



# ANNUAL GENERAL MEETING 2010

- ▶ KARL-JOHAN PERSSON  
MANAGING DIRECTOR

**H&M**



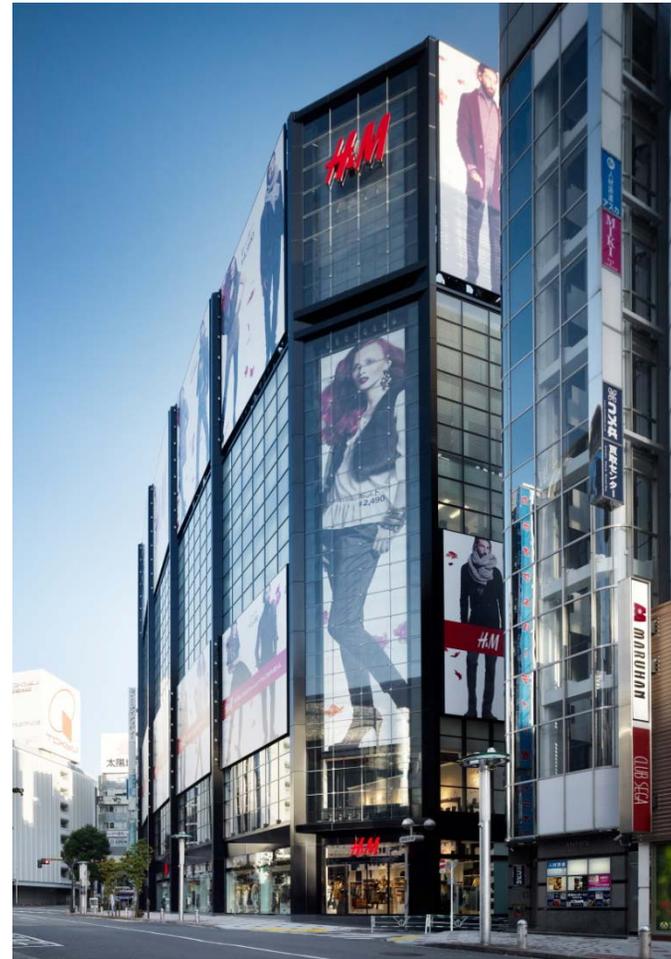
## 2009 IN FIGURES

- ▶ Net sales SEK 101 billion (+15%)
- ▶ Gross margin 61.6 percent
- ▶ Operating margin 21.3 percent
- ▶ Profit after tax SEK 16.4 billion (+7%)
- ▶ Earnings per share SEK 19.80

# RUSSIA



# CHINA AND JAPAN



H&M

# USA



**H&M**

# NEW STORES



# MONKI AND WEEKDAY



# COS



**H&M**

# H&M HOME

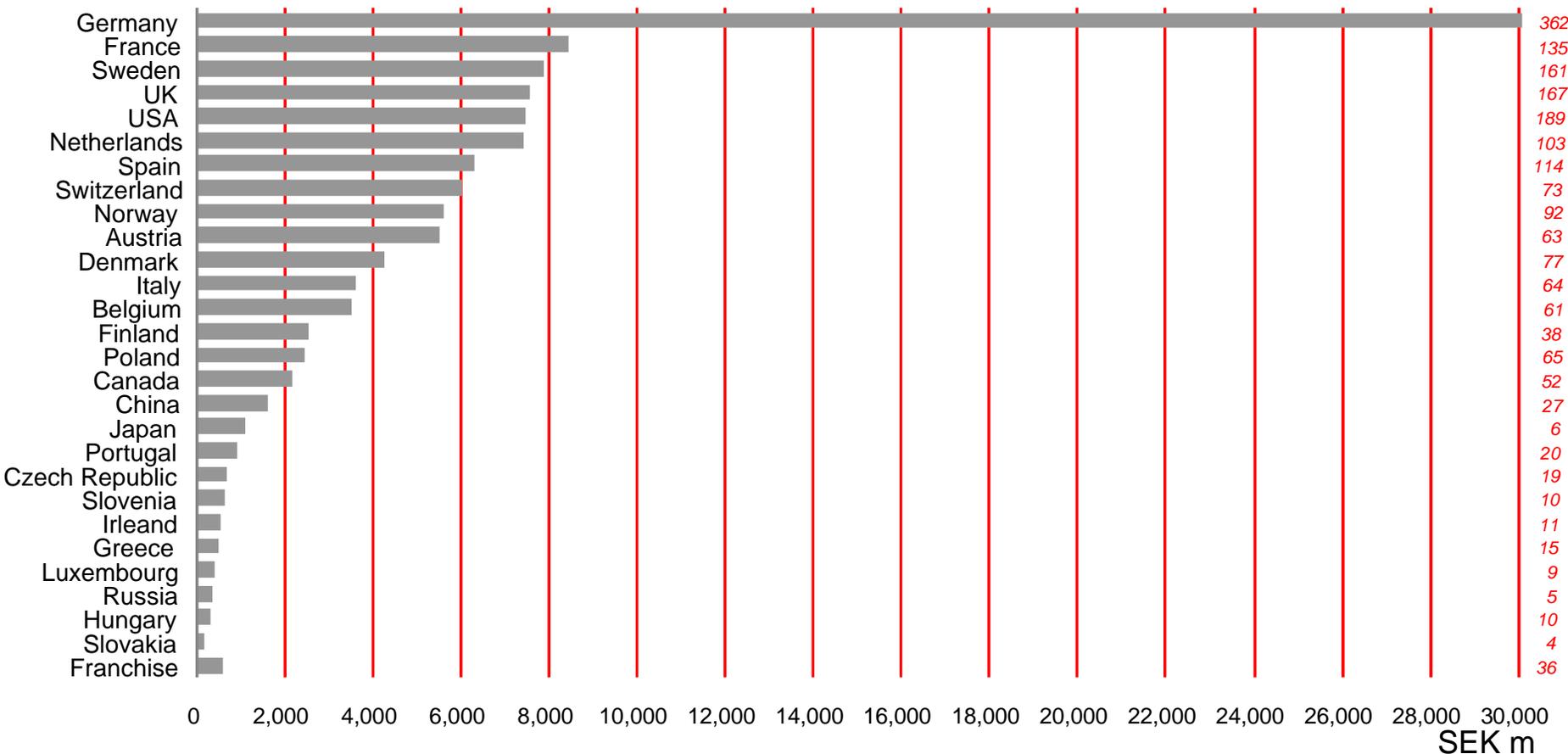


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# SALES PER MARKET

FULL-YEAR 2009 (INCLUDING VAT)

*No. of stores*





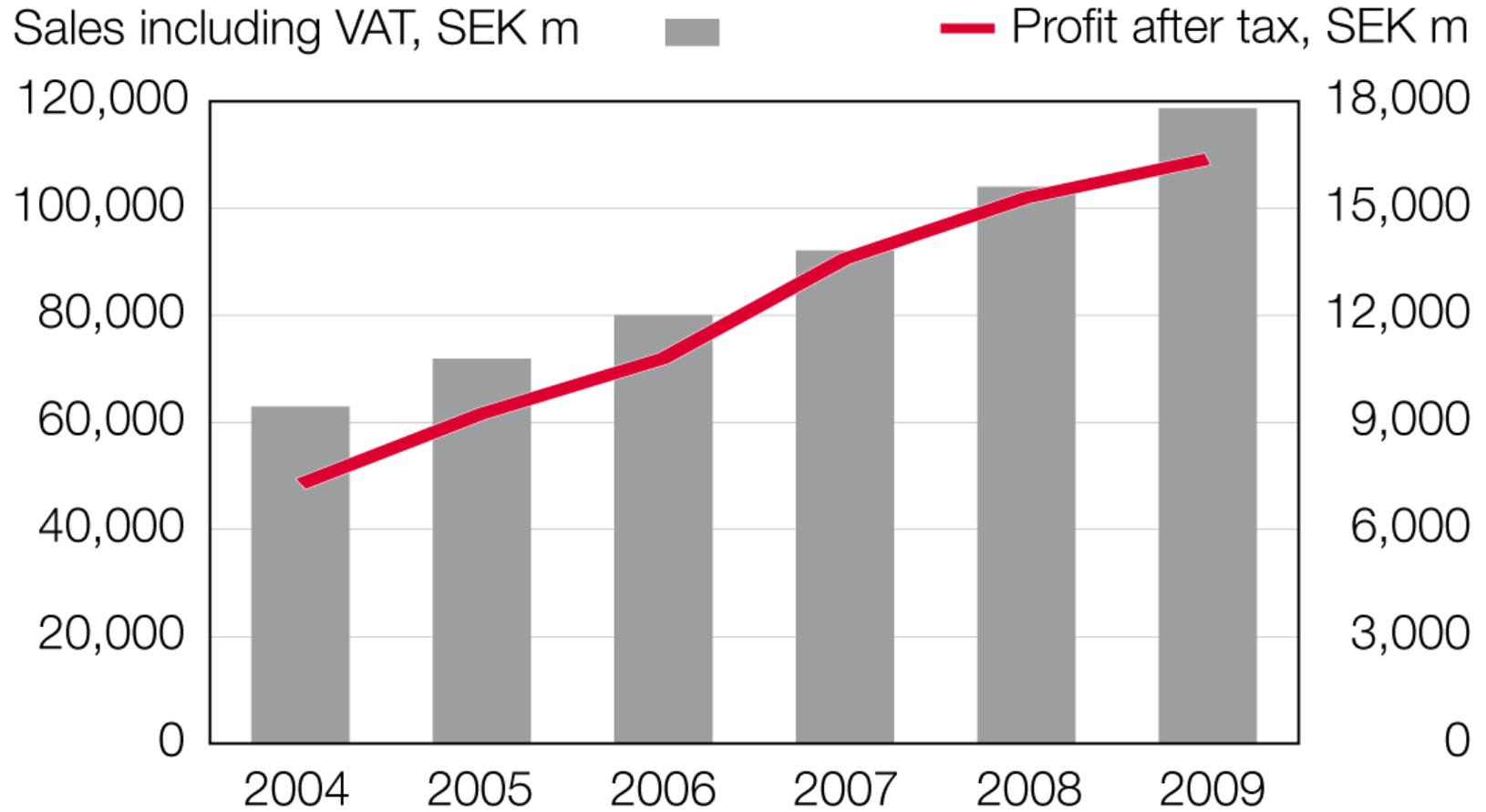
# FIRST QUARTER 2010

- ▶ Net sales SEK 24.8 billion (+7%)
  - in local currencies +13 percent
  - in comparable units +2 percent
- ▶ Gross profit SEK 15.4 billion
  - gross margin 61.9 percent
- ▶ Profit after financial items SEK 5.1 billion (+42%)
- ▶ Profit after tax SEK 3.7 billion



# PROFIT TREND

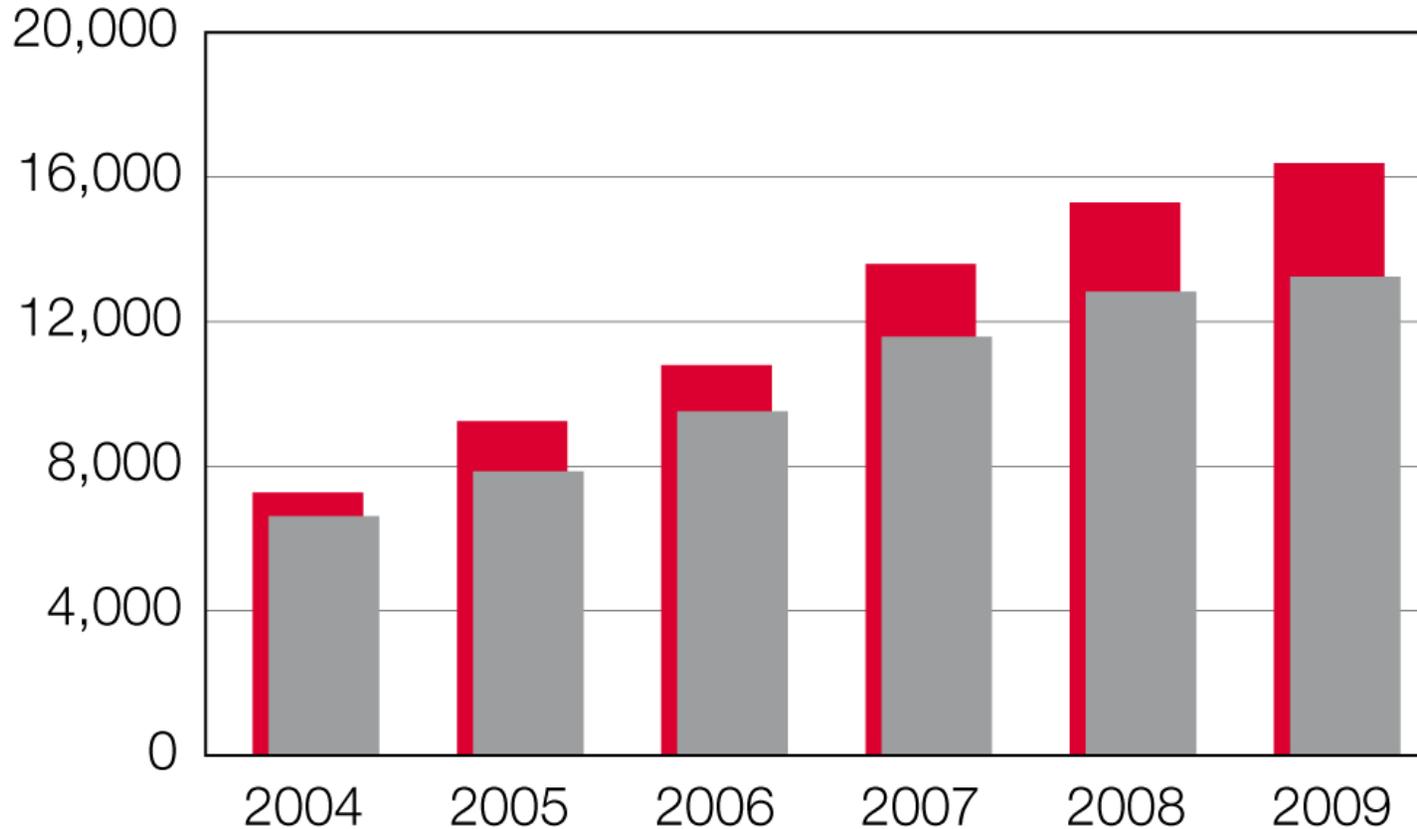
2004 – 2009



# DIVIDEND TREND

2004 – 2009

Profit after tax, SEK m ■ Dividend, SEK m ■



# THE COLLECTIONS

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# OUR RESPONSIBILITY

- ▶ Good working conditions
- ▶ New sustainability strategy 2009
- ▶ Code of Conduct for long-term improvements
- ▶ *All for Children* together with UNICEF
- ▶ Water treatment and reduced carbon dioxide emissions



# COMMITTED EMPLOYEES

- ▶ 76,000 employees
- ▶ Belief in people
- ▶ Continuous improvements
- ▶ Strong H&M spirit
- ▶ Committed employees a prerequisite for successful growth



# H&M 2010

- ▶ Goal: To increase sales with continued high profitability
- ▶ Long-term focus
- ▶ Net addition of appr. 240 stores
  - including 12 COS stores and 25 Monki and Weekday stores
  - new H&M stores mainly in the US, the UK, China, France, Germany and Italy
  - South Korea and Israel new markets



# OSAKA – JAPAN



**H&M**



# H&M 2010

- ▶ Continued expansion
  - COS
  - Monki and Weekday
  - H&M Home
  - online sales in the UK
- ▶ Attractive offering and commercial collections



H & M Hennes & Mauritz AB