



# ANNUAL GENERAL MEETING 2011

- ▶ KARL-JOHAN PERSSON  
MANAGING DIRECTOR



# 2010 IN FIGURES

- ▶ Net sales SEK 108.5 billion (+7%)
  - local currencies +15%
  - comparable units +5%
- ▶ Gross margin 62.9 percent
- ▶ Operating margin 22.7 percent
- ▶ Profit after tax SEK 18.7 billion (+14%)
- ▶ Earnings per share SEK 11.29



# STRENGTHENED CUSTOMER OFFERING

- ▶ Focus on the customers
- ▶ Fashion and quality at the best price
- ▶ An even better offering
- ▶ Increased investments in the brand





# EXPANSION 2010

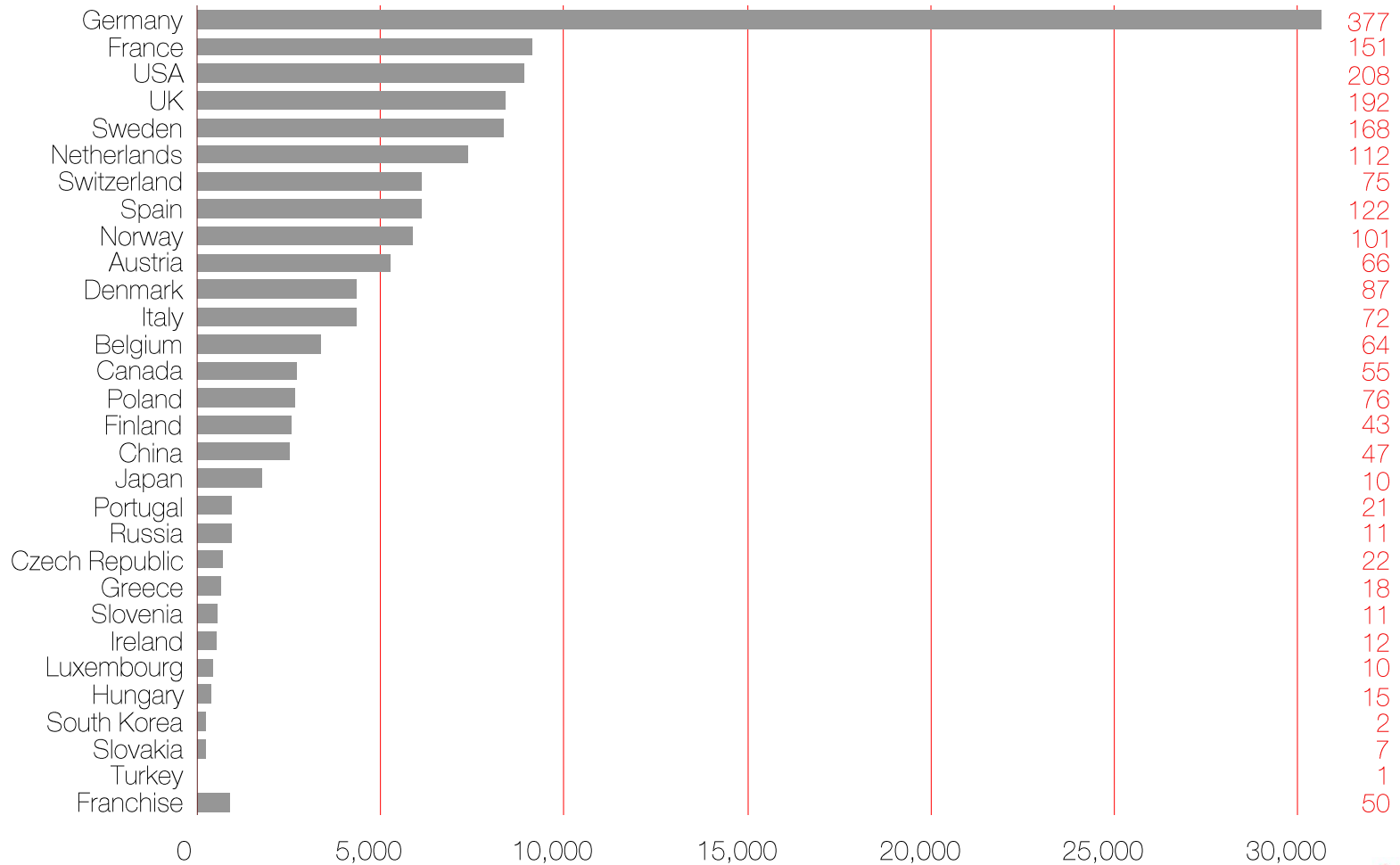
- ▶ Three new markets
  - South Korea, Israel and Turkey
- ▶ Expansion target reached
  - 10-15% more stores
  - increase sales in comparable units
- ▶ Quality, sustainability, high profitability
- ▶ 218 new stores net
  - 2,206 stores in 38 countries
- ▶ H&M Shop Online to the UK



# SALES PER MARKET

FULL YEAR 2010 (INCLUDING VAT)

*Number of stores*





# FIRST QUARTER 2011

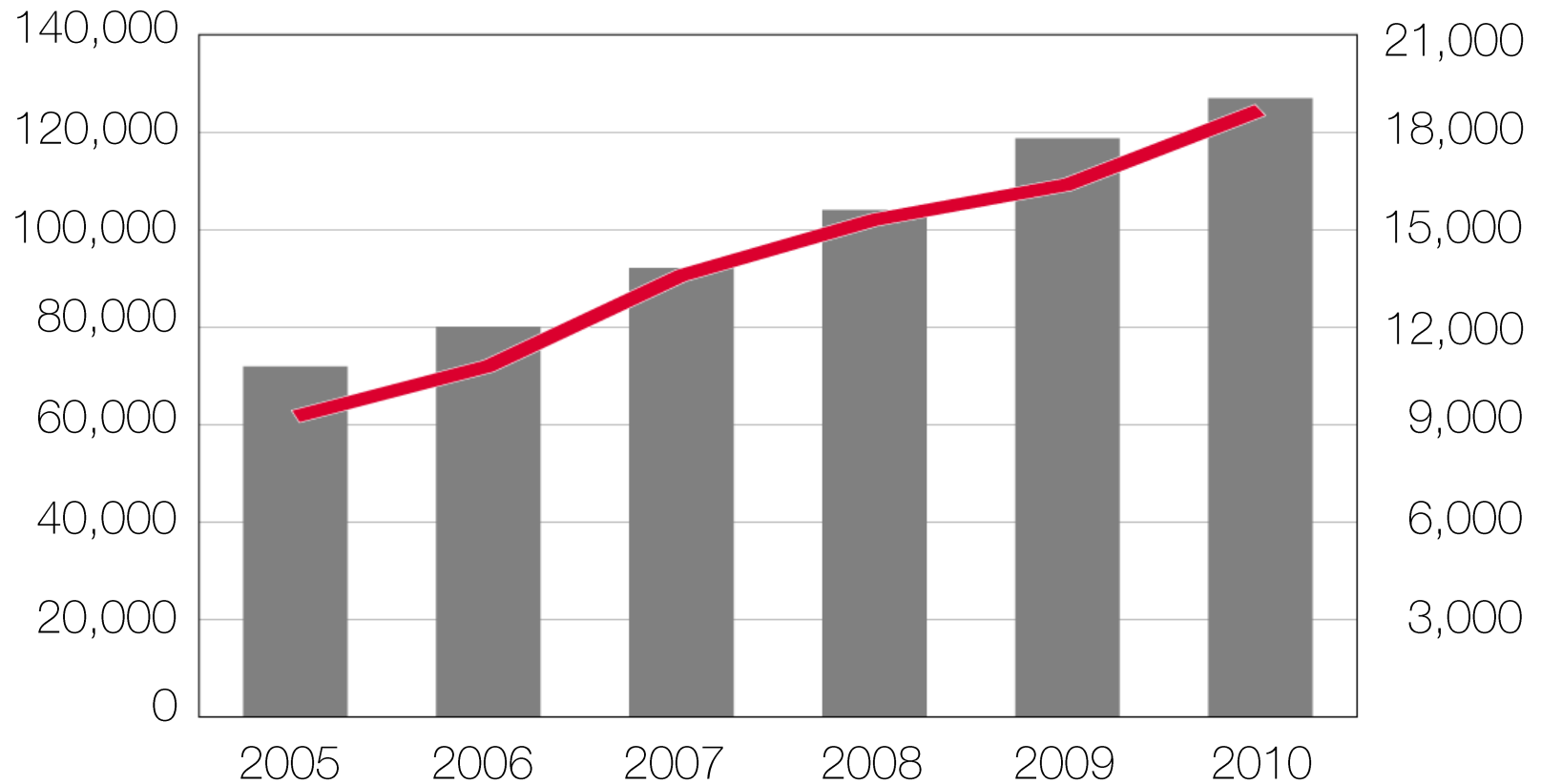
- ▶ Net sales SEK 24.5 billion (-1%)
  - local currencies +9%
  - comparable units +1%
- ▶ Gross profit SEK 14.2 billion
  - gross margin 57.8 percent
- ▶ Operating margin 13.9 percent
- ▶ Profit after tax SEK 2.6 billion (-30%)

# PROFIT

2005 – 2010

Sales including VAT, SEK m

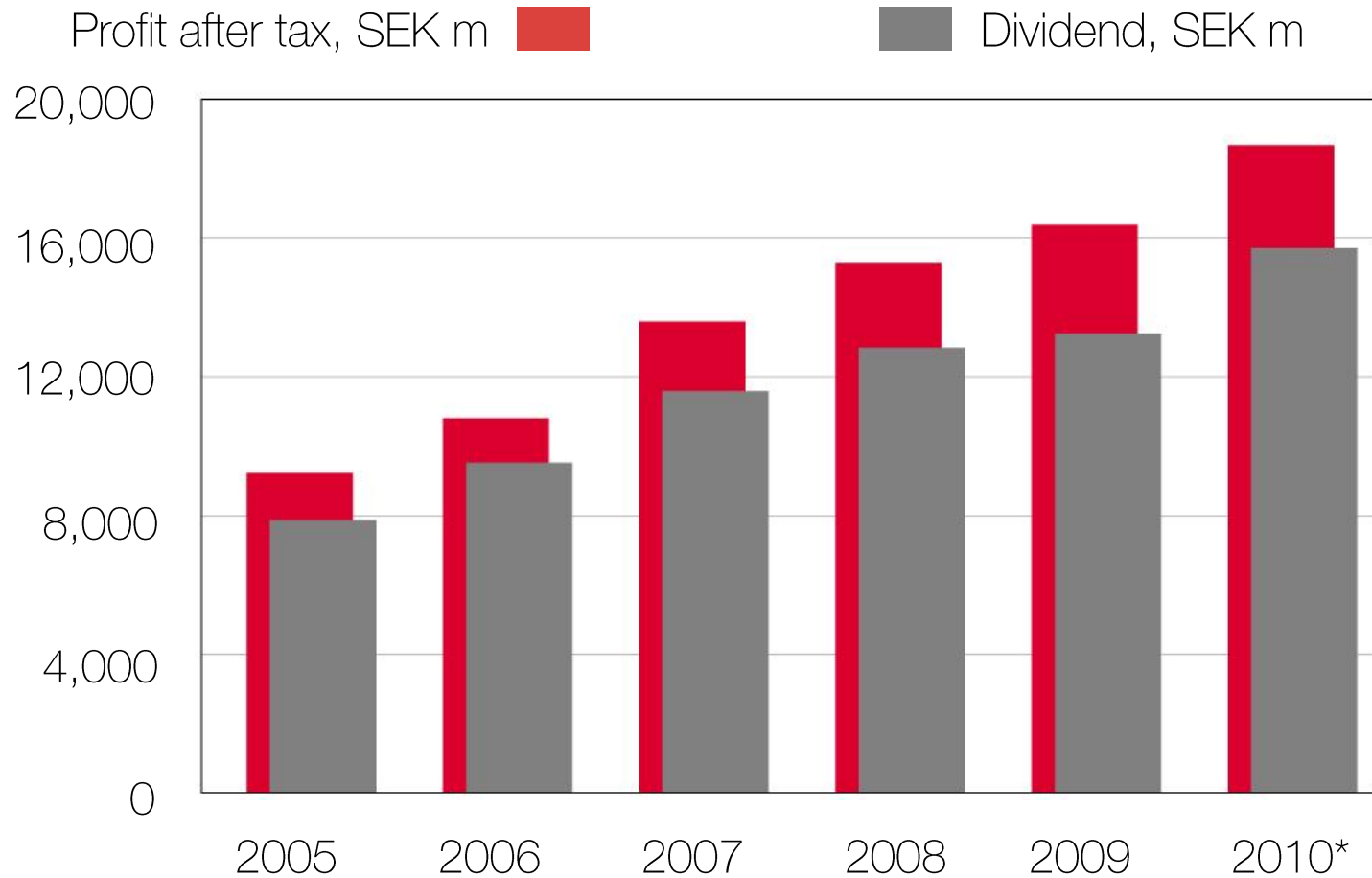
Profit after tax, SEK m





# DIVIDEND

2005 – 2010



\* Proposed dividend





# OUR COLLECTIONS



**H&M**



H&M

**CONSCIOUS\***  
**ACTIONS**  
**SUSTAINABILITY**  
**REPORT 2010**

\*CONSCIOUS IS THE NAME FOR ALL  
OUR WORK IN PROGRESS FOR A MORE  
SUSTAINABLE FASHION FUTURE.

# SUSTAINABILITY AT H&M

- ▶ Conscious Collection
- ▶ H&M Conscious Actions Sustainability Report
  - sustainability report for 2010 at [hm.com](http://hm.com)
- ▶ Sustainability important part of customer offering

H&M



# H&M INCENTIVE PROGRAM

- ▶ H&M Incentive Program
- ▶ Covers all employees in all countries
- ▶ Aims to:
  - show appreciation
  - encourage long-term involvement
  - promote future recruitment
  - strengthen H&M as an attractive employer
- ▶ Long-term

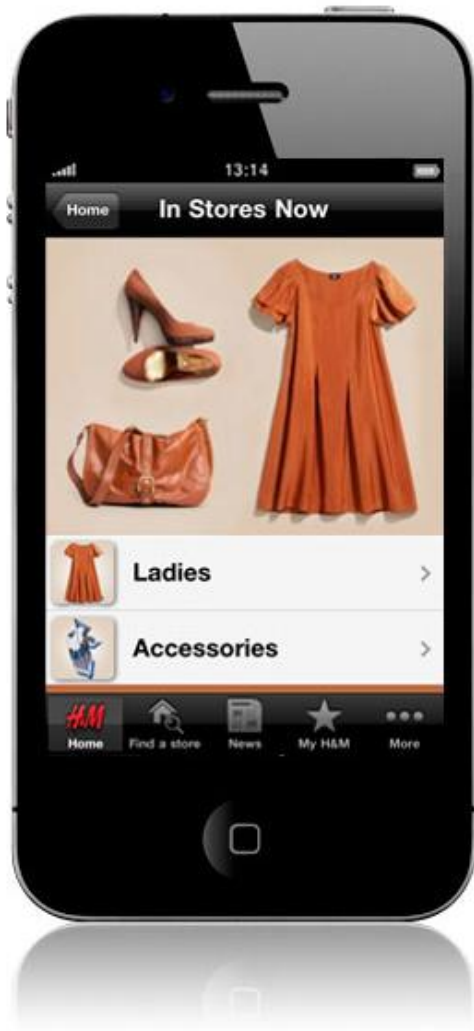




# EXPANSION 2011

- ▶ Approx. 250 new stores net planned for 2011
  - expansion planned in all H&M markets
  - China, the UK and the USA expected to be largest expansion markets
  - new markets: Romania, Croatia, Singapore and, via franchise, Morocco and Jordan
- ▶ First COS store in Sweden





# H&M ONLINE

- ▶ New version of H&M Shop Online
- ▶ Shop Online to the USA around year-end 2011/2012
- ▶ Social media



The logo consists of the letters 'H', '&', and 'M' in a bold, red, script-like font. The 'H' and 'M' are large and slanted, while the '&' is smaller and positioned between them.

H & M Hennes & Mauritz AB