FIRST QUARTER 2013

- Net sales SEK 28,392 m (+2%)
  - local currencies +6%
  - comparable units -3%
- Gross profit SEK 15,679 m (+1%)
  - gross margin 55.2 percent (55.8%)
- Operating margin 11.0 percent (12.7%)
- Profit after financial items SEK 3,234 m (-12.6%)
- Profit after tax SEK 2,458 m (-10.3%)
- Earnings per share SEK 1.49
### KEY DATA

<table>
<thead>
<tr>
<th></th>
<th>28 Feb 2013</th>
<th>29 Feb 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock-in-trade</td>
<td>13,825</td>
<td>12,397</td>
</tr>
<tr>
<td>Cash flow from current operations</td>
<td>3,777</td>
<td>2,218</td>
</tr>
<tr>
<td>Investments</td>
<td>1,635</td>
<td>1,134</td>
</tr>
<tr>
<td>Liquid funds and short-term investments</td>
<td>18,959</td>
<td>22,029</td>
</tr>
<tr>
<td>Return on equity*, %</td>
<td>36.3</td>
<td>34.9</td>
</tr>
</tbody>
</table>

* rolling 12 months
STOCK-IN-TRADE / SALES

% ~ 15


H&M
EXPANSION

- 42 new stores net in Q1
  - 2,818 stores in 48 countries
- Increased expansion pace to approx. 350 new stores net for 2013
- Five new markets 2013
  - Chile, Estonia, Lithuania, Serbia and via franchise Indonesia
- H&M opens in Australia in 2014
- The other brands continue to expand
& OTHER STORIES

- Fantastic reception at the launch
  - first store opened in London 8 March and in Copenhagen 15 March
  - shop online on stories.com opened 8 March in ten European countries
  - sales have exceeded our high expectations
- First store in Sweden opens 22 March in Stockholm
- Openings in Barcelona, Berlin, Milan and Paris to follow in spring 2013
H&M SPORT

- New, extended sports concept for women, men and children at the beginning of 2014
- Wide range of sportswear in functional materials, suited for various kinds of sports activities
- To be launched in H&M’s online markets and selected stores
  - stores in approx. 15 countries to start with
SUSTAINABILITY REPORT
CONSCIOUS EXCLUSIVE
H & M Hennes & Mauritz AB