NILS VINGE
INVESTOR RELATIONS MANAGER

JYRKI TERVONEN
CHIEF FINANCIAL OFFICER
FIRST QUARTER 2014

- Net sales SEK 32,143 m (+13%)
- Gross profit SEK 17,641 m (+13%)
  - gross margin 54.9 percent (55.2%)
- Substantial long-term investments continue
- Operating margin 10.6 percent (11.0%)
- Profit after financial items SEK 3,486 m (+8%)
- Profit after tax SEK 2,649 m (+8%)
- Earnings per share SEK 1.60 (1.49)
### KEY DATA

<table>
<thead>
<tr>
<th></th>
<th>28 Feb 2014</th>
<th>28 Feb 2013</th>
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<tbody>
<tr>
<td>Stock-in-trade</td>
<td>15,865</td>
<td>13,825</td>
</tr>
<tr>
<td>Cash flow from current operations</td>
<td>2,671</td>
<td>3,777</td>
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<td>Investments</td>
<td>1,588</td>
<td>1,635</td>
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<td>Liquid funds and short-term investments</td>
<td>18,226</td>
<td>18,959</td>
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<tr>
<td>Return on equity* %</td>
<td>37.2</td>
<td>36.3</td>
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* rolling 12 months
EXPANSION

- 60 new stores net during Q1
  - 3,192 stores in 53 markets
- 375 new stores net planned 2014
  - China and the US largest expansion markets
  - several new flagship stores
- New H&M markets 2014
  - Australia, Melbourne, opens 5 April
  - Philippines and India, second half
- Peru and South Africa new H&M countries in 2015
- The other brands continue to expand

H&M
H&M SPORT

- Extended sports concept for women, men and children
  - focus on function, fit, design and comfort
- Very well received
  - in selected stores in 18 countries and online
- Continued roll-out to more stores and countries
- Further broadening of the sport range
H&M ONLINE

- France online store open since March 13
- Additional three new H&M online-store markets planned for 2014
  - Spain and Italy to open early autumn
  - China planned to open at the end of the year
- Global roll-out of online continues