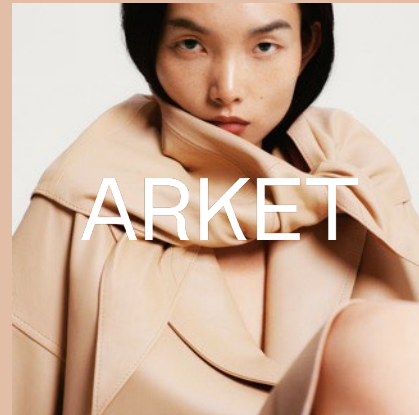
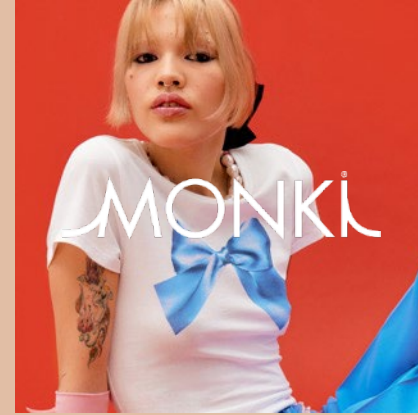
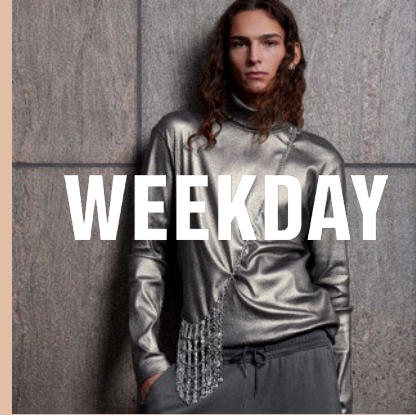


H&M Group

H & M Hennes & Mauritz AB

Telephone conference 31 January, 2024

Full-year report 2023



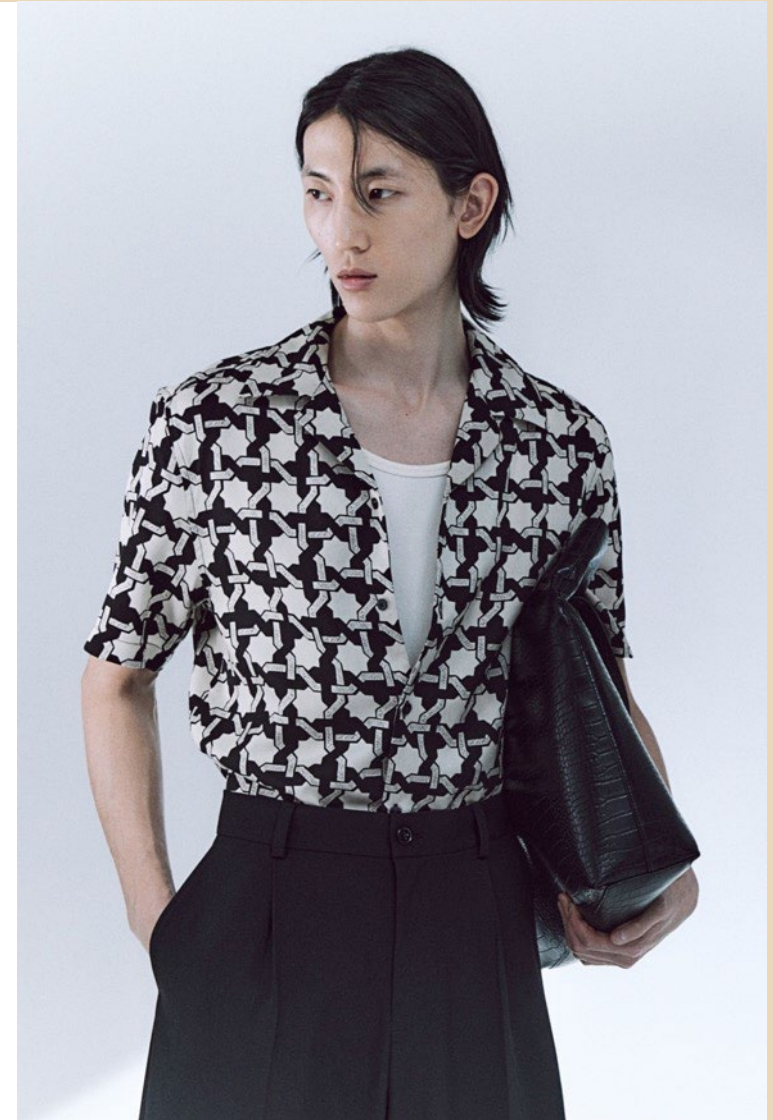


2023

- Important steps towards our long-term goals
- Improvement work in the supply chain
- Cost and efficiency programme implemented
- External factors continued to normalise

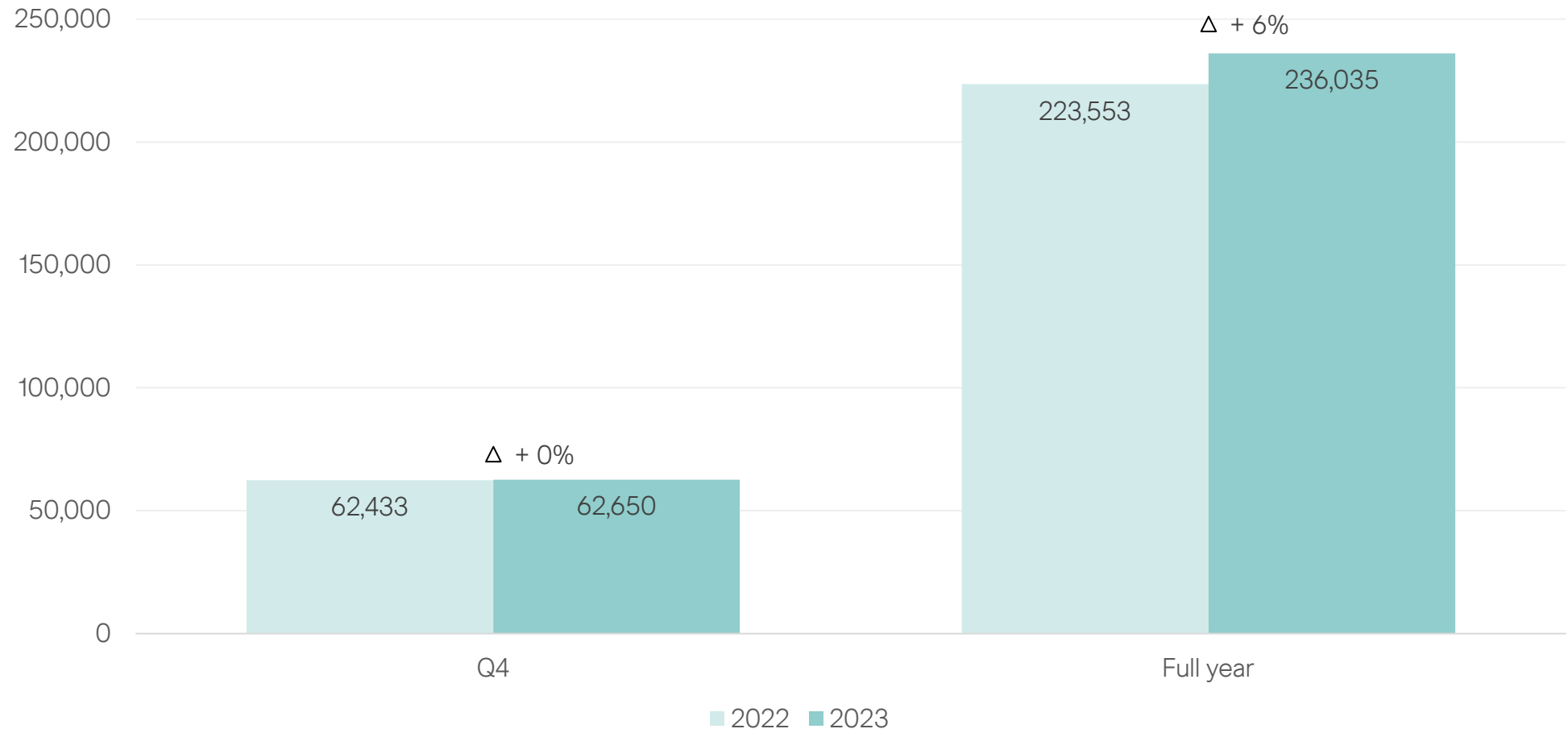
2023

- Continued focus on
 - cost control
 - profitability
 - improved inventory productivity
- Increased reinvestments in the business



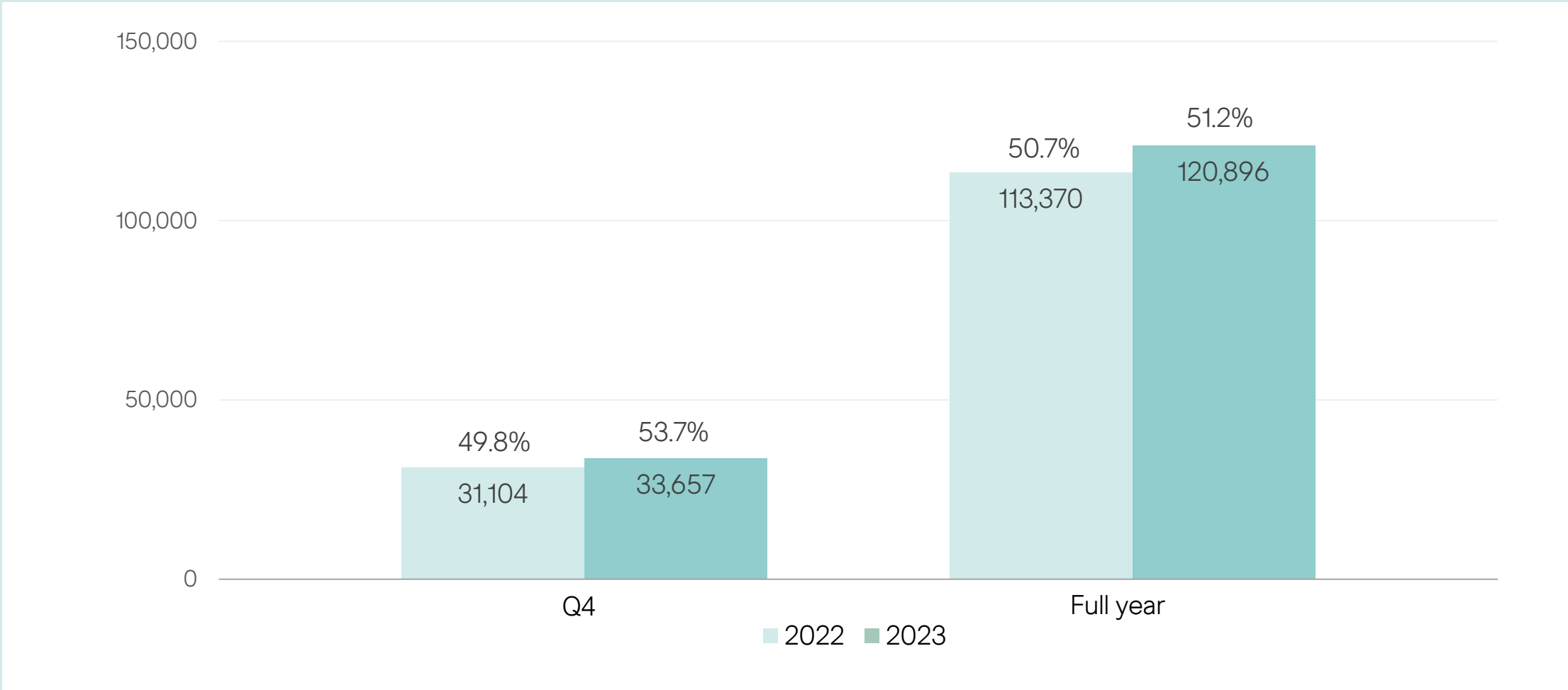
Net sales

SEK m



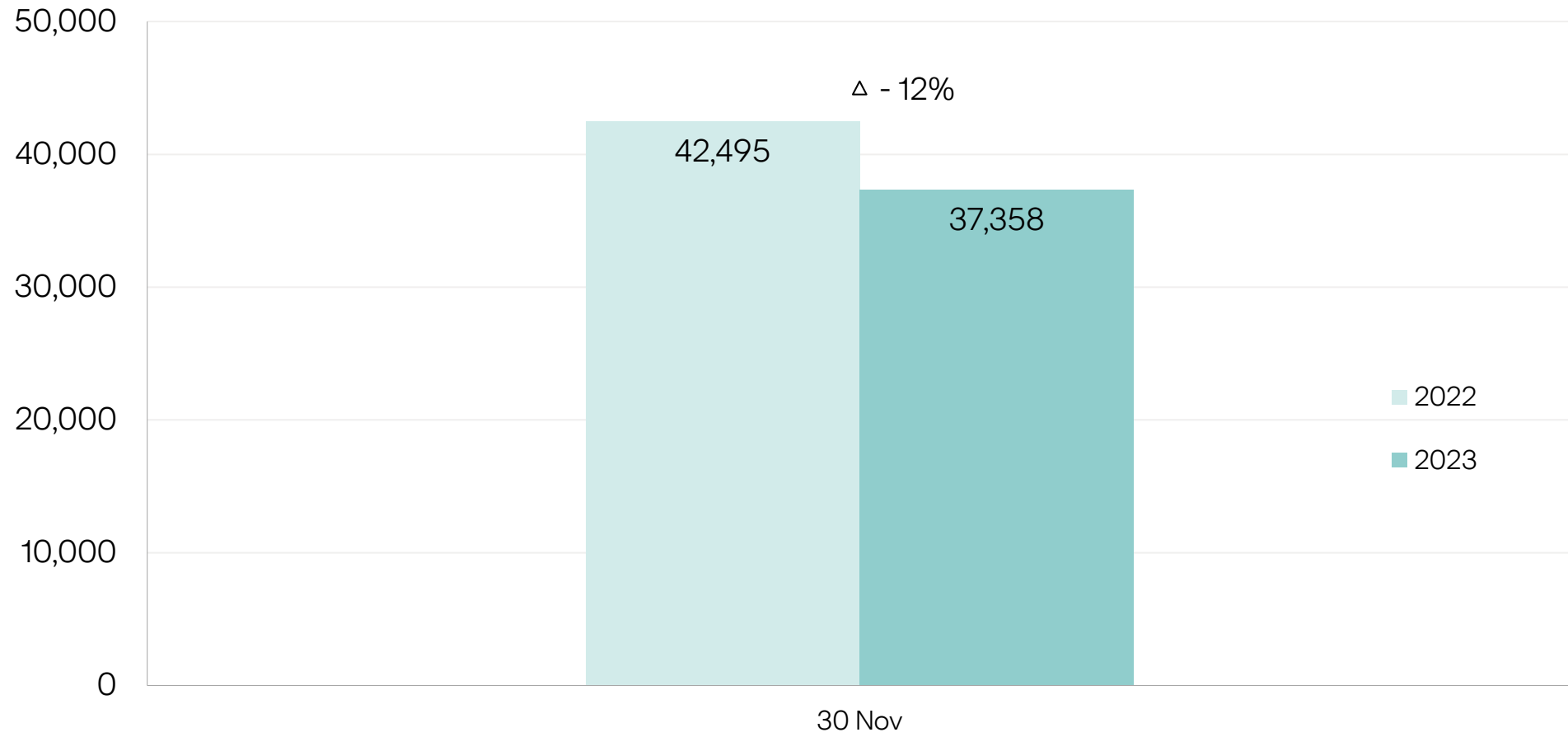
Gross profit

SEK m



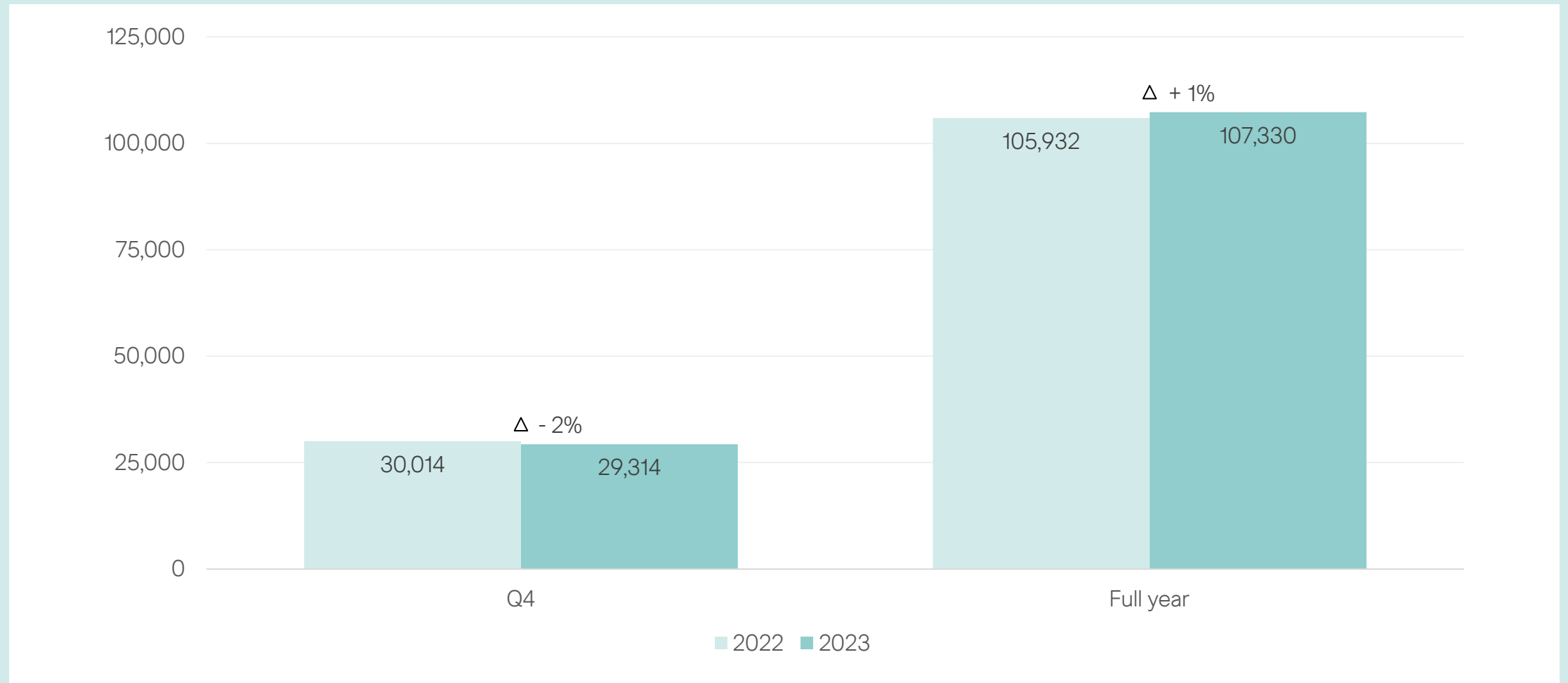
Stock-in-trade

SEK m



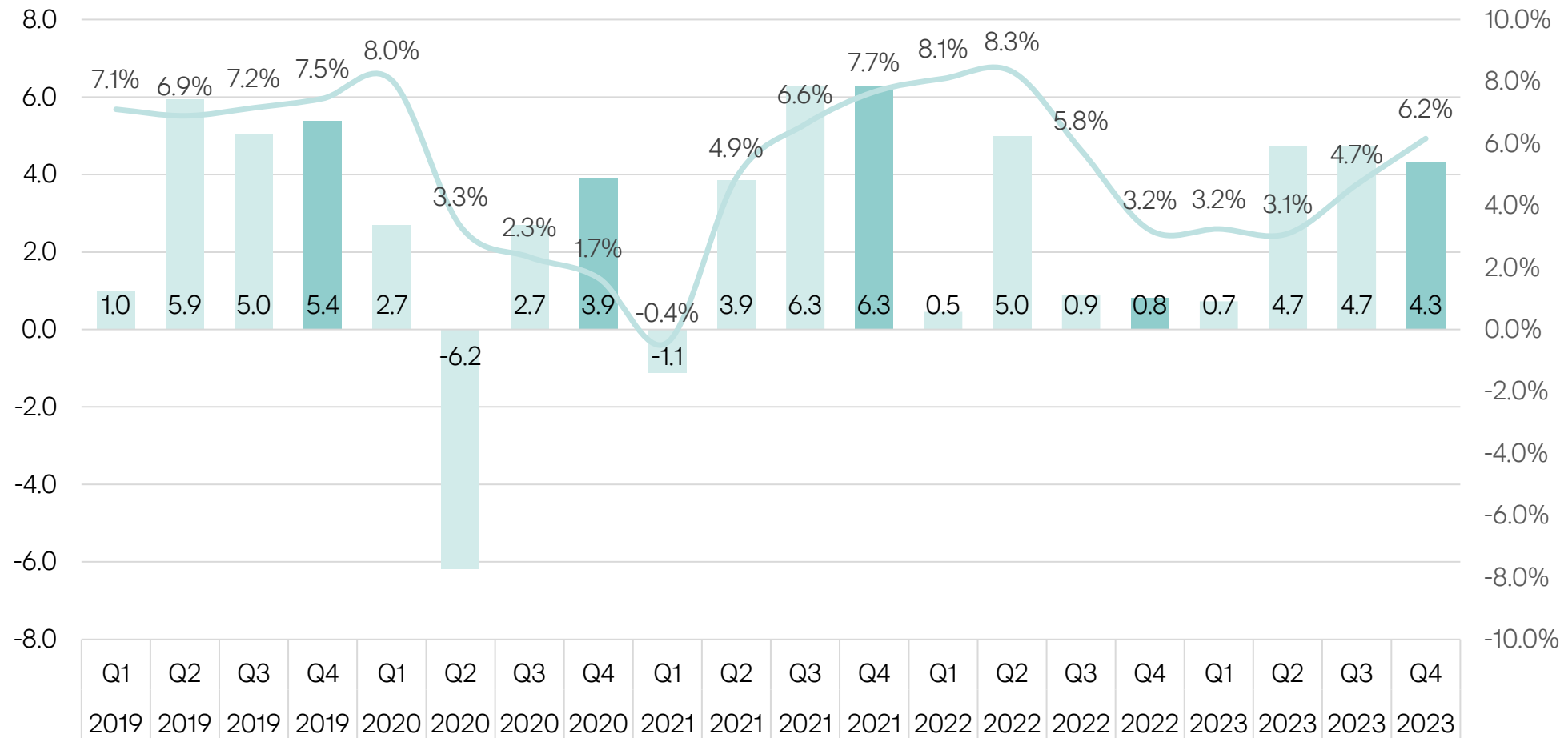
Selling and administrative expenses

SEK m



Operating profit per quarter

Billion SEK, % rolling 12 month

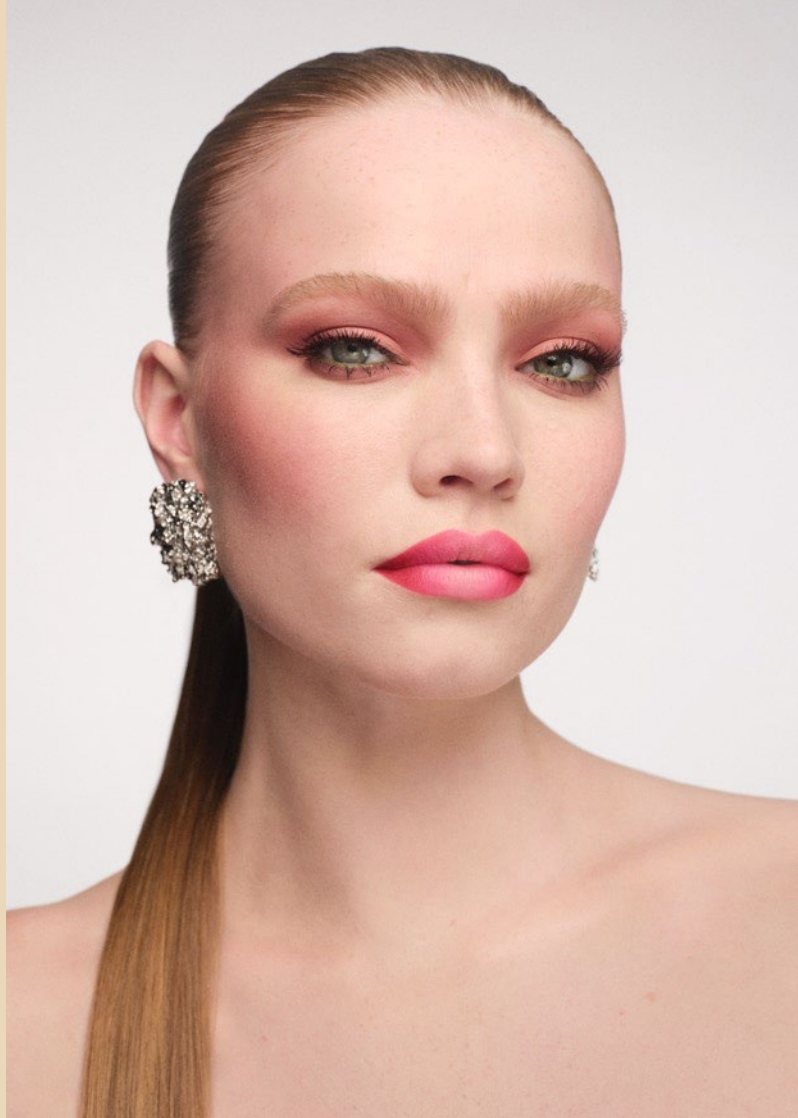


Growth areas

H&M

- Improve and broaden customer offering
- Further integration of sales channels
- Increased pace of investments in existing stores
- Better customer experience





H&M Lifestyle Brands

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

Portfolio Brands

- Increased sales by 15 percent in SEK and 9 percent in local currencies during 2023
- COS, Arket and Weekday have had a particularly strong sales trend



New Growth and Ventures

- Strategic partnerships and new circular business models
- Sellpy is growing at a rapid pace



Circular transition

- We have ambitious climate targets
 - investments in renewable energy and more sustainable material
 - reduced greenhouse gas emissions by 20 percent in 2023

**compared to the base year 2019*

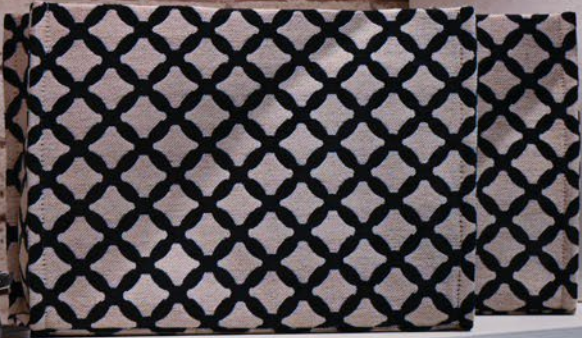


H&M Group stands strong

- Robust financial position
- Strong cash flow
- Improved profitability
- Continued profitable and sustainable growth in 2024



**SERVICE
& RETURNS**



H&M Group

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