



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 26 SEPTEMBER 2013

NINE-MONTH REPORT



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

H&M



THIRD QUARTER 2013

- ▶ Sales +12% in local currencies
 - comparable units +2%
- ▶ Net sales SEK 32,040 m (+11%)
- ▶ Gross profit SEK 18,828 m (+12%)
 - gross margin 58.8 percent (58.2%)
- ▶ Operating margin 18.0 percent (16.7%)
- ▶ Profit after financial items
SEK 5,830 m (+19%)
- ▶ Profit after tax SEK 4,431 m (+22%)
- ▶ Earnings per share SEK 2.68



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

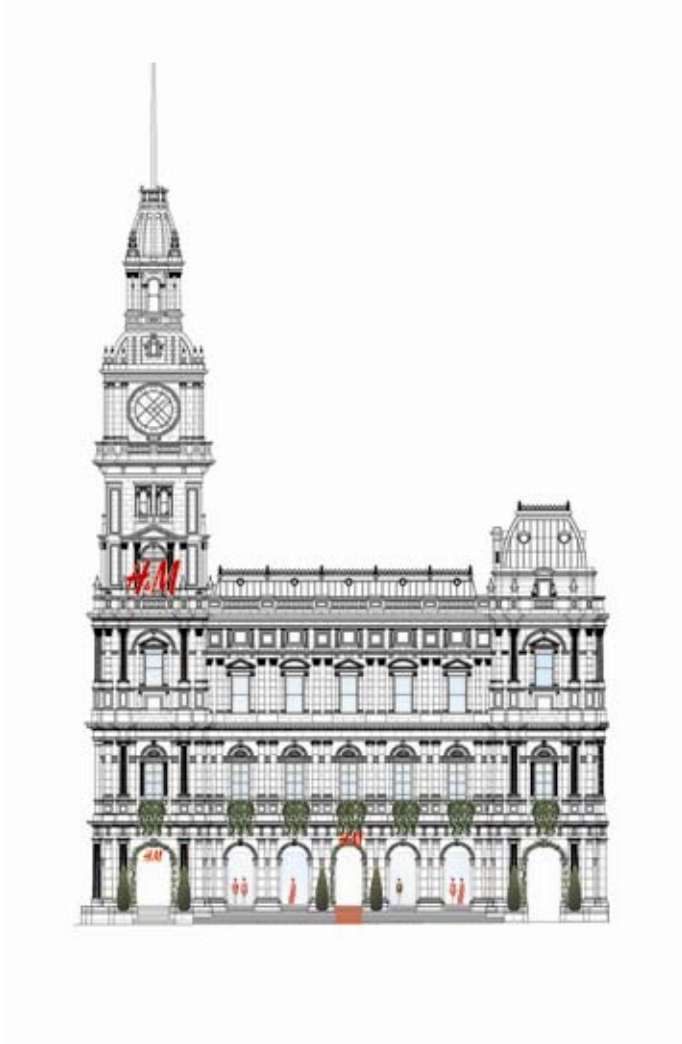




EXPANSION 2013

- ▶ 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



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

The logo consists of the letters 'H', '&', and 'M' in a bold, red, sans-serif font. The 'H' and 'M' are significantly larger than the ampersand, which is positioned between them. The letters have a slightly slanted, dynamic feel.

H & M Hennes & Mauritz AB

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