KARL-JOHAN PERSSON
MANAGING DIRECTOR

NILS VINGE
INVESTOR RELATIONS MANAGER

CATARINA MIDBY
TREND COORDINATOR
THE QUARTER
IN BRIEF

- Sales +12% in local currencies
  - comparable units +2%
- Successful launch of H&M’s online store in the US
- Continued long-term investments in areas such as IT, online and & Other Stories
- Cost control remains good
- Operating profit +20% to SEK 5,755 m
FINANCIAL DATA
## SALES AND PROFITS
### THIRD QUARTER

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales including VAT</td>
<td>37,411</td>
<td>33,568</td>
</tr>
<tr>
<td>Sales excluding VAT</td>
<td>32,040</td>
<td>28,806</td>
</tr>
<tr>
<td>Gross profit</td>
<td>18,828</td>
<td>16,771</td>
</tr>
<tr>
<td>Gross margin, %</td>
<td>58.8</td>
<td>58.2</td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>-13,073</td>
<td>-11,969</td>
</tr>
<tr>
<td>Operating profit</td>
<td>5,755</td>
<td>4,802</td>
</tr>
<tr>
<td>Operating margin, %</td>
<td>18.0</td>
<td>16.7</td>
</tr>
<tr>
<td>Net interest income</td>
<td>75</td>
<td>93</td>
</tr>
<tr>
<td>Profit after financial items</td>
<td>5,830</td>
<td>4,895</td>
</tr>
<tr>
<td>Tax</td>
<td>-1,399</td>
<td>-1,273</td>
</tr>
<tr>
<td>Profit for the period</td>
<td>4,431</td>
<td>3,622</td>
</tr>
<tr>
<td>Earnings per share (SEK)</td>
<td>2.68</td>
<td>2.19</td>
</tr>
</tbody>
</table>
# KEY DATA

<table>
<thead>
<tr>
<th></th>
<th>31 Aug 2013</th>
<th>31 Aug 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock-in-trade</td>
<td>15,329</td>
<td>13,501</td>
</tr>
<tr>
<td>Cash flow from current operations</td>
<td>14,974</td>
<td>13,044</td>
</tr>
<tr>
<td>Investments</td>
<td>5,340</td>
<td>4,313</td>
</tr>
<tr>
<td>Liquid funds and short-term investments</td>
<td>10,953</td>
<td>13,552</td>
</tr>
<tr>
<td>Return on equity*, %</td>
<td>43.4</td>
<td>44.3</td>
</tr>
</tbody>
</table>

* 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
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
AUTUMN / WINTER FASHION
MAURITZ ARCHIVE COLLECTION
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