NILS VINGE  
INVESTOR RELATIONS MANAGER

JYRKI TERVONEN  
CHIEF FINANCIAL OFFICER
THIRD QUARTER 2013

- Sales +12% in local currencies
  - comparable units +2%
- Net sales SEK 32,040 m (+11%)
- Gross profit SEK 18,828 m (+12%)
  - gross margin 58.8 percent (58.2%)
- Operating margin 18.0 percent (16.7%)
- Profit after financial items
  SEK 5,830 m (+19%)
- Profit after tax SEK 4,431 m (+22%)
- Earnings per share SEK 2.68
## KEY DATA

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

- 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
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
H & M Hennes & Mauritz AB