



H & M Hennes & Mauritz AB

PRESS CONFERENCE 24 MARCH 2015

THREE-MONTH REPORT



- **KARL-JOHAN PERSSON**

CEO

- **NILS VINGE**

INVESTOR RELATIONS

- **CATARINA MIDBY**

TREND EXPERT





FIRST QUARTER 2015

- Well received collections for all Group brands contributed to good sales and increased market share
- Sales +25% in SEK; +15% in local currencies
- Substantial long-term investments within IT and online and the broadening of the product range
- Good cost control maintained
- Profit after financial items SEK 4,723 m; +35%



FINANCIAL DATA



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SALES AND PROFITS

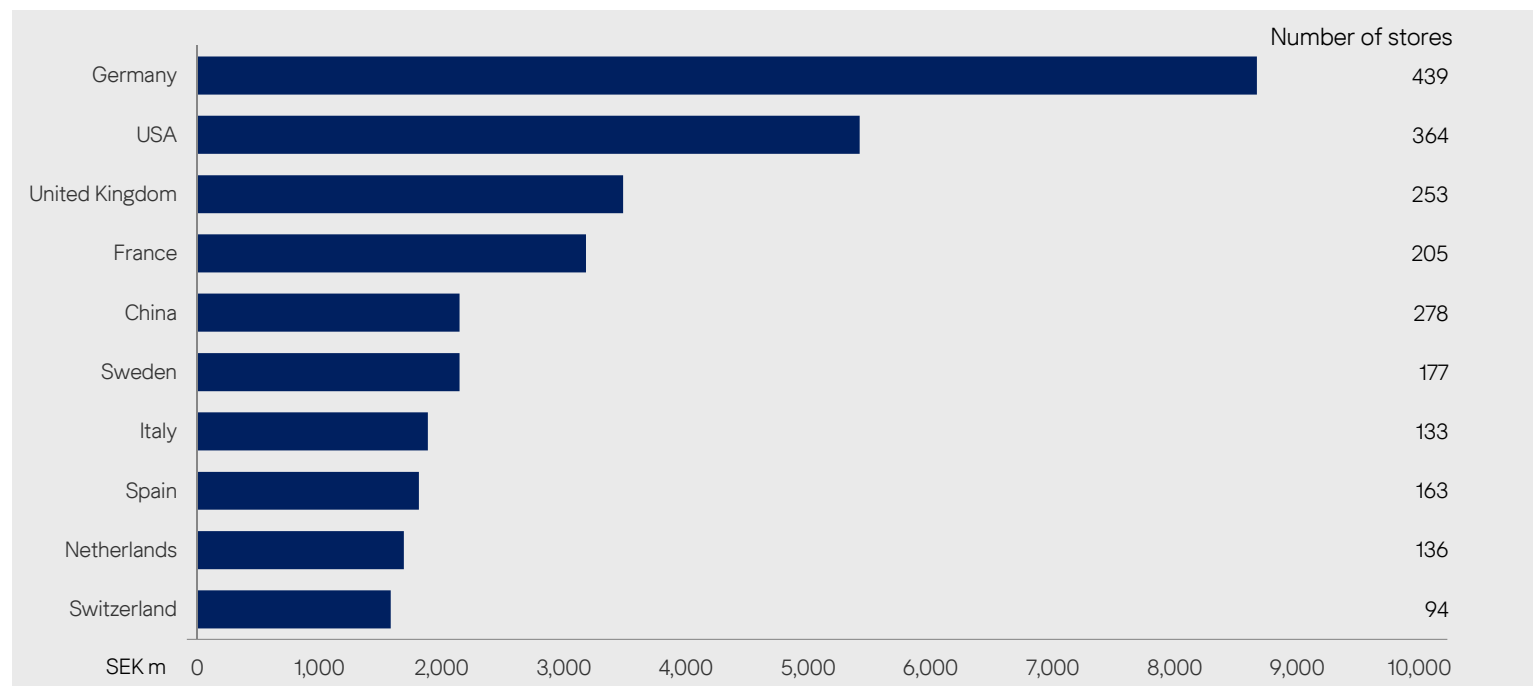
FIRST QUARTER

SEK m	2015	2014
Net sales	40,276	32,143
Gross profit	22,213	17,641
<i>gross margin, %</i>	55.2	54.9
Operating profit	4,637	3,401
<i>operating margin, %</i>	11.5	10.6
Net financial items	86	85
Profit after financial items	4,723	3,486
Tax	-1,110	-837
Profit for the period	3,613	2,649
<i>Earnings per share, SEK</i>	2.18	1.60



SALES PER MARKET

TEN LARGEST MARKETS, FIRST QUARTER 2015



KEY DATA

SEK m	28 Feb 2015	28 Feb 2014
Stock-in-trade	20,266	15,865
Cash flow from current operations	4,940	2,671
Investments	2,232	1,588
Cash and cash equivalents and short-term investments	20,026	18,226
Return on shareholders' equity, % *	40.1	37.2

* rolling twelve months



EXPANSION



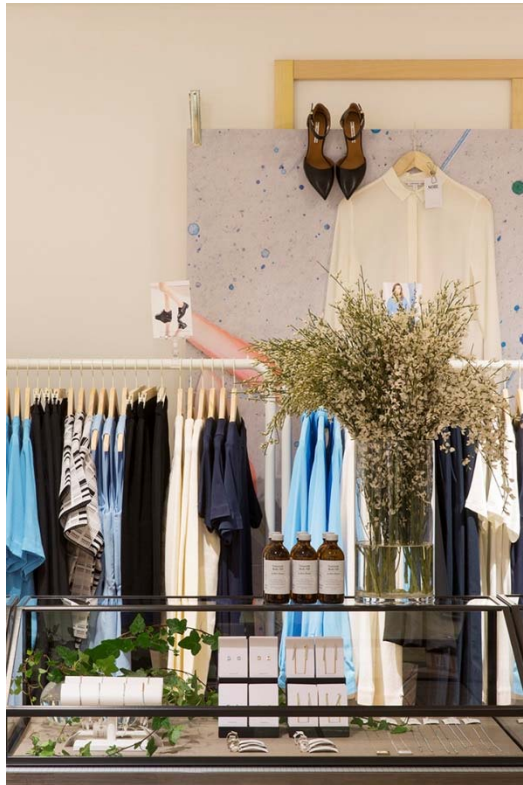
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STORE EXPANSION 2015

- In total 3,551 stores in 57 markets, including all H&M Group brands
 - 40 new stores net added in Q1
- New markets 2015
 - first H&M store in Taipei, Taiwan, very well received since opening in February
 - Macau and Peru; end of first half-year
 - South Africa and India; during second half-year
- In total approx. 400 new stores net in 2015
 - China and the US largest expansions markets





OTHER GROUP BRANDS

- H&M's expansion also includes & Other Stories, COS, Monki, Weekday and Cheap Monday
 - for COS and & Other Stories even more new stores are planned to open in 2015 compared to 2014
 - at least three new markets for COS in 2015





► SHOPPING

H&M SHOP ONLINE

- Rapid expansion of H&M's online store, hm.com
- Nine new online markets in 2015
 - Portugal, Poland, the Czech Republic, Romania, Slovakia, Hungary, Bulgaria and Belgium to open in spring
 - Switzerland to open in autumn





BROADENING H&M'S PRODUCT RANGE

- Product range broadened with H&M Sport and extended shoe range
- H&M Home to open in approx. 100 additional stores and approx. 10 new markets in 2015
- H&M Beauty to launch in autumn 2015
 - new, broad concept for make-up, body care and hair care
 - initially approx. 900 stores in approx. 40 markets
 - online at hm.com



H&M STUDIO A/W15



H&M CONSCIOUS EXCLUSIVE



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