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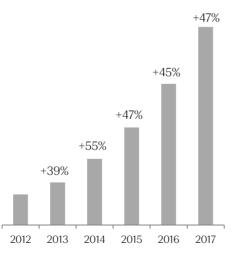
AT A GLANCE

MODERN, DESIGN-DRIVEN HOME INTERIOR

37 markets online 332 Shop-in-shops, 46 markets 2 LAB stores

2009 launched online2012 first Shop-in-shop2016 own brand organization

47% AAGR since 2012





BIG POTENTIAL AHEAD

- 1. PROVEN BUSINESS MODEL
- 2. LEARNINGS FROM CUSTOMER & INDUSTRY
- 3. NEXT STEP CAPTURING THE FULL POTENTIAL
 - Why we exist
 - Who we are
 - Where we are going
 - What will take us there



NEW CUSTOMER BEHAVIOUR

- 1. INTERIOR NEW BIG KEY FOR CUSTOMERS TO EXPRESS PERSONALITY & STYLE
- 2. INTERIOR CUSTOMER DIFFERENT & COMPLEMENTS FASHION
- 3. DESIGN, VALUE, INSPIRATION & DIVERSITY H&M HERITAGE



INTERIOR INDUSTRY GROWING, FRAGMENTED & RAPIDLY CHANGING

- 1. GROWING INDUSTRY
- 2. FRAGMENTED, FEW GLOBAL PLAYERS
- 3. TRENDS DRIVING CHANGE IN TRADITIONAL INDUSTRY
 - More households, smaller families
 - Generation rent
 - New consumerism: Lifestyle, Sustainability & Technology





PURPOSE

We make it possible for many people to create a modern and inspiring home.



VISION

Be a world-class interior brand and top-of-mind for our core target customer.



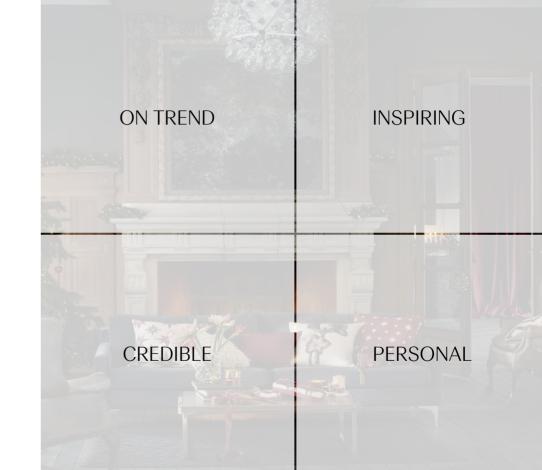
BRAND MISSION

Modern design and quality at the best price, in an inspiring and sustainable way.



BRAND DNA

Communicating a clear, genuine and attractive brand enabling customer engagement & loyalty.



PRODUCT OFFERING

30 designers creating diverse collections in five rooms; Living, Kitchen, Bed, Bath and Kids.







FUTURE GROWTH

2022: >200%

- COMPARABLE GROWTH IN EXISTING CHANNELS
- 2. EXTENDED OFFERING
 - More on existing types
 - New product types
 - New product line
- 3. EXPANSION
 - Shop-in-shop
 - Online
 - Concept stores



FALL 2018

LAUNCHING NEW PRODUCT RANGE

SMALL FURNITURE & LAMPS

Tables, stools, shelves, pendant and table lamps.

H&M HOME Classic Collection

A high quality line for the Livingroom, Bedroom and Bathroom. Sophisticated and timeless by design.



FALL 2018

LAUNCHING CONCEPT STORES

- 1. ESTABLISH BRAND CREDIBILITY & CLARITY
- 2. EXPERIENCE LARGE ASSORTMENT & BRAND
- 3. DRIVE AWARENESS & SALES ONLINE, S-I-S AND CS
- 4. 7 STORES PRIME LOCATIONS, MAJOR EUROPEAN CITIES



SUMMARY/FOCUS

EXTEND THE PRODUCT OFFERING

LAUNCH CONCEPT STORES

INCREASE PRESENCE IN SOCIAL MEDIA

RAISE VISUAL INSPIRATION & PERSONALIZATION ONLINE

GROW & EXPAND ALL CHANNELS

>200% until 2022



THANK YOU

