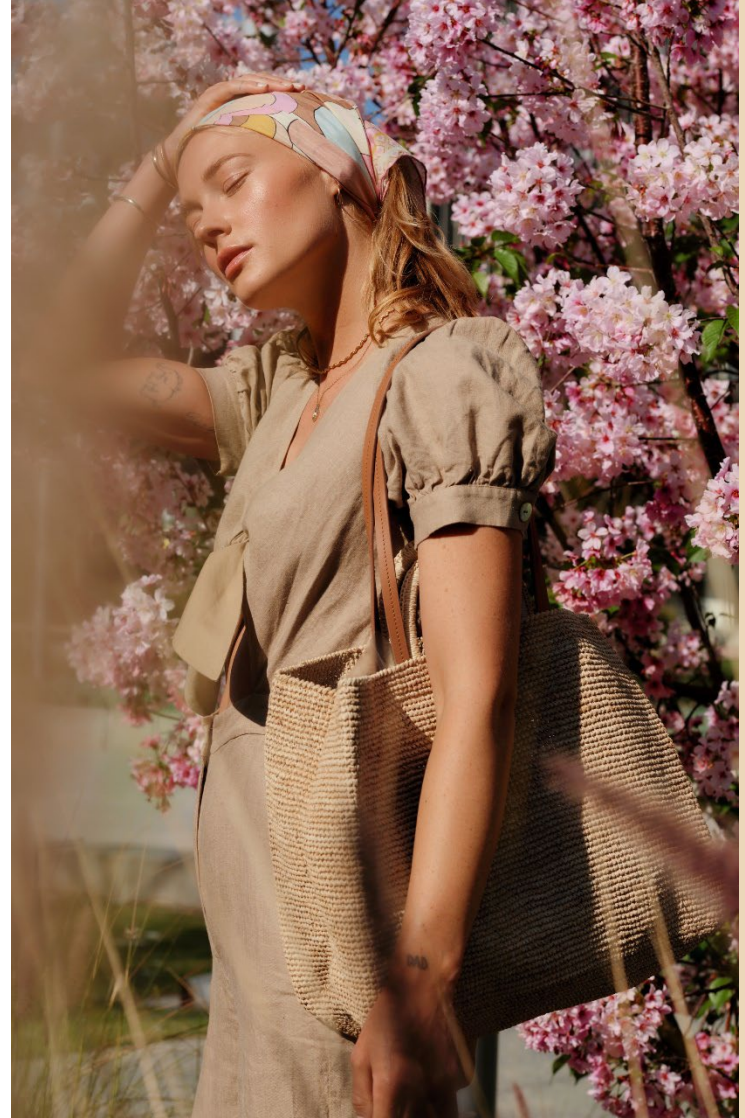
- Consistently growing through our other brands, new business models and initiatives
- Strong sales development for COS, & Other Stories and ARKET



Growth areas

Sellpy

- Majority owner
- Circular business model
- Doubled sales in second quarter



Growth areas

Investments and partnerships

Investment arm Co:lab

- Create value both financially and in existing operations
- Renewcell and Infinited Fiber Company





Green investments

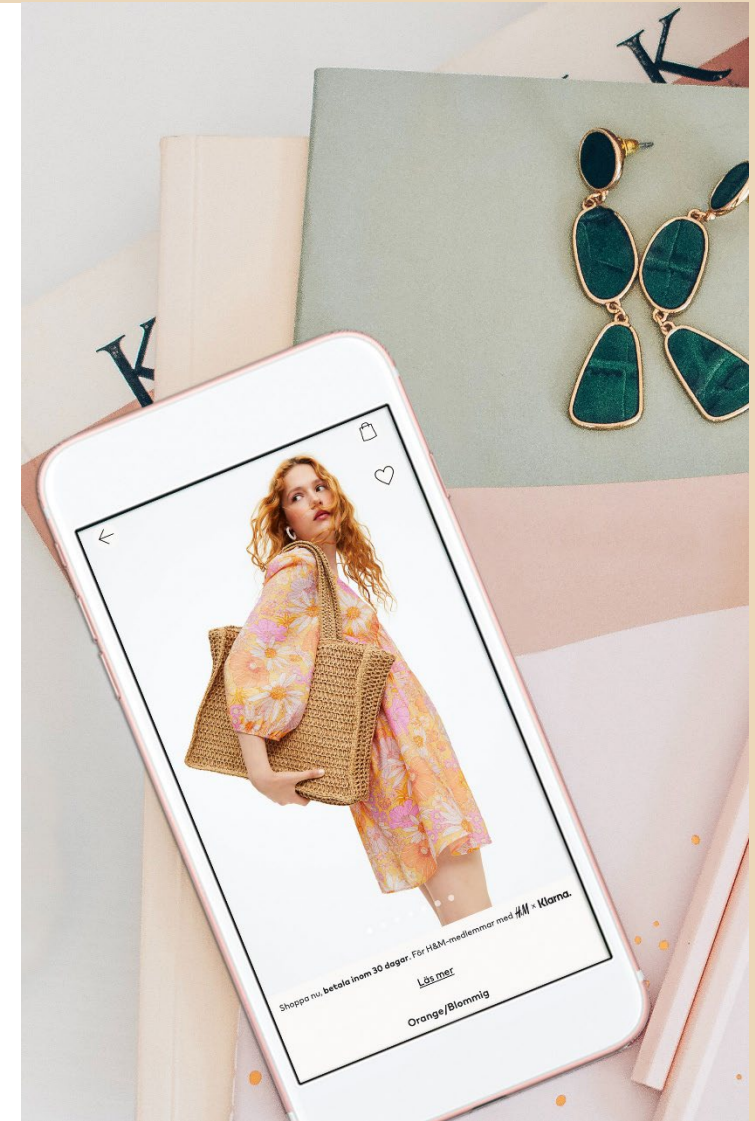
- Financially support projects contributing to reduce emissions in supply chain
- Goal to halve carbon emissions latest by 2030
- Green Fashion Initiative
- Fashion Climate Fund



Long-term investments

Investment in infrastructure for better customer experience

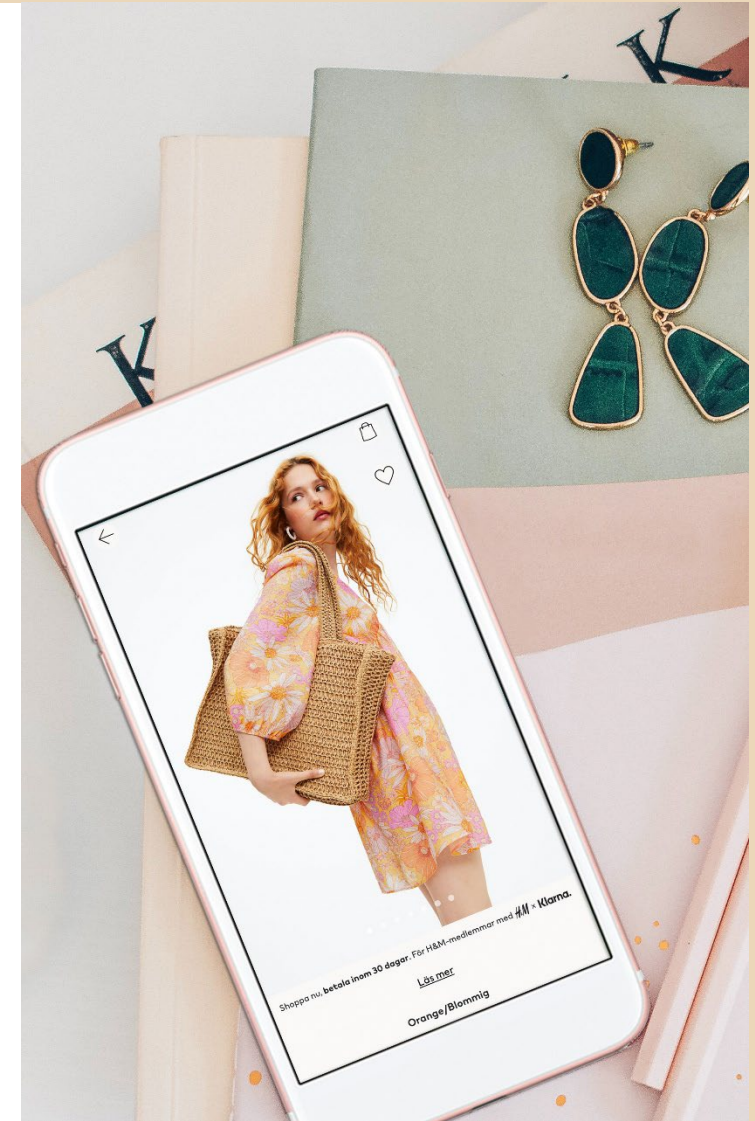
- Tech
- AI
- Supply chain



Long-term investments

Highly automated logistics centres

- More capacity
- Flexibility
- Speed between sales channels
- Increased assortment availability





H&M Group

H & M Hennes & Mauritz AB