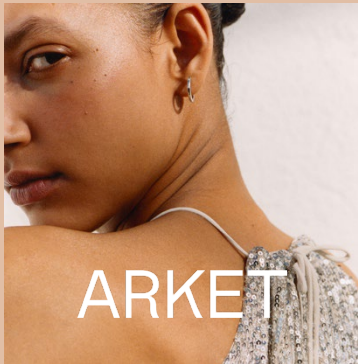


# H&M Group

H & M Hennes & Mauritz AB

Telephone conference 29 June, 2023

Six-month report 2023





Helena Helmersson

CEO

Adam Karlsson

CFO

Nils Vinge

Head of Investor Relations



## Second quarter 2023

- Further steps towards our goals
- Increased sales on several markets
- External factors improving



## Integrated channels

- Physical and digital channels strengthen and complement each other
- Smooth and inspiring customer experience
- Continued optimisation of store portfolio



## Well-positioned customer offering

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





# Sustainable and profitable growth

Three growth areas to reach our 2030 goals

- H&M
- Portfolio brands
- New Growth and ventures





# H&M

- Strengthen, develop, and broaden the offering
- Develop existing customer relationships and attract new customers
- Offer unbeatable value and the opportunity to make sustainable choices
  - 84 percent recycled or more sustainably sourced



# SKINCARE BAR



FACE MA SELF TAN





# H&M

- Expansion through increased sales in all channels
- Physical stores continues to be important
- Part of the supply chain



## Portfolio brands

- Increased sales by 17 percent
- Continued strong development for COS and ARKET



## New Growth and ventures

- Create value financially and in the existing business
- More than 25 holdings
- Latest investment Kintra Fibers



# Sustainability

- Investing and supporting projects that contribute to reducing emissions in the value chain
- Goal to halving green house gas emissions by 2030
- Increase the share of renewable energy



## H&M Group stands strong

- Robust financial position
- Stable cash flow
- Well composed inventory
- Operating margin is to reach 10 percent in 2024





# H&M Group

H & M Hennes & Mauritz AB

# Q&A

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