



H & M Hennes & Mauritz AB

PRESS CONFERENCE 26 SEPTEMBER 2013

NINE-MONTH REPORT



- ▶ KARL-JOHAN PERSSON
MANAGING DIRECTOR
- ▶ NILS VINGE
INVESTOR RELATIONS MANAGER
- ▶ CATARINA MIDBY
TREND COORDINATOR



THE QUARTER IN BRIEF

- ▶ Sales +12% in local currencies
 - comparable units +2%
- ▶ Successful launch of H&M's online store in the US
- ▶ Continued long-term investments in areas such as IT, online and & Other Stories
- ▶ Cost control remains good
- ▶ Operating profit +20% to SEK 5,755 m



FINANCIAL DATA



H&M

SALES AND PROFITS

THIRD QUARTER

SEK m	2013	2012
Sales including VAT	37,411	33,568
Sales excluding VAT	32,040	28,806
Gross profit	18,828	16,771
<i>Gross margin, %</i>	<i>58.8</i>	<i>58.2</i>
Selling and administrative expenses	-13,073	-11,969
Operating profit	5,755	4,802
<i>Operating margin, %</i>	<i>18.0</i>	<i>16.7</i>
Net interest income	75	93
Profit after financial items	5,830	4,895
Tax	-1,399	-1,273
Profit for the period	4,431	3,622
<i>Earnings per share (SEK)</i>	<i>2.68</i>	<i>2.19</i>



KEY DATA

SEK m	31 Aug 2013	31 Aug 2012
Stock-in-trade	15,329	13,501
Cash flow from current operations	14,974	13,044
Investments	5,340	4,313
Liquid funds and short-term investments	10,953	13,552
Return on equity*, %	43.4	44.3

* rolling 12 months

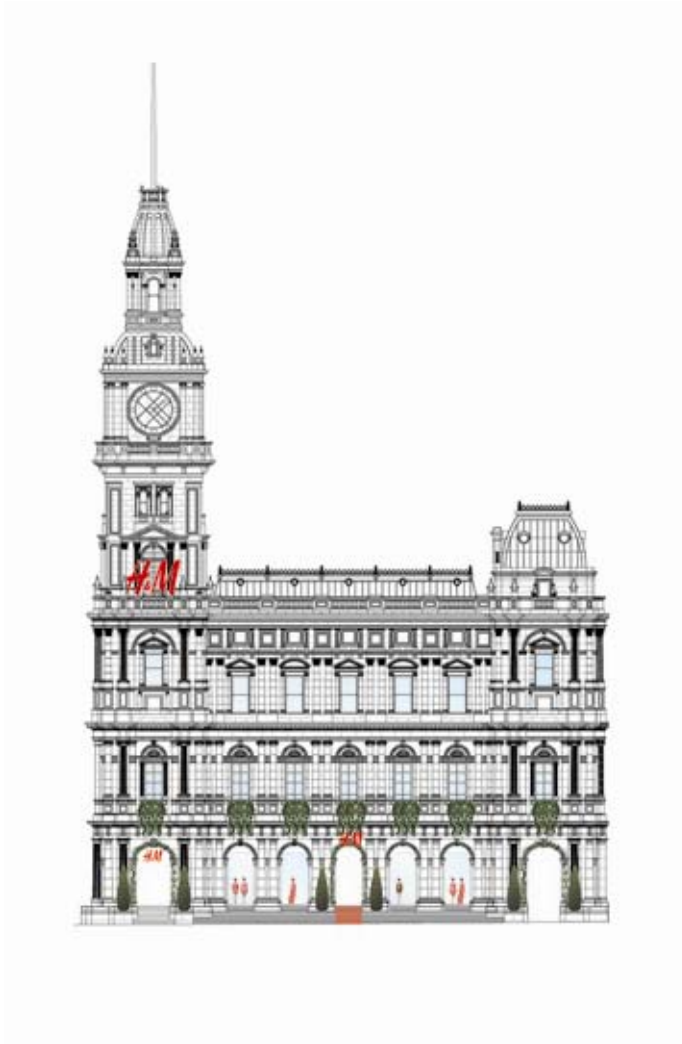




EXPANSION 2013

- ▶ Continued strong expansion
- ▶ Approx. 350 new stores net for full-year 2013
- ▶ Rapid expansion in China
 - H&M opened store number 3,000 in Chengdu, China in September
- ▶ Several flagship stores during the year
 - Times Square, New York and Via del Corso, Rome during Q4
- ▶ Stores open in five new countries
 - fantastic reception in Chile, Lithuania, Serbia and Estonia
 - in October in Indonesia via franchise





EXPANSION 2014-2015

- ▶ H&M opens in Australia 2014
 - first store opens in Melbourne
- ▶ H&M plans to open in South Africa 2015 at the earliest
- ▶ Continued global roll-out of H&M's online store





COS

- ▶ Strong development since start 2007
- ▶ Today over 75 stores in 17 markets
- ▶ Five new markets for COS 2013
 - Norway, United Arab Emirates, Turkey, Switzerland and Singapore
- ▶ Increased expansion pace in 2014
 - COS to the US during 2014





& OTHER STORIES

- ▶ Fantastic start for & Other Stories
 - continued good development since the launch
 - stores in seven European markets and online in ten countries on stories.com
 - 8th store opens in Berlin in October
- ▶ Increased expansion pace in 2014

AUTUMN / WINTER FASHION



H&M

MAURITZ ARCHIVE COLLECTION



H&M



ISABEL MARANT POUR H&M

- ▶ Revolutionized the fashion industry and defined the chic Parisian woman
- ▶ Feminine and relaxed look with rock 'n' roll spirit and bohemian French touch
- ▶ Clothing and accessories for women, men and teenagers
- ▶ Available from 14 November
 - in approx. 250 H&M stores
 - online

H&M



H&M

The logo consists of the letters 'H', '&', and 'M' in a bold, red, sans-serif font. The letters are slanted to the right. The ampersand is smaller and positioned between the 'H' and 'M'.

H & M Hennes & Mauritz AB

A smaller version of the red H&M logo, positioned in the bottom right corner of the page.