

H&M Group

H & M Hennes & Mauritz AB

Telephone conference 27 January, 2023

Full-year report 2022



A modern living room with a brown sofa, a pink armchair, a white coffee table, and a patterned screen. The room is bright and airy, with white walls and a light-colored wooden floor. A large potted plant is visible in the background.

Helena Helmersson

CEO

Adam Karlsson

CFO

Nils Vinge

Head of Investor Relations



2022 – a challenging year

- Winding down business in Russia
- External factors
 - inflation
 - strong U.S. dollar
 - increased energy costs
- Cost and efficiency programme



2023

- External factors reversing
- Lower purchasing costs
- Positive effect of cost and efficiency programme

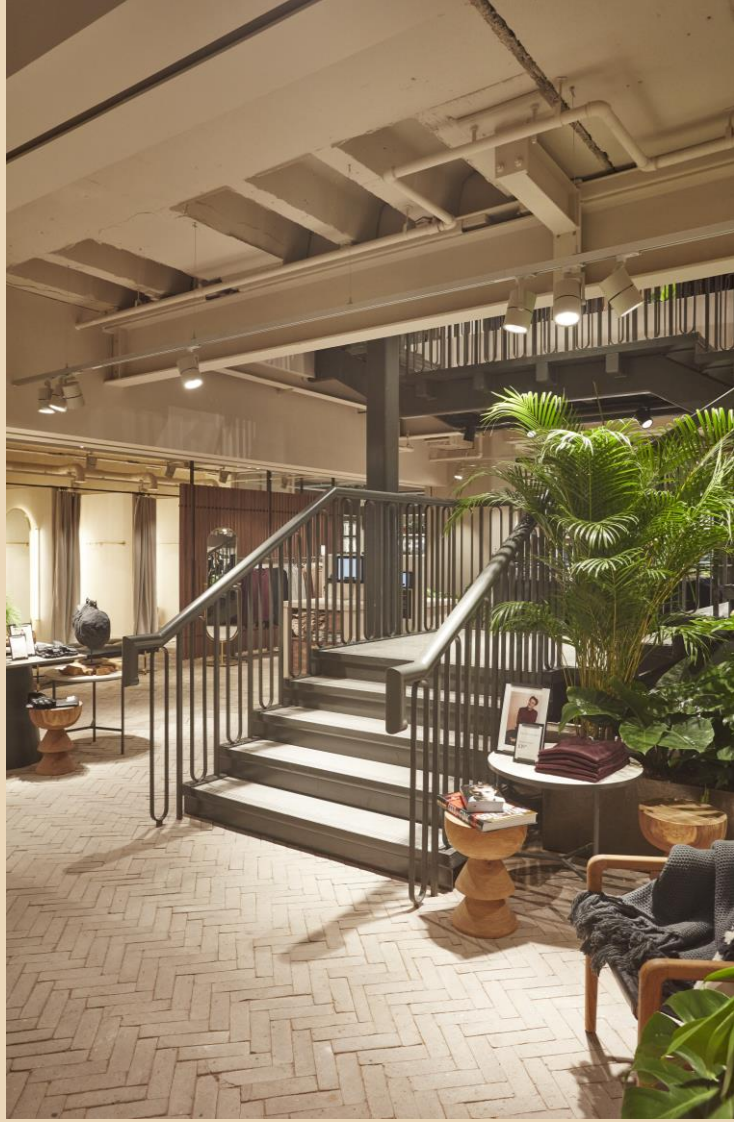


Growth areas

H&M

- Improve assortment and customer experience
- Value for money
- Focus on omni-channel sales
 - continuous store optimisation
 - integration of sales channels





Expansion

- Accelerating in India and North and South America region, with focus on Latin America
- New H&M market 2023: Albania and online Ecuador



H&M Lifestyle Brands

- H&M Move
- H&M Beauty
- H&M HOME

Portfolio Brands and Business Ventures

- Consistently growing through our other brands, new business models and initiatives
- Strong sales development
 - COS
 - Arket



Investments and partnerships

Investment arm CO:LAB

- create value both financially and in existing operations

Sellpy

- majority owner
- circular business model
- one of biggest player in Europe



Long-term investments

Focus on infrastructure for better customer experience

- Tech
- AI
- Supply chain



Long-term investments

Highly automated logistics centres

- New logistics centers in Canada and Czech Republic
- more capacity
- flexibility
- speed between sales channels
- improved availability





Q&A



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ARKET

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