H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 29 MARCH 2012

THREE-MONTH REPORT
NILS VINGE
INVESTOR RELATIONS MANAGER

JYRKI TERVONEN
CHIEF FINANCIAL OFFICER
FIRST QUARTER 2012

- Net sales SEK 27,832 m (+14%)
  - local currencies +13%
  - comparable units +3%
- Gross profit SEK 15,537 m
  - gross margin 55.8 percent (57.8%)
- Operating margin 12.7 percent (13.9%)
- Profit after financial items
  SEK 3,701 m (+5%)
- Net profit SEK 2,739 m (+5%)
- Earnings per share SEK 1.65
GROSS MARGIN

FIRST QUARTER

%  

70  60  50  40  30  20  10  0


H&M
FIRST QUARTER 2012

- Strengthened customer offering
- Increased purchasing costs
- Long term investments to broaden H&M’s total offering
  - new store chain 2013
- Increased markdowns
EXPANSION

▶ 19 new stores net in Q1
  – 2,491 stores in 43 countries
▶ Net addition of approx. 275 stores planned for 2012
  – China, USA and UK largest expansion markets
▶ Five new markets 2012
  – Bulgaria – store opened 10 March
  – Latvia, Malaysia, Mexico and via franchise Thailand during autumn 2012
▶ COS to Italy, Poland, Hong Kong, Finland and via franchise to Kuwait
## KEY DATA

### FIRST QUARTER

<table>
<thead>
<tr>
<th></th>
<th>29 Feb 2012</th>
<th>28 Feb 2011</th>
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<tbody>
<tr>
<td><strong>Stock-in-trade</strong></td>
<td>12,397</td>
<td>10,822</td>
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<tr>
<td><strong>Cash flow from current operations</strong></td>
<td>2,218</td>
<td>761</td>
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<tr>
<td><strong>Investments</strong></td>
<td>1,134</td>
<td>807</td>
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<td><strong>Liquid funds and short-term investments</strong></td>
<td>22,029</td>
<td>24,355</td>
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STOCK-IN-TRADE / SALES

* rolling 12 months
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