



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 24 SEPTEMBER 2015

NINE-MONTH REPORT



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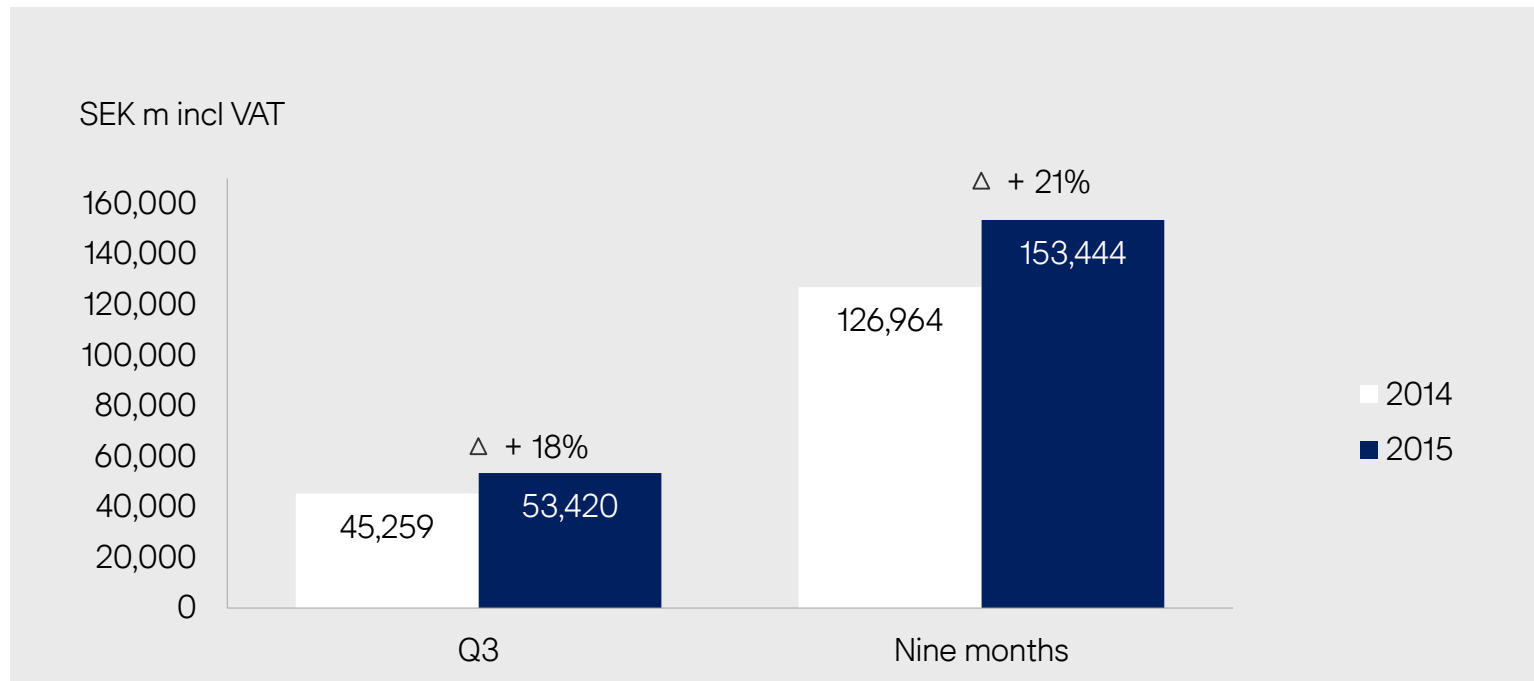
NINE MONTHS 2015 IN BRIEF

- Sales SEK 153 billion, including VAT
 - 21% increase in SEK; +12% in local currencies
 - well-received collections for all Group brands
 - strong expansion continues in stores and online
- Substantial long-term investments within IT and online; and broadening of the product range
 - H&M Beauty very well received
- Good cost control maintained
- Profit before tax SEK 20.1 billion (+11%)

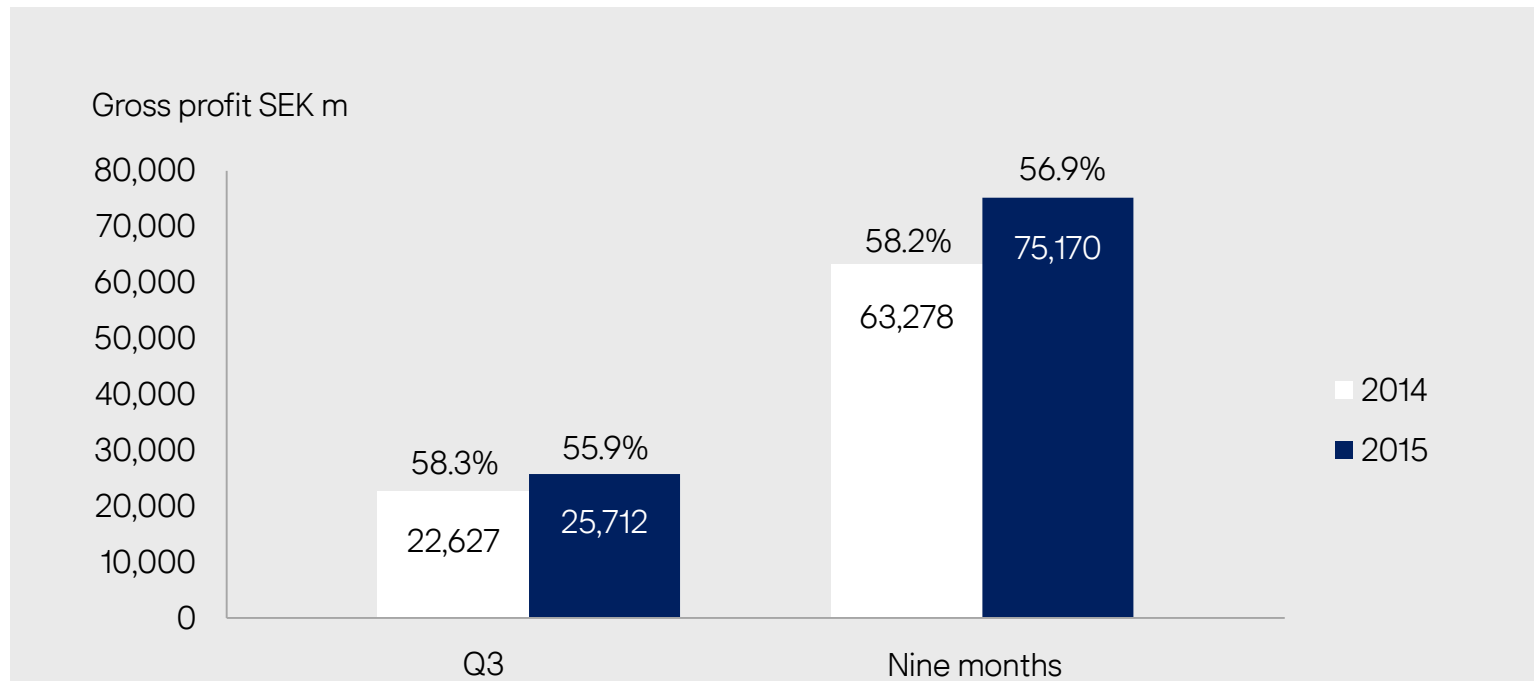
FINANCIAL DATA



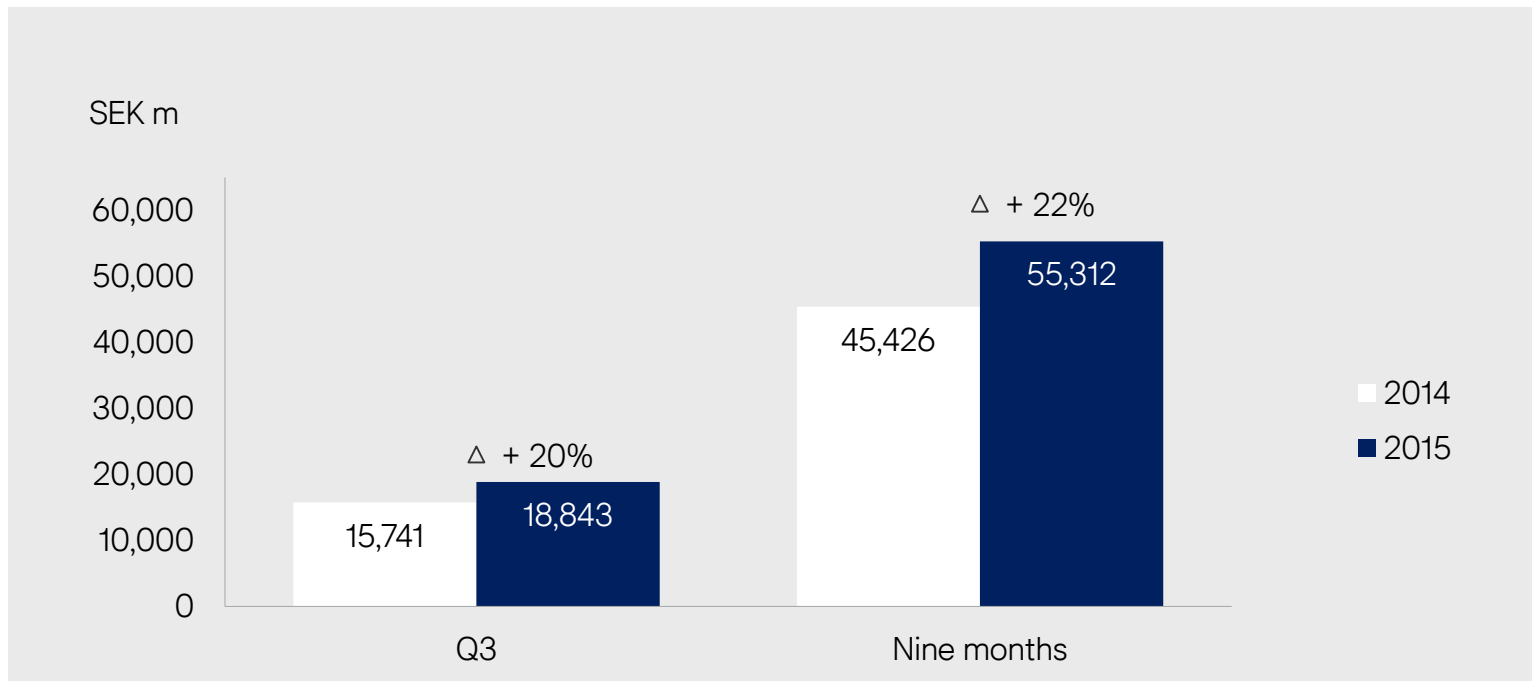
SALES



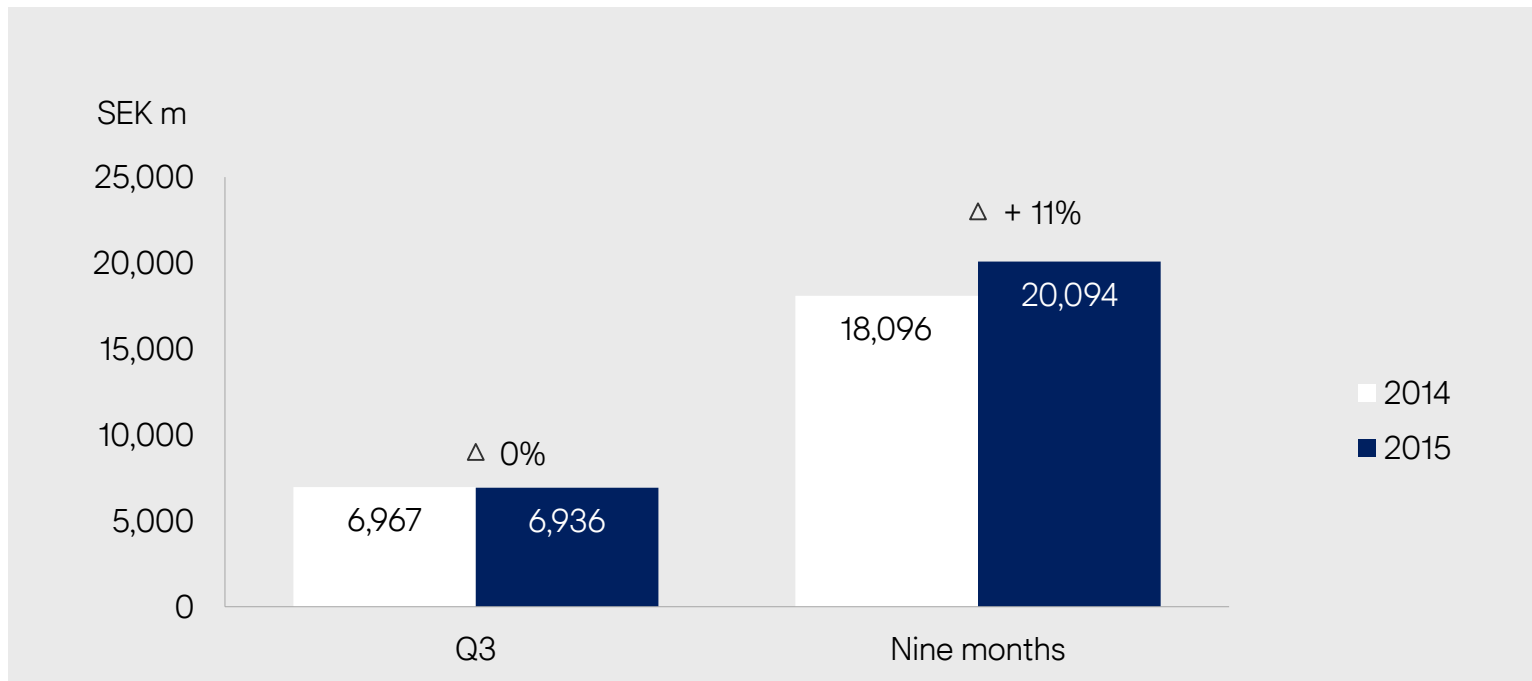
GROSS PROFIT AND GROSS MARGIN



SELLING AND ADMINISTRATION EXPENSES



PROFIT AFTER FINANCIAL ITEMS



SALES AND PROFITS

THIRD QUARTER

SEK m	2015	2014
Net sales	46,024	38,805
Gross profit	25,712	22,627
<i>gross margin, %</i>	55.9	58.3
Operating profit	6,869	6,886
<i>operating margin, %</i>	14.9	17.7
Net financial items	67	81
Profit after financial items	6,936	6,967
Tax	-1,630	-1,671
Profit for the period	5,306	5,296
<i>Earnings per share, SEK</i>	3.21	3.20



SALES AND PROFITS

NINE MONTHS

SEK m	2015	2014
Net sales	132,167	108,775
Gross profit	75,170	63,278
<i>gross margin, %</i>	56.9	58.2
Operating profit	19,858	17,852
<i>operating margin, %</i>	15.0	16.4
Net financial items	236	244
Profit after financial items	20,094	18,096
Tax	-4,722	-4,342
Profit for the period	15,372	13,754
<i>Earnings per share, SEK</i>	9.29	8.31



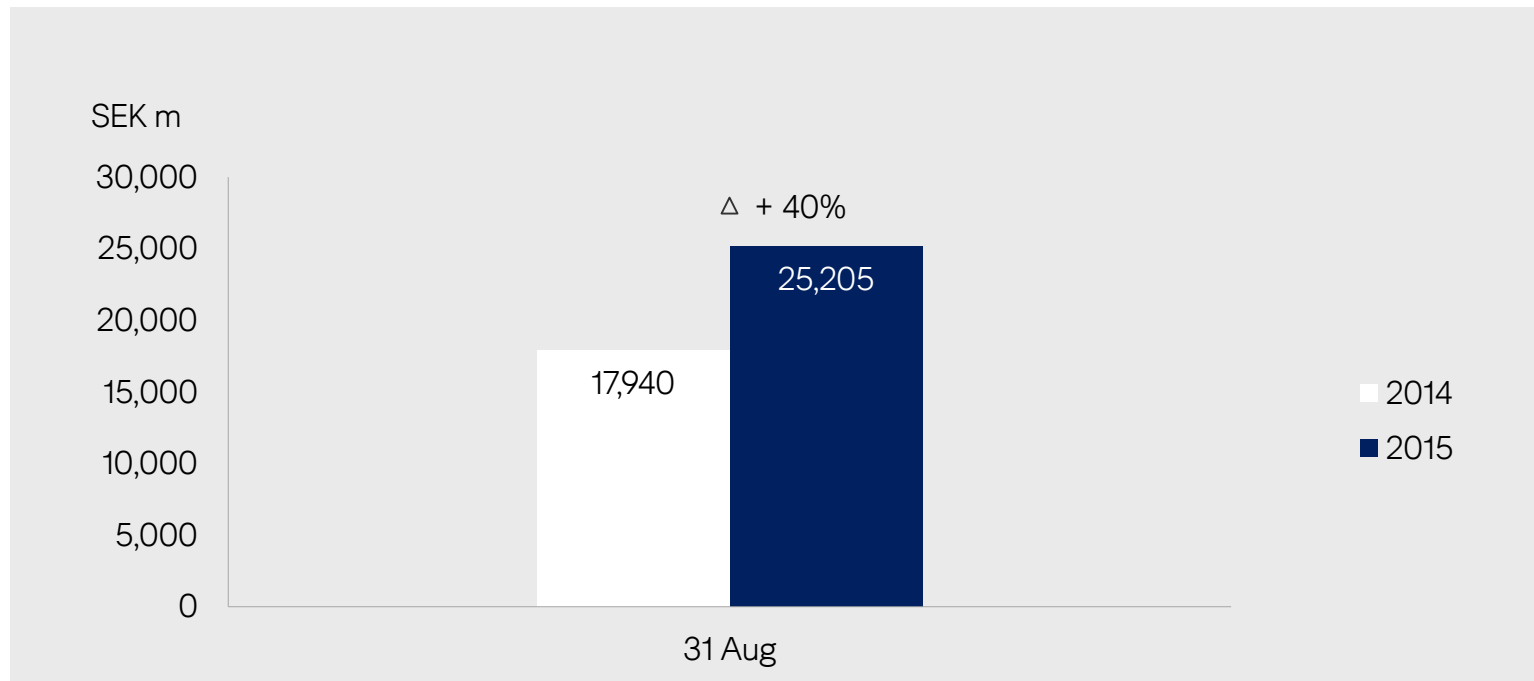
KEY DATA

SEK m	31 Aug 2015	31 Aug 2014
Stock-in-trade	25,205	17,940
Cash flow from current operations	17,813	18,007
Investments	7,893	6,348
Cash and cash equivalents and short-term investments	10,963	13,451
Return on shareholders' equity, % *	44.7	46.1

* rolling twelve months



STOCK-IN-TRADE



EXPANSION





STORE EXPANSION

- Total of 3,675 stores in 59 markets (31 August)
- Approximately 400 new stores net planned for 2015
 - China and the US largest expansion markets
- Five new H&M markets 2015
 - very good reception in Taiwan, Peru and Macau
 - India and South Africa new markets in October; H&M to open in New Delhi and Cape Town
- Three new H&M markets 2016
 - New Zealand, Cyprus and Puerto Rico





OUR FASHION BRANDS

- Continued expansion for H&M's other brands
 - COS, & Other Stories, Monki, Weekday and Cheap Monday
- More new stores planned for & Other Stories and COS in 2015 compared with 2014
- Four new markets for COS 2015
 - Bahrain, opened via franchise in February
 - Luxembourg, Hungary and Canada during autumn
- COS to open in the Czech Republic in spring 2016





H&M ONLINE

- Rapid expansion of H&M's online store, hm.com
- Ten new online markets in 2015
 - Portugal, Poland, the Czech Republic, Romania, Slovakia, Hungary, Bulgaria and Belgium opened during spring
 - Switzerland and Russia to open in autumn
- H&M online in 23 markets in total (Nov 2015)
- Online in nine further H&M markets 2016
 - Ireland, Japan, Greece, Croatia, Slovenia, Estonia, Latvia, Lithuania and Luxembourg





H&M BEAUTY

- New broad concept for makeup, body care and hair care
- High quality at the best price in beautiful design
 - wide selection of colours and trends
- Very well received in 700 stores in 28 markets and online
 - gradual launch started in July 2015
- H&M Beauty available in a total of 900 stores in 42 markets and online by end of financial year







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