



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 27 SEPTEMBER 2012

NINE-MONTH REPORT





- ▶ NILS VINGE  
INVESTOR RELATIONS  
MANAGER
- ▶ JYRKI TERVONEN  
CHIEF FINANCIAL OFFICER

**H&M**

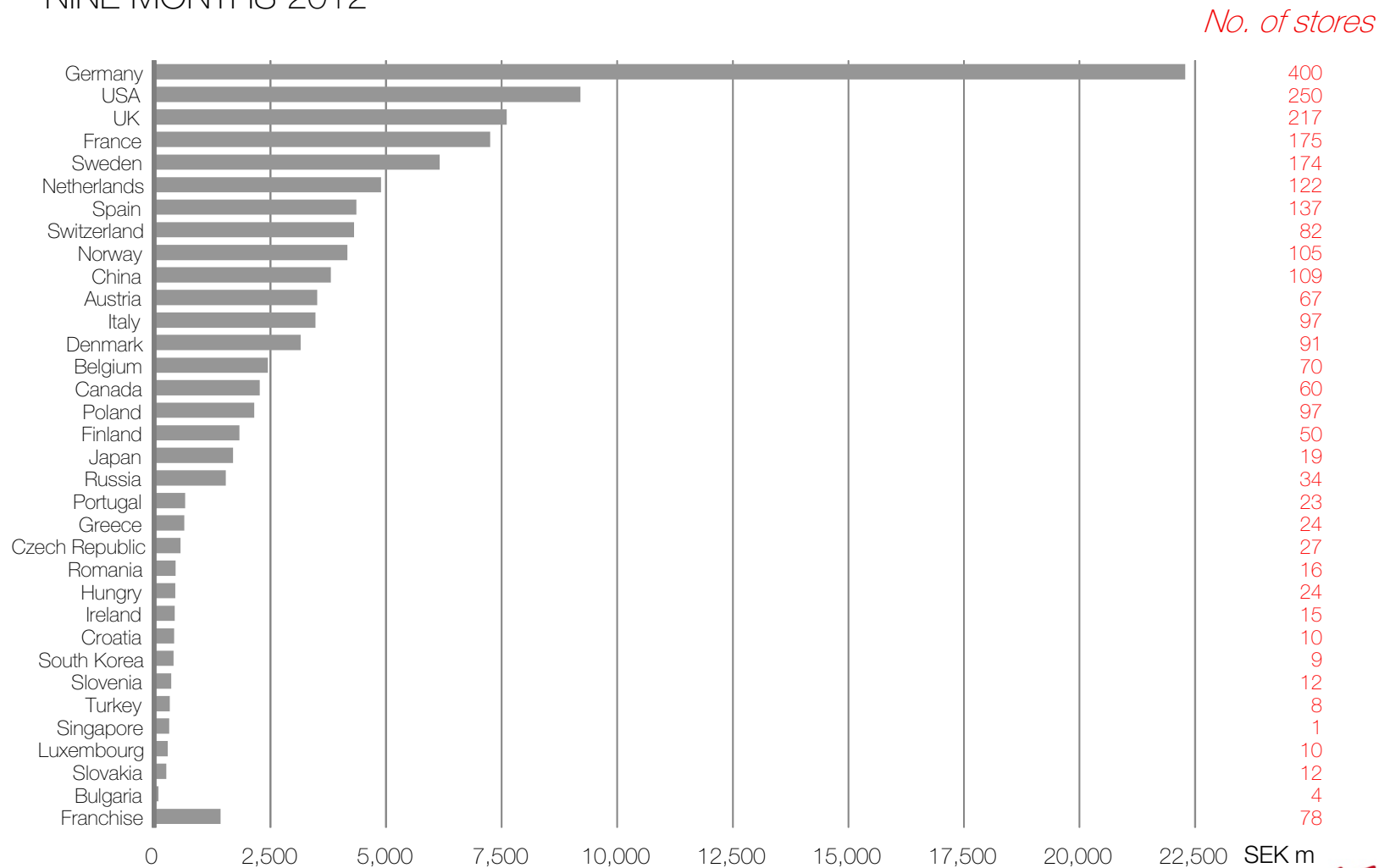


# THIRD QUARTER 2012

- ▶ Net sales SEK 28,806 m (+7%)
  - local currencies +10%
  - comparable units unchanged
- ▶ Gross profit SEK 16,771 m (+6%)
  - gross margin 58.2 percent (58.6%)
- ▶ Operating margin 16.7 percent (17.5%)
- ▶ Profit after financial items  
SEK 4,895 m (+1%)
- ▶ Profit after tax SEK 3,622 m (+1%)
- ▶ Earnings per share SEK 2.19

# SALES PER MARKET

NINE MONTHS 2012



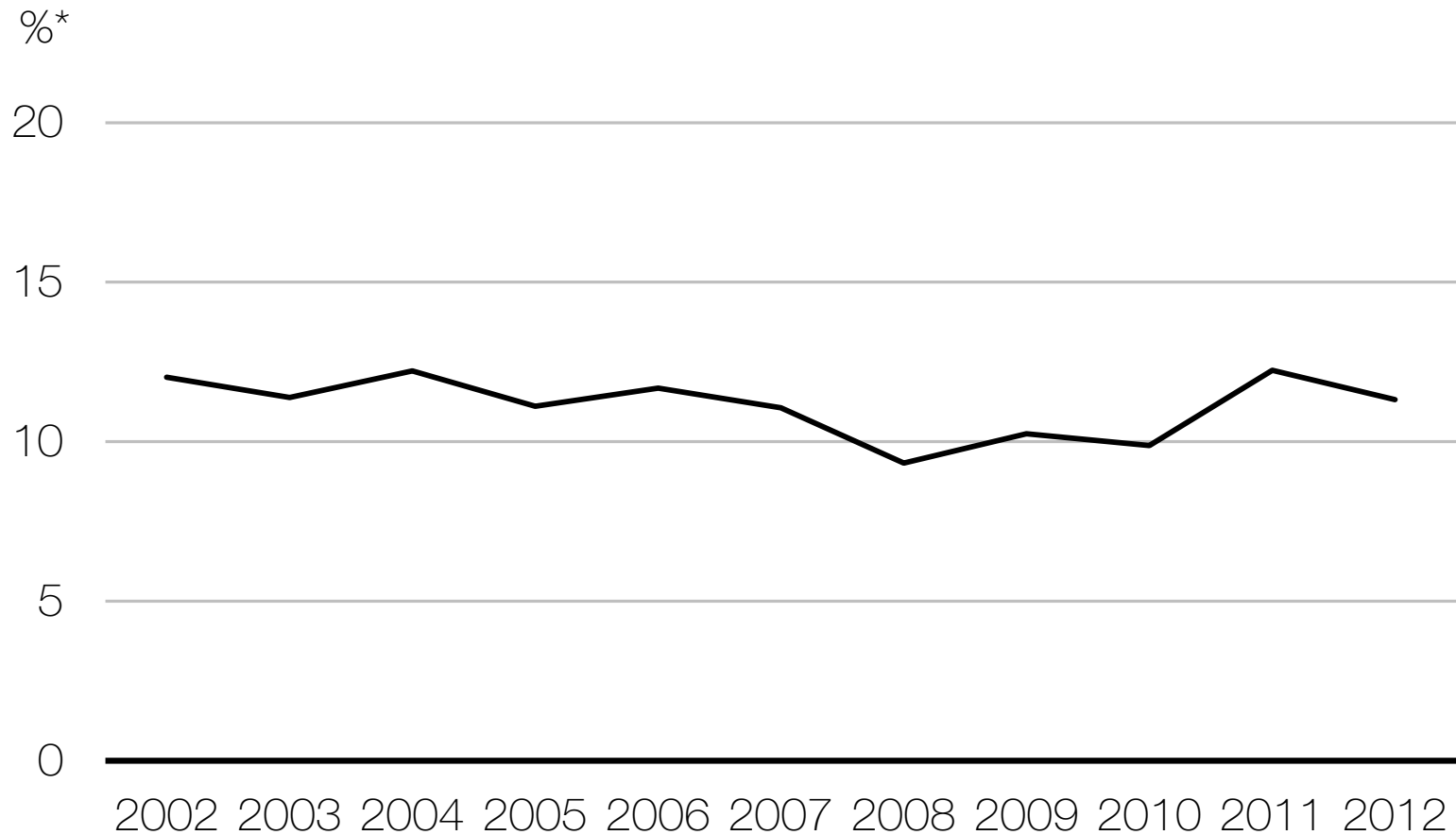
# KEY DATA

SEK m	31 Aug 2012	31 Aug 2011
Stock-in-trade	13,501	13,310
Cash flow from current operations	13,044	11,226
Investments	4,313	3,288
Liquid funds and short-term investments	13,552	16,895
Return on equity*, %	44.3	41.1

\* rolling 12 months



# STOCK-IN-TRADE / SALES



\* rolling 12 months





# EXPANSION 2012

- ▶ 54 new stores net in Q3
  - total 2,629 stores
- ▶ Today H&M is in 46 countries
- ▶ Expansion rate for 2012 increased to 300 stores net from previously planned 275
- ▶ Five new markets 2012
  - Fantastic response in Bulgaria, Latvia and Malaysia
  - Thailand via franchise
  - Mexico at end of year
- ▶ COS in six new markets 2012





# EXPANSION 2013

- ▶ Several new markets in 2013
  - H&M opens first store in South America in Santiago de Chile
  - H&M to Estonia and Lithuania
  - Indonesia via franchise
- ▶ All brands are growing
  - COS to Norway
  - Monki and Weekday to Japan
  - Monki to France





# & OTHER STORIES



**H&M**

# AUTUMN / WINTER FASHION



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