

H&M GROUP FULL-YEAR REPORT 2024

Press and telephone
conference



H&M

Daniel Erv er
CEO

Adam Karlsson
CFO

Joseph Ahlberg
*Head of Investor
Relations*





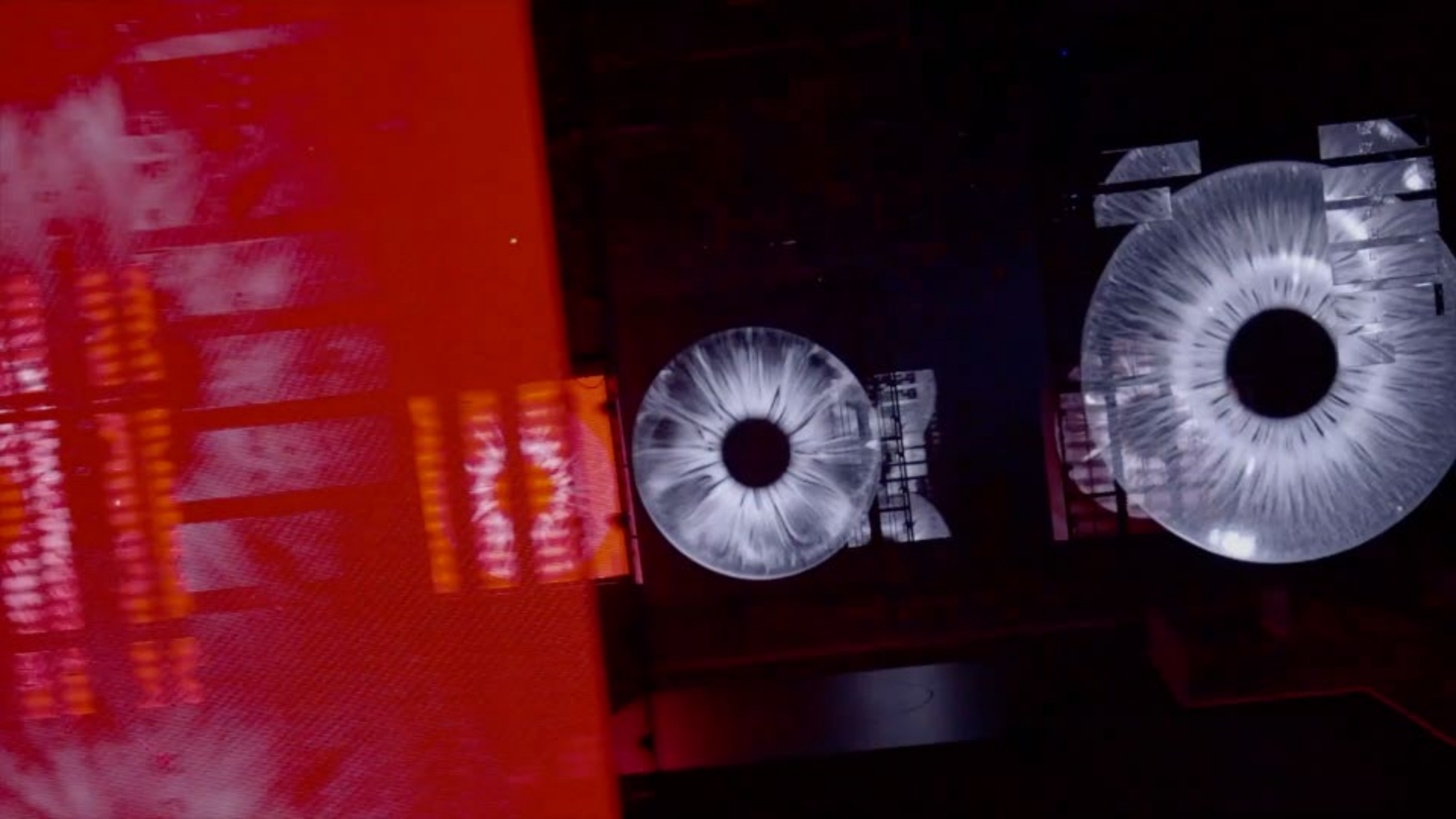
A strong foundation and focus
on our core give us confidence

Key areas

Elevated product offer

Elevated shopping
experience

Elevated brand building



Sales Q4

+3%*

+4%* Dec 1 to Jan 28



Successes Q4

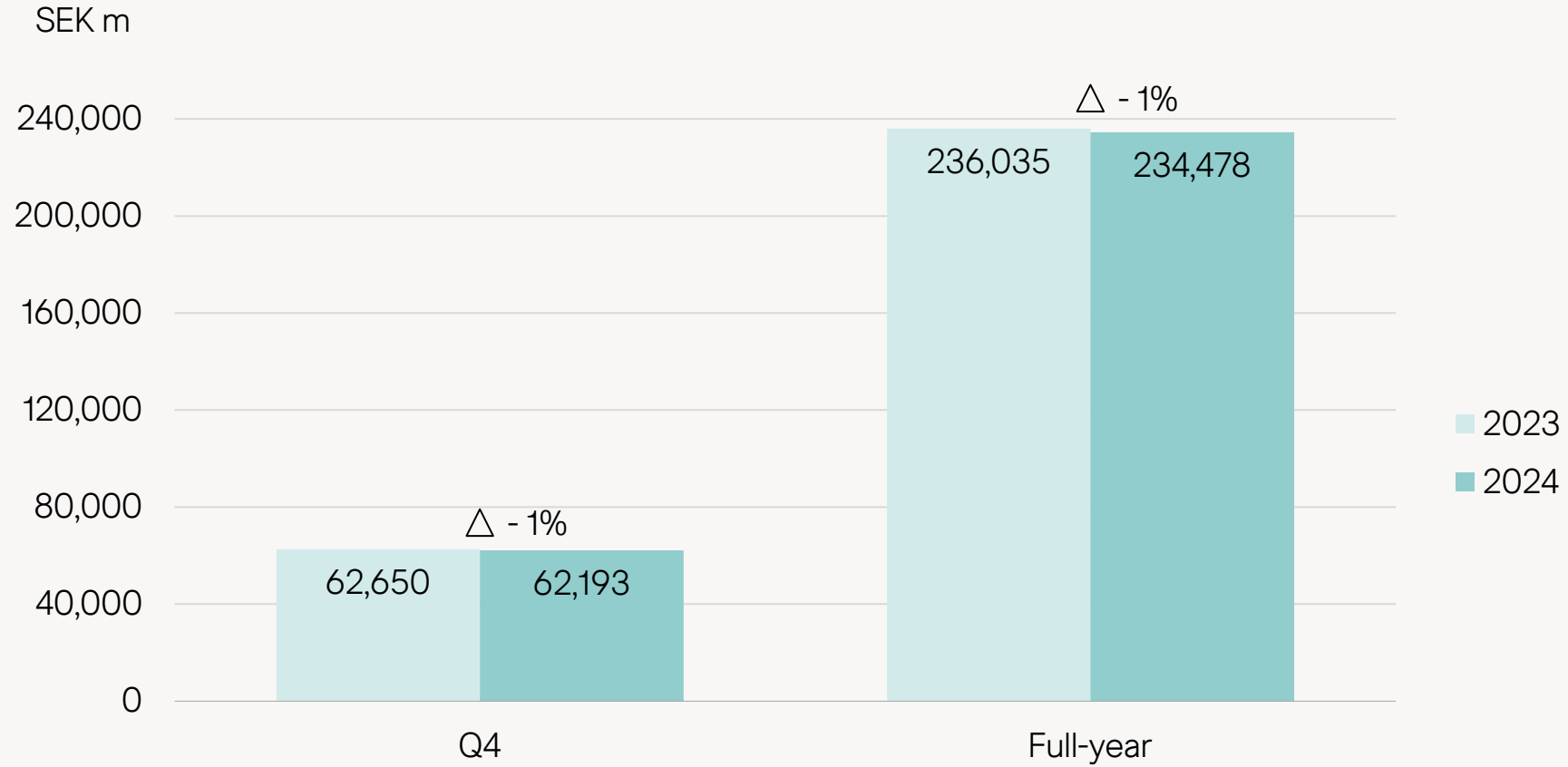
Ladieswear & sportswear

Online sales

Effective cost control

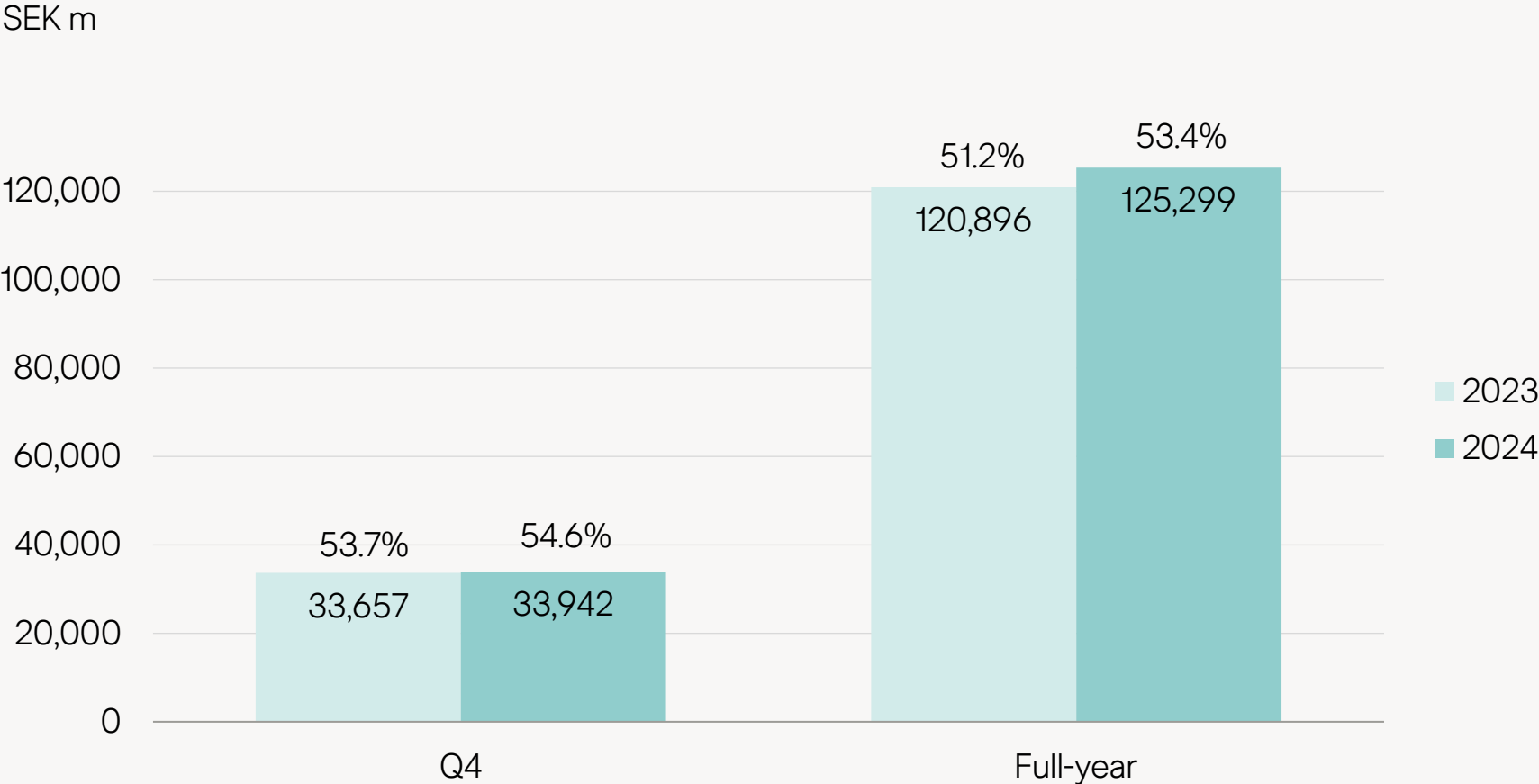
* In local currencies

Net sales

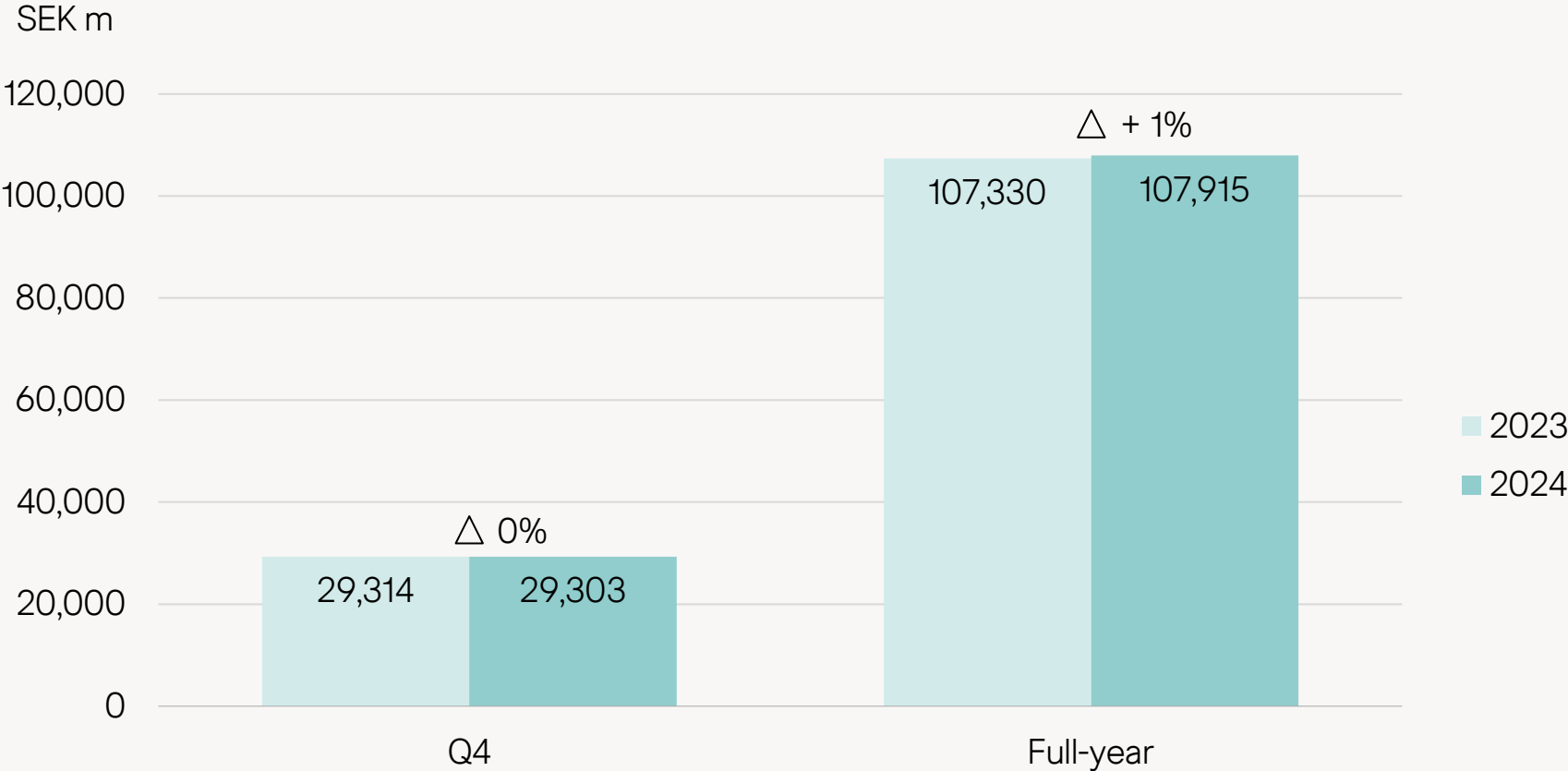




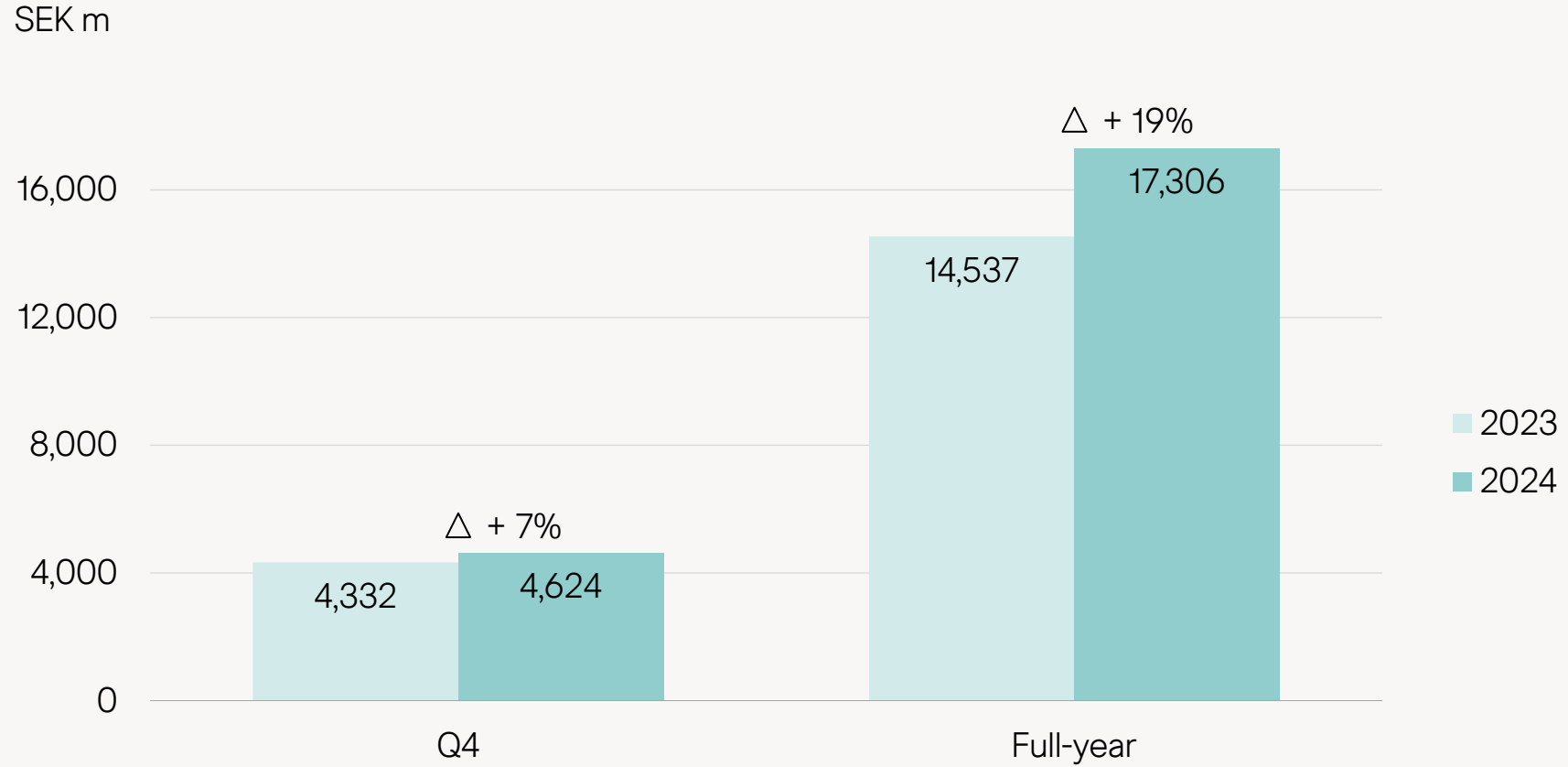
Gross profit



Selling and administrative expenses

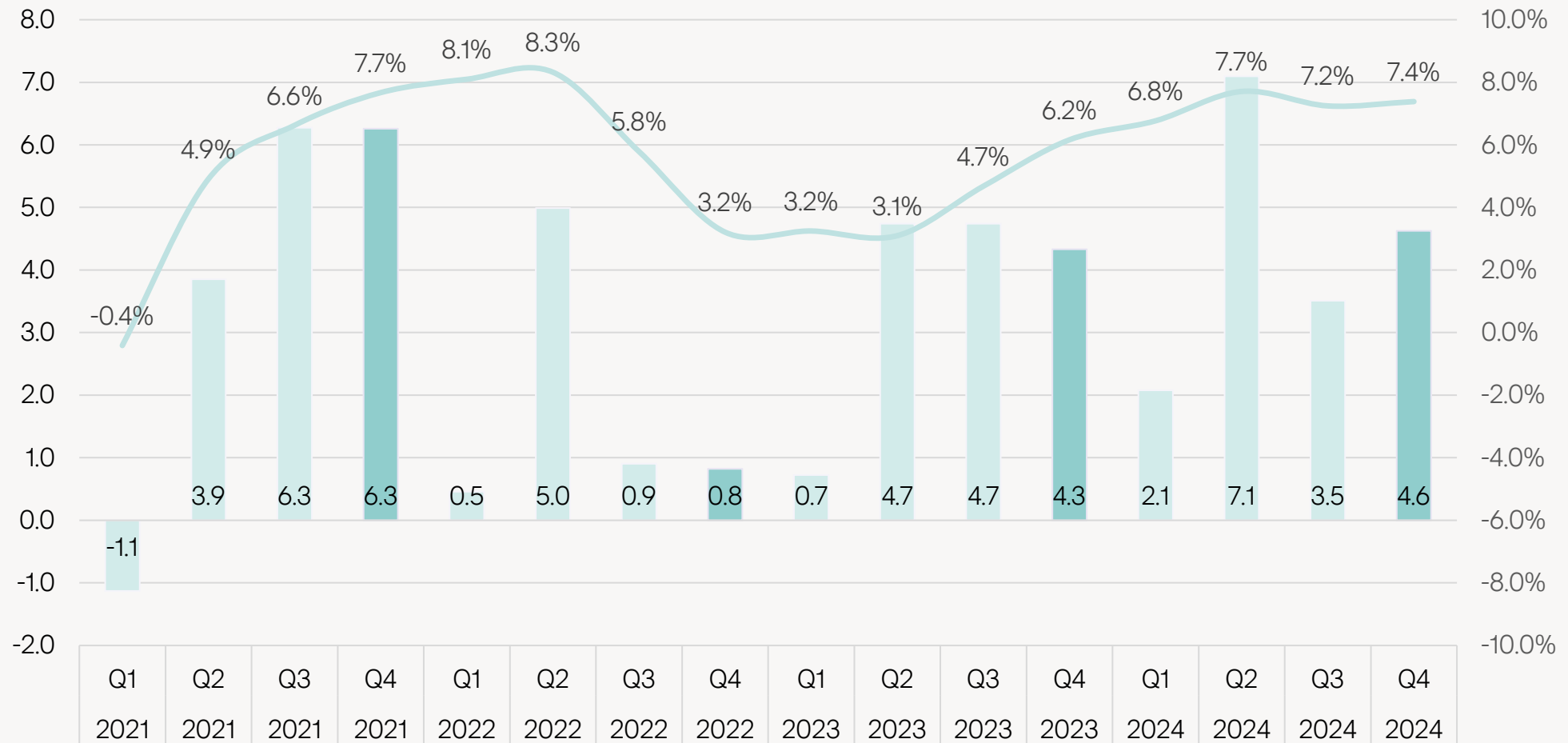


Operating profit

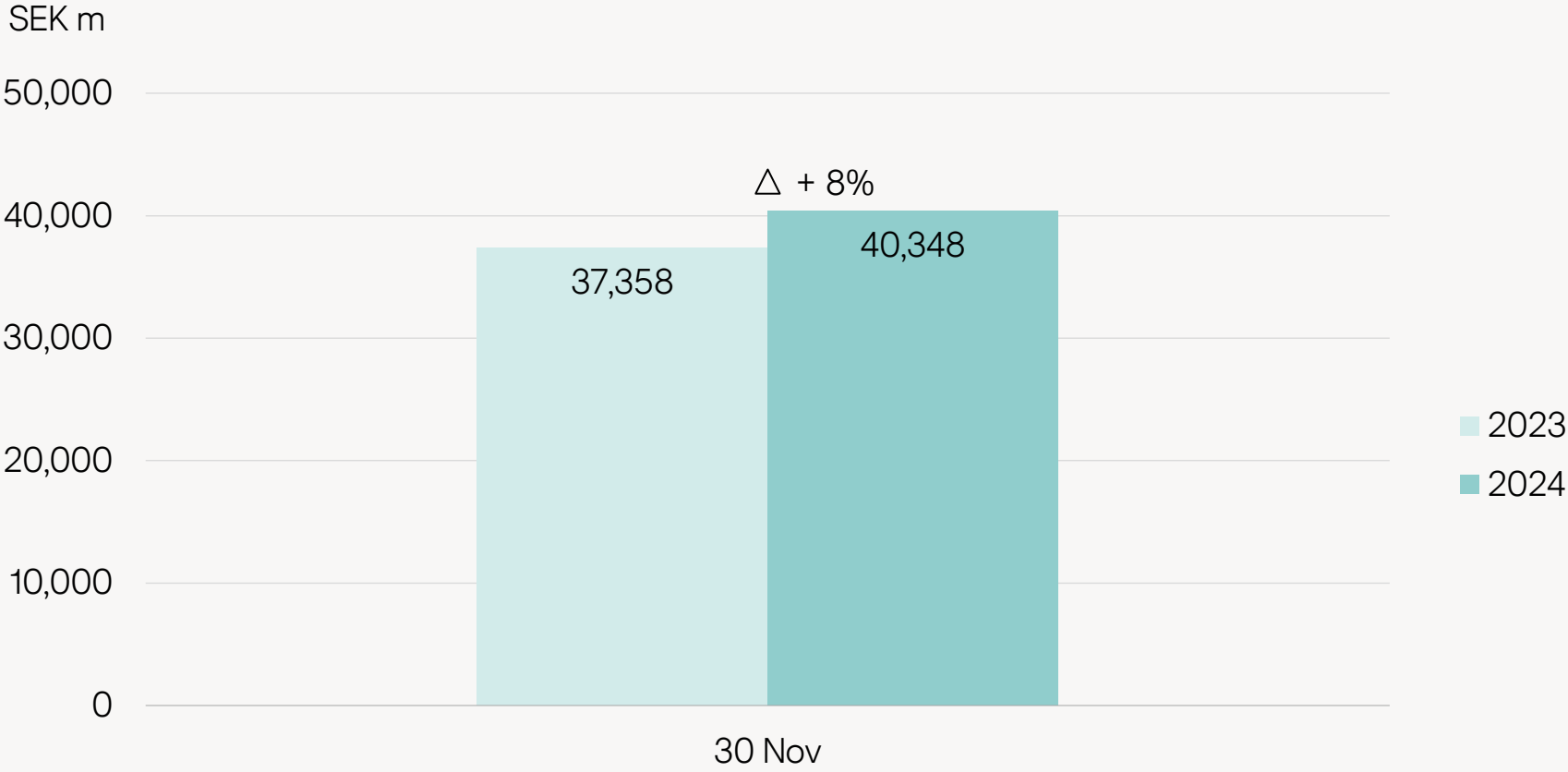


Operating profit per quarter

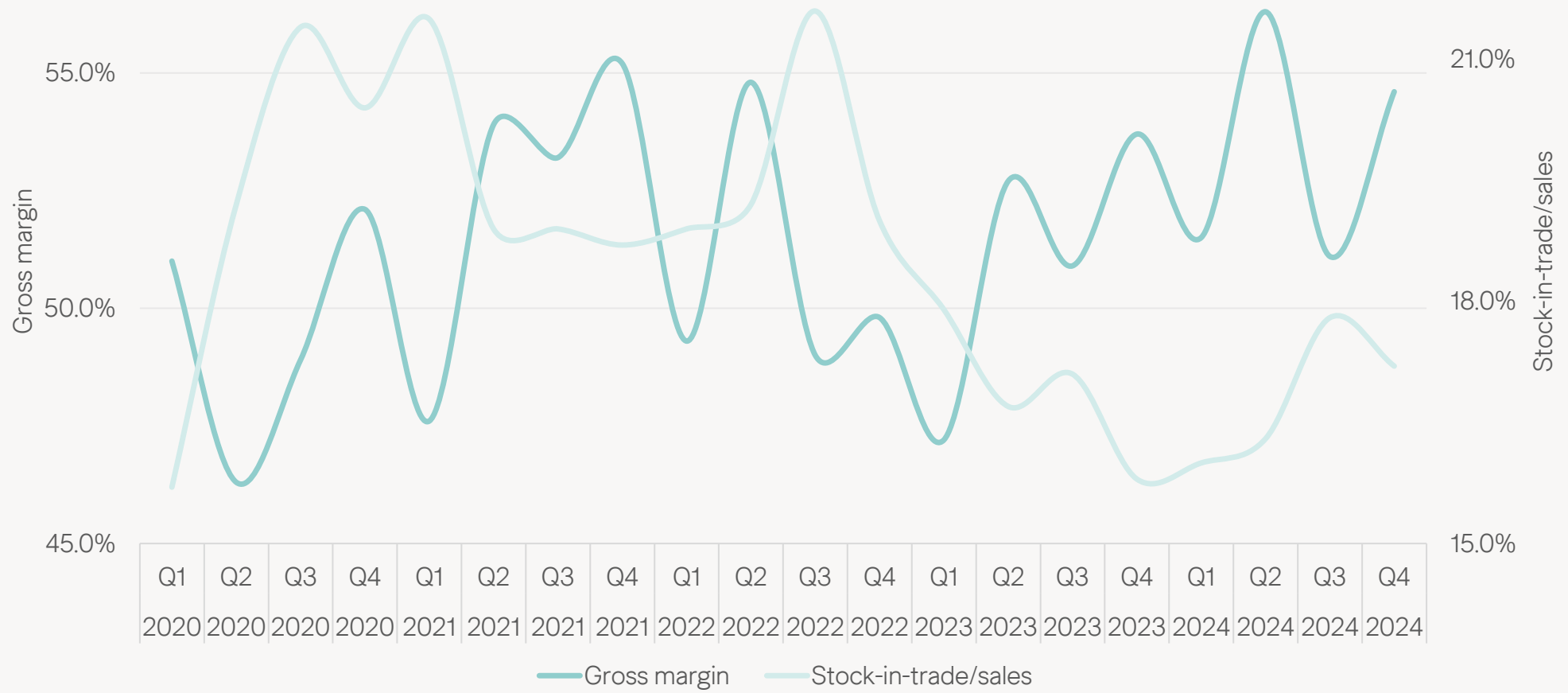
Billion SEK, % rolling 12 months



Stock-in-trade



Gross margin and stock-in-trade/sales





Strong profitability development
Focus on H&M
Focus on organic growth

H&M in focus



Product offering



Shopping experience



Brand building



also from H&M

Product offering

- Increased trend responsiveness
- More relevant and current assortment
- Faster product creation process
- Strengthened supplier partnerships
- Improved product availability
- Expanded nearshoring capabilities







Shopping Experience

Stores

- New format for full store upgrades
- New concept for customer experience upgrades

Online

- Improved functionality
- Strengthened product presentation
- Roll out of new online experience



Brand building

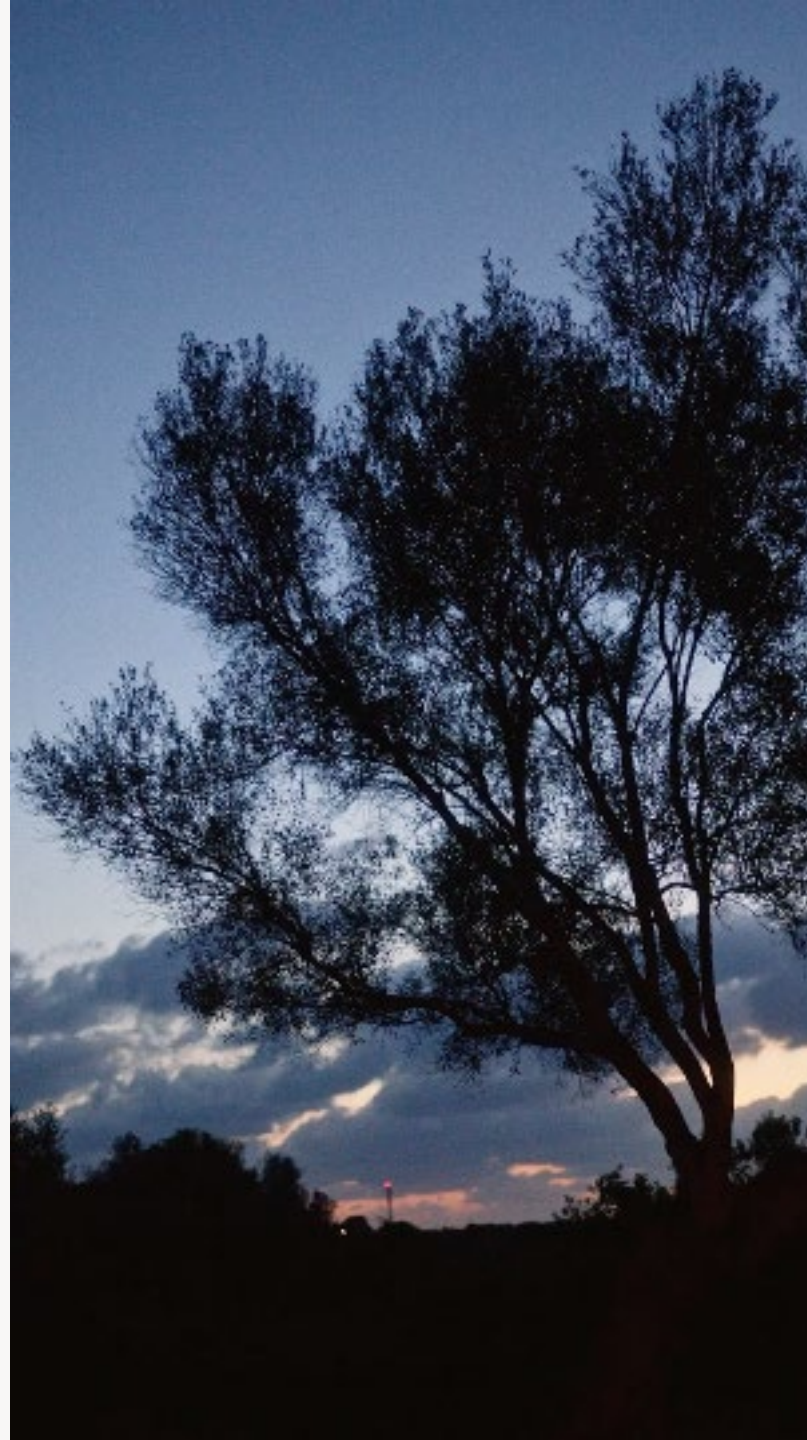
- Strengthened social media presence
- Increased influencer collaboration
- Deepened connection to music and culture

Our lifestyle brands capitalize on a growing market

—H&M Home

—H&M Move

—H&M Beauty



Portfolio Brands and Ventures widen our customer offer

COS

ARKET

& Other Stories

Weekday

Cheap Monday

Monki

Singular Society

Sellpy

...and some 30+
venture investments





Capturing the potential in organic growth

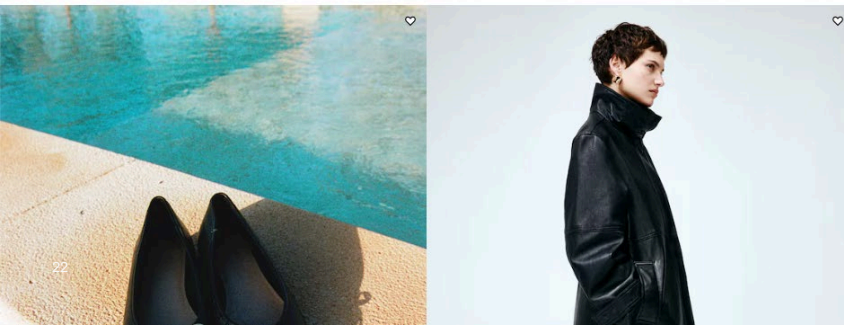
Digital growth

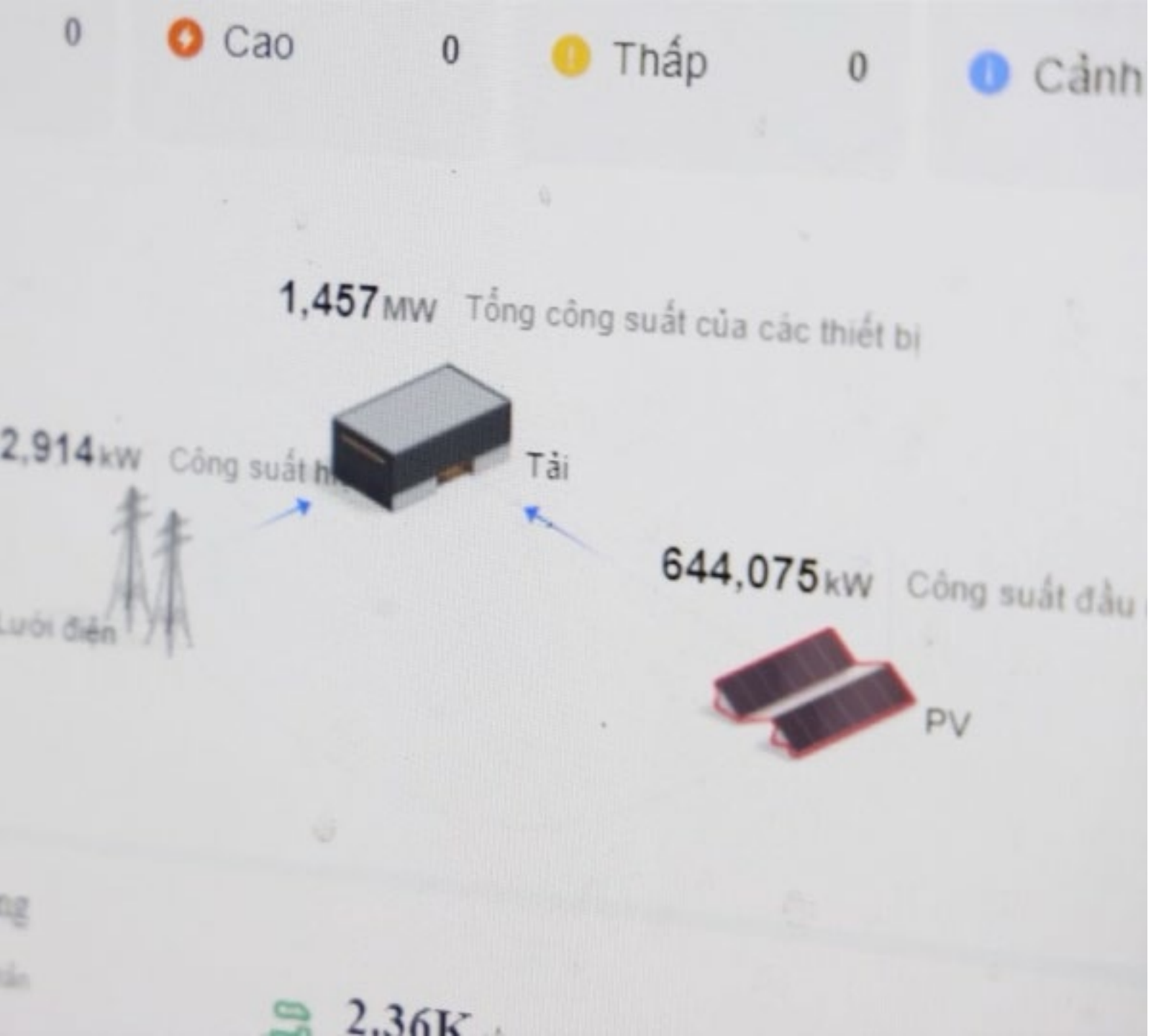
- Great potential in own channels
- Further opportunity with external platforms



Store growth

- Continued focus on physical store contribution
- Launched H&M in Dominican Republic 2024, Brazil 2025
- Arket to Norway, Austria, Greece and Ireland 2025





Our commitment to sustainability continues

- On track towards our goals
- Preliminary GHG emissions decrease by at least 23%
- Strong position in sustainability rankings



Our people



Fashion outlook 2025



hm • Follow
Original audio

hm We're delighted to welcome @glennmartens to the H&M

The visionary creative director is launching a collaborative collection with H&M in Fall 2. Mark your calendars.
Edited · 10 w

3,842 likes
14 November 2024

Log in to like or comment.

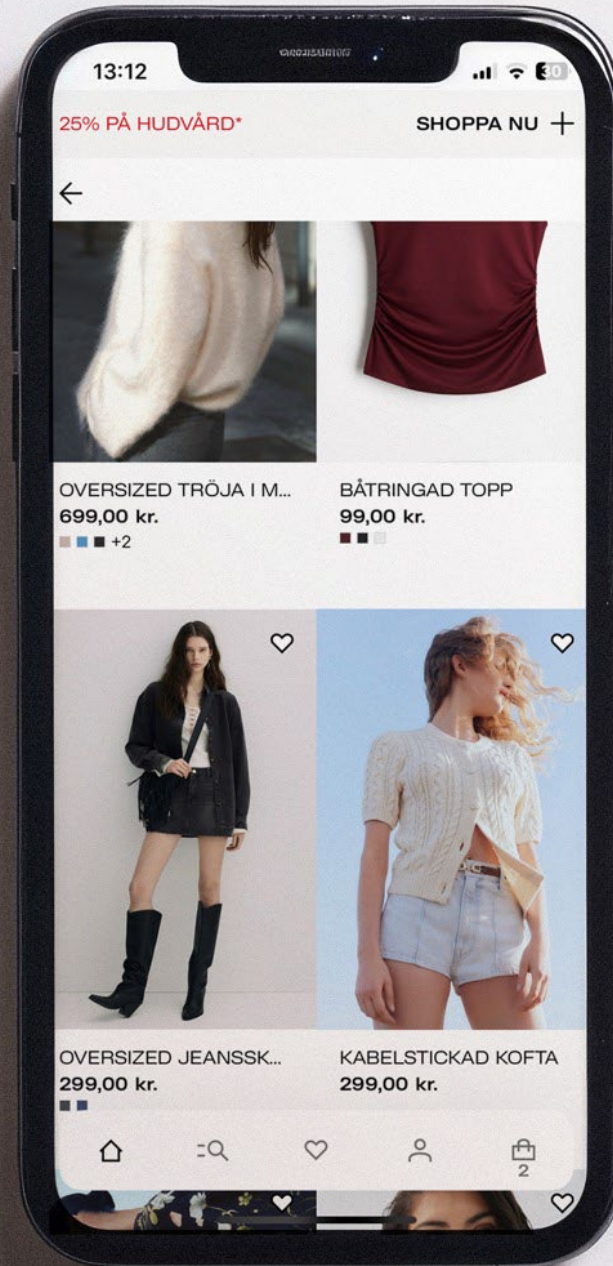


Focus 2025

- The H&M brand
- Organic growth
- Product offer, shopping experience, brand building

Actions 2025

- Implement womenswear success across customer groups
- Further develop online functionality
- Further roll-out of new online experience
- Continued store portfolio upgrades
- Continued marketing investments





A flexible and diversified
supply chain



Liberating fashion
for the many



Thank you!

Q&A

