## H \& M HENNES \& MAURITZ AB

## NINE-MONTH REPORT

1 December 2008-31 August 2009

- Sales excluding VAT for the H\&M Group for the first nine months of the financial year amounted to SEK $73,382 \mathrm{~m}(62,222)$, an increase of 18 percent. In local currencies, the increase was 5 percent.
- Profit after financial items for the first nine months amounted to SEK $14,111 \mathrm{~m}(14,076)$. Group profit after tax amounted to SEK $\mathbf{1 0 , 2 3 0} \mathbf{m}(\mathbf{1 0 , 2 0 5})$, corresponding to SEK 12.36 (12.33) per share.
- Sales excluding VAT for the third quarter amounted to SEK 23,545 m (20,871), an increase of 13 percent. In local currencies, the increase was 3 percent.
- The gross profit for the third quarter amounted to SEK $14,514 \mathrm{~m}(12,700)$, an increase of 14 percent. The gross margin amounted to 61.6 percent (60.8).
- Profit after financial items for the third quarter amounted to SEK $4,773 \mathrm{~m}(4,586)$, an increase of 4 percent. Group profit after tax amounted to SEK $3,460 \mathrm{~m}(3,325)$.
- Sales in August decreased by 3 percent in local currencies.
- Increased expansion target for the full year from 225 to approximately 240 stores net.
- Online sales to be launched in the United Kingdom with planned start in autumn 2010.


## Sales

Sales excluding VAT for the H\&M Group during the first nine months of the financial year amounted to SEK $73,382 \mathrm{~m}(62,222)$, an increase of 18 percent. Sales including VAT amounted to SEK $85,939 \mathrm{~m}(73,193)$. In local currencies the increase was 5 percent. In comparable units, sales decreased by 4 percent.

Sales excluding VAT in the third quarter amounted to SEK 23,545 m (20,871), an increase of 13 percent. Sales including VAT were SEK $27,587 \mathrm{~m}(24,540)$. In local currencies, sales increased by 3 percent and decreased by 6 percent in comparable units.

In August 2009, sales including VAT in local currencies decreased by 3 percent compared to the same month of the previous year. Sales in comparable units decreased by 11 percent.

The Group opened 116 (85*) stores and closed 14 (9) stores during the nine-month period. The total number of stores in the Group as per 31 August 2009 thus amounted to $1,840(1,618)$, of which 31 are franchise stores.

* Excluding the 20 stores that were consolidated through the acquisition of FaBric Scandinavien AB, 1 May, 2008.


## Results for nine months

Gross profit for the first nine months amounted to SEK 43,893 m $(38,052)$, an increase of 15 percent. The gross profit corresponded to a gross margin of 59.8 percent (61.2).

Operating profit after deducting selling and administrative expenses was SEK 13,735 m $(13,319)$. The operating profit corresponded to an operating margin of 18.7 percent (21.4).

Operating profit for the nine-month period has been charged with depreciation amounting to SEK 2,158 m $(1,745)$.

Consolidated net interest income was SEK 376 m (757).
Profit after financial items amounted to SEK 14,111 m (14,076).
Group profit after tax, with an estimated average effective tax rate of 27.5 percent (27.5), for the nine-month period was SEK $10,230 \mathrm{~m}(10,205)$, corresponding to earnings per share of SEK 12.36 (12.33).

Return on shareholders' equity, rolling 12 months, was 46.8 percent (50.7) and return on capital employed, rolling 12 months, was 64.5 percent (68.9).

## Results for the third quarter

Gross profit for the third quarter amounted to SEK 14,514 m (12,700), an increase of 14 percent. The gross profit corresponded to a gross margin of 61.6 percent (60.8).

Operating profit for the third quarter amounted to SEK 4,700 m (4,365), an increase of 8 percent. The operating profit corresponded to an operating margin of 20.0 percent (20.9).

Profit after financial items amounted to SEK $4,773 \mathrm{~m}(4,586)$, an increase of 4 percent.
Profit after tax amounted to SEK 3,460 m (3,325).

## Comments on the third quarter

Sales excluding VAT increased by 13 percent. In local currencies sales increased by 3 percent. Sales were satisfying in Sweden, Norway and Germany as well as in the new markets China, Japan and Russia. However, sales were weak in several markets such as Spain, the US and France.

Weak sales were mainly due to continued recession with restrained consumption, tough price competition and unusually warm weather in many parts of Europe in the end of the quarter. During the recession the customers have become more attracted to markdowns. H\&M's summer sale sold out quickly resulting in fewer markdown items left for H\&M in August compared to the market in general.

Due to weak spring sales and the recession, it was difficult to estimate demand for the quarter. In retrospect, it can be concluded that H\&M was too cautious when planning its purchasing volumes of summer garments. This had a negative impact on sales particularly in August.

The gross margin amounted to 61.6 percent (60.8). The currency hedges for the internal flow of goods had a positive effect on the gross margin of 0.6 percentage unit. Furthermore, the unhedged part of the purchases of goods together with the time lag of a few days that arises for purchases to which currency hedging applies had a positive effect of 1.0 percentage unit.

In addition to this, the gross margin has been negatively affected by the effect of a strengthened US-dollar on the purchase prices compared to the same period last year. This has to a large extent been offset by greater spare capacity at suppliers, lower transportation costs, efficiencies in the purchasing process etc.

Increased price reductions during the quarter had a negative impact on the gross margin of 1.0 percentage unit compared to the same quarter last year.

Selling and administrative expenses amounted during the quarter to SEK $9,814 \mathrm{~m}(8,335)$, an increase of 18 percent. In local currencies the increase was 8 percent. The cost increase in local currencies is entirely related to the expansion. The cost control in the Group continues to be good. The costs in comparable stores, which have been well adjusted to the weak global economic situation, decreased compared to the corresponding period last year.

The composition of the stock-in-trade is considered to be satisfying. Half of the increase of 29 percent is explained by the expansion and currency translation effects. The remaining part is related to more goods in transit as a consequence of slightly increased sourcing in Asia, better delivery precision from suppliers and weak sales in the end of the quarter.

## Financial position and cash flow

Consolidated total assets as per 31 August 2009 increased by 13 percent compared to the same point of time last year and amounted to SEK $47,575 \mathrm{~m}(41,929)$.

During the first nine months of the financial year the Group generated a cash flow of SEK -6,566 $\mathrm{m}(-2,347)$. The current operations generated a positive cash flow of SEK $10,354 \mathrm{~m}(11,962)$. Cash flow was, among other things, affected by dividends of SEK $-12,825 \mathrm{~m}(-11,584)$, investments in fixed assets of SEK $-3,688 \mathrm{~m}(-3,077)$ and by financial investments with a duration of three to twelve months of SEK 350 m (980). Liquid funds and short-term investments amounted to SEK $16,238 \mathrm{~m}(17,786)$.

The stock-in-trade increased by 29 percent compared to the same point of time last year and amounted to SEK $10,215 \mathrm{~m}(7,930)$. This corresponds to 10.2 percent ( 9.3 ) of sales excluding VAT, rolling 12 months. The stock-in-trade was 21.5 percent (18.9) of total assets.

The equity/assets ratio was 72.8 percent (73.5) and the share of risk-bearing capital was 76.2 percent (75.1).

Shareholders' equity apportioned on the outstanding 827,536,000 shares as per 31 August 2009 was SEK 41.83 (37.25).

## Expansion

H\&M remains positive towards future expansion and the company's business opportunities.
The expansion target for the full year has been revised upwards from a net contribution of 225 stores to approximately 240 stores, including 18 Monki and Weekday stores net and 9 COS stores.

During the fourth quarter the Group plans to open approximately 150 (129) stores and close 12 (9). Most of the stores are planned for the US, France, Germany, the UK and Italy.

The planned franchise opening in Jordan in 2010 is postponed until 2011.
H\&M plans to start online sales in the UK during the autumn 2010.

## Taxes

For the full year of 2008/2009 the effective tax rate for the Group is expected to be approximately 27.5 percent. For the full year 2009/2010 the tax rate is expected to decrease to approximately 27 percent.

## The Parent Company

The Parent Company had in the first nine-months no external sales (84). Profit after financial items amounted to SEK $2,895 \mathrm{~m}(5,130)$. Net investments in fixed assets amounted to SEK 69 m (133).

## Comment on the current quarter

Based on the current exchange rates, the company expects that the effects on the gross margin from the currency hedges for the internal flow of goods will be positive also during the fourth quarter.

## Accounting principles

The Group applies International Financial Reporting Standards (IFRS) as adopted by EU. This Interim Report has been prepared according to IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act.

The accounting principles applied in this report are described in the Annual Report and Consolidated Financial Statements for 2007/2008, in Note 1 - Accounting principles.

The parent company applies the Swedish Annual Accounts Act and Recommendation RFR 2.2, Accounting for Legal Entities, which essentially means that IFRS is applied. In accordance with Recommendation RFR 2.2, IAS 39 is not applied in the parent company.

## Risks and uncertainties

A number of factors may affect H\&M's results and business. Most of these can be dealt with through internal routines, while certain others are affected more by external influences. There are risks and uncertainties related to fashion, weather situations, quota systems and exchange rates, but also in connection with expansion into new markets, the launch of new concepts, changes in consumer behaviour or handling of the brand.

For a more detailed description of risks and uncertainties, see the Administration Report and Note 2 in the Annual Report and Consolidated Accounts for 2007/2008. There were no significant changes in risks and uncertainties during the period.

## Financial Calendar

28 January 2010
8 April 2010
29 April 2010, at 15:00 (CET)

Full Year Report, 1 Dec 2008 - 30 November 2009 Three-Month Report, 1 Dec 2009 - 28 Feb 2010
Annual General Meeting 2010

Stockholm, 23 September 2009
Board of Directors

The information in this Interim Report is that which H \& M Hennes \& Mauritz $A B$ (publ) is required to disclose under Sweden's Securities Market Act. It will be released for publication at 08:00 (CET) on 24 September 2009.

## Contact persons

| Nils Vinge, IR | $+46-8-7965250$ |
| :--- | :--- |
| Jyrki Tervonen, CFO | $+46-8-7965277$ |
| Karl-Johan Persson, CEO | $+46-8-7965233$ |
| Switchboard | $+46-8-7965500$ |

Information about H\&M and press images are available at www.hm.com

H \& M Hennes \& Mauritz AB (publ)
10638 Stockholm
Phone: +46-8-796 5500, fax: +46-8-24 80 78, e-mail: info@hm.com Registered office: Stockholm, reg. no 556042-7220

H \& M Hennes \& Mauritz AB (H\&M) was founded in Sweden 1947. The company's business concept is to offer fashion and quality at the best price. H\&M is quoted on NASDAQ OMX Stockholm. The H\&M Group has more than 1,800 stores in 34 markets. H\&M has around 73,000 employees and achieved sales including VAT in 2008 of SEK 104,041 m. For further information visit www.hm.com

## Review report

We have reviewed the interim report for H \& M Hennes \& Mauritz AB (publ) for the period 1 December 2008-31 August 2009. It is the responsibility of the Board of Directors and the Managing Director to prepare and present this interim report in accordance with IAS 34 and the Annual Accounts Act. Our responsibility is to express an opinion on this interim report based on our review.

We conducted our review in accordance with the Standard on Review Engagements SÖG 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity. A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review has a different focus and is substantially less in scope compared with the focus and scope of an audit conducted in accordance with the Standards on Auditing in Sweden (RS) and the generally accepted auditing practices. The procedures performed in a review do not enable us to obtain a level of assurance that would make us aware of all significant matters that might be identified in an audit. Therefore, the opinion expressed based on a review does not give the same level of assurance as an opinion expressed on the basis of an audit.

On the basis of our review, nothing has come to our attention that causes us to believe that the interim report, in all material aspects, was not prepared in accordance with IAS 34 and the Swedish Annual Accounts Act in the case of the Group and in accordance with the Annual Accounts Act in the case of the parent company.

Stockholm, 23 September 2009
Ernst \& Young AB
Erik Åström
Authorised Public Auditor

[^0]
## GROUP INCOME STATEMENT (SEK m)

|  | 1 Dec 08- <br> 31 Aug 09 | $\begin{aligned} & 1 \text { Dec 07- } \\ & 31 \text { Aug } 08 \end{aligned}$ | $\begin{gathered} 1 \text { Jun 09- } \\ 31 \text { Aug } 09 \end{gathered}$ | $\begin{gathered} 1 \text { Jun 08- } \\ 31 \text { Aug } 08 \end{gathered}$ | 1 Dec 07- <br> 30 Nov 08 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sales including VAT | 85,939 | 73,193 | 27,587 | 24,540 | 104,041 |
| Sales excluding VAT | 73,382 | 62,222 | 23,545 | 20,871 | 88,532 |
| Cost of goods sold | -29,489 | -24,170 | -9,031 | -8,171 | -34,064 |
| GROSS PROFIT | 43,893 | 38,052 | 14,514 | 12,700 | 54,468 |


| Selling expenses | $-28,263$ | $-23,188$ | $-9,204$ | $-7,816$ | $-\mathbf{- 3 2 , 1 8 5}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Administrative expenses | $-1,895$ | $-1,545$ | -610 | -519 | $-2,145$ |
| OPERATING PROFIT | $\mathbf{1 3 , 7 3 5}$ | $\mathbf{1 3 , 3 1 9}$ | $\mathbf{4 , 7 0 0}$ | $\mathbf{4 , 3 6 5}$ | $\mathbf{2 0 , 1 3 8}$ |


| Interest income | 381 | 763 | 75 | 224 | 1,060 |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Interest expense | -5 | -6 | -2 | -3 | -8 |
| PROFIT AFTER FINANCIAL ITEMS | $\mathbf{1 4 , 1 1 1}$ | $\mathbf{1 4 , 0 7 6}$ | $\mathbf{4 , 7 7 3}$ | $\mathbf{4 , 5 8 6}$ | $\mathbf{2 1 , 1 9 0}$ |


| Tax | $-3,881$ | $-3,871$ | $-1,313$ | $-1,261$ | $-5,896$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| PROFIT FOR THE PERIOD | $\mathbf{1 0 , 2 3 0}$ | $\mathbf{1 0 , 2 0 5}$ | $\mathbf{3 , 4 6 0}$ | $\mathbf{3 , 3 2 5}$ | $\mathbf{1 5 , 2 9 4}$ |


| Earnings per share, SEK* | 12.36 | 12.33 | 4.18 | 4.02 | 18.48 |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Number of shares, thousands* | 827,536 | 827,536 | 827,536 | 827,536 | 827,536 |
| Depreciation, total |  |  |  |  |  |
| of which cost of goods sold | 2,158 | 1,745 | 722 | 590 | 2,202 |
| of which selling expenses | 215 | 178 | 72 | 59 | 245 |
| of which administrative expenses | 1,843 | 1,484 | 617 | 503 | 1,825 |
|  | 100 | 83 | 33 | 28 | 132 |

[^1]
## ASSETS

## Fixed assets

| Intangible fixed assets | 1,618 | 1,613 | 1,656 |
| :--- | ---: | ---: | ---: |
| Tangible fixed assets | 13,404 | 10,346 | 12,441 |
| Financial assets | 1,664 | 1,171 | 1,775 |
|  | 16,686 | 13,130 | 15,872 |

## Current assets

| Stock-in-trade | 10,215 | 7,930 | 8,500 |
| :--- | ---: | ---: | ---: |
| Current receivables | 4,436 | 3,083 | 4,145 |
| Short-term investments, 3-12 months | 350 | 3,920 | - |
| Liquid funds | 15,888 | 13,866 | $\mathbf{2 2 , 7 2 6}$ |
|  | 30,889 | 28,799 | $\mathbf{3 5 , 3 7 1}$ |
|  |  |  |  |
| TOTAL ASSETS | $\mathbf{4 7 , 5 7 5}$ | $\mathbf{4 1 , 9 2 9}$ | $\mathbf{5 1 , 2 4 3}$ |

## EQUITY AND LIABILITIES

| Equity | 34,612 | 30,828 | 36,950 |
| :--- | ---: | ---: | ---: |
| Long-term liabilities* | 2,637 | 1,376 | 2,414 |
| Short-term liabilities** | 10,326 | 9,725 | 11,879 |
|  |  |  |  |
| TOTAL EQUITY AND LIABILITIES | $\mathbf{4 7 , 5 7 5}$ | $\mathbf{4 1 , 9 2 9}$ | $\mathbf{5 1 , 2 4 3}$ |

[^2]
## CHANGE IN EQUITY (SEK m)

|  | 31 Aug 2009 | 31 Aug 2008 | 30 Nov 2008 |
| :--- | ---: | ---: | ---: |
| Shareholders' equity at the beginning of the period | 36,950 | 32,093 | 32,093 |
| Dividend | $-12,825$ | $-11,584$ | $-11,584$ |
| Translations effects etc. | -781 | -148 | 1,679 |
| Change in hedging reserves | 1,038 | 262 | -532 |
| Profit for the period | 10,230 | 10,205 | 15,294 |
| Shareholders' equity at the end of the period | 34,612 | 30,828 | 36,950 |

## GROUP CASH FLOW STATEMENT (SEK m)

|  | $\begin{gathered} 1 \text { Dec 08- } \\ 31 \text { Aug } 09 \end{gathered}$ | $\begin{gathered} 1 \text { Dec 07- } \\ 31 \text { Aug } 08 \end{gathered}$ |
| :---: | :---: | :---: |
| Current operations |  |  |
| Profit after financial items* | 14,111 | 14,076 |
| Provisions for pensions | 31 | 17 |
| Depreciation | 2,158 | 1,745 |
| Tax paid | -4,345 | -3,686 |
| Cash flow from current operations before changes in working capital | 11,955 | 12,152 |
| Cash flow from changes in working capital |  |  |
| Current receivables | -30 | -912 |
| Stock-in-trade | -1,797 | 109 |
| Current liabilities | 226 | 613 |
| CASH FLOW FROM CURRENT OPERATIONS | 10,354 | 11,962 |
| Investment activities |  |  |
| Investments in intangible fixed assets | -120 | -378 |
| Investments in tangible fixed assets | -3,568 | -2,699 |
| Acquisition of subsidiaries | - | -555 |
| Financial investments, 3-12 months | -350 | 980 |
| Other investments | -57 | -73 |
| CASH FLOW FROM INVESTMENT ACTIVITIES | -4,095 | $\underline{-2,725}$ |
| Financing activities |  |  |
| Dividend | -12,825 | -11,584 |
| CASH FLOW FROM FINANCING ACTIVITIES | -12,825 | -11,584 |
| CASH FLOW FOR THE PERIOD | -6,566 | $\underline{-2,347}$ |
| Liquid funds at the beginning of the financial year (incl. short-term inv. 0-3 months) | 22,726 | 16,064 |
| Cash flow for the period | -6,566 | -2,347 |
| Exchange rate effect | -272 | 149 |
| Liquid funds at the end of the period (incl. short-term inv. 0-3 months) | 15,888 | 13,866 |

[^3]FIVE YEAR SUMMARY
Nine months

|  | 1 Dec 08- <br> 31 Aug 09 | 1 Dec 07- <br> 31 Aug 08 | $\begin{aligned} & 1 \text { Dec 06- } \\ & 31 \text { Aug } 07 \end{aligned}$ | 1 Dec 05- <br> 31 Aug 06 | $\begin{aligned} & 1 \text { Dec 04- } \\ & 31 \text { Aug } 05 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sales including VAT, SEK m | 85,939 | 73,193 | 65,287 | 57,262 | 50,785 |
| Sales excluding VAT, SEK m | 73,382 | 62,222 | 55,529 | 48,888 | 43,253 |
| Change from previous year, \% | 17.9 | 12.1 | 13.6 | 13.0 | 14.4 |
| Operating profit, SEK m | 13,735 | 13,319 | 12,386 | 10,020 | 8,968 |
| Operating margin, \% | 18.7 | 21.4 | 22.3 | 20.5 | 20.7 |
| Depreciation for the period, SEK m | 2,158 | 1,745 | 1,450 | 1,233 | 1,059 |
| Profit after financial items, SEK m | 14,111 | 14,076 | 12,949 | 10,368 | 9,256 |
| Profit after tax, SEK m | 10,230 | 10,205 | 8,935 | 6,998 | 6,016 |
| Liquid funds and short-term investments, SEK m | 16,238 | 17,786 | 16,846 | 14,696 | 13,249 |
| Stock-in-trade, SEK m | 10,215 | 7,930 | 8,304 | 7,812 | 6,571 |
| Equity, SEK m | 34,612 | 30,828 | 27,779 | 24,395 | 22,367 |
| Number of shares, thousands* | 827,536 | 827,536 | 827,536 | 827,536 | 827,536 |
| Earnings per share, SEK* | 12.36 | 12.33 | 10.80 | 8.46 | 7.27 |
| Shareholders' equity per share, SEK* | 41.83 | 37.25 | 33.57 | 29.48 | 27.03 |
| Cash flow from current operations per average number of shares, SEK* | 12.51 | 14.45 | 12.03 | 8.76 | 7.02 |
| Share of risk-bearing capital, \% | 76.2 | 75.1 | 78.1 | 79.0 | 81.5 |
| Equity/assets ratio, \% | 72.8 | 73.5 | 76.5 | 76.8 | 78.0 |
| Total number of stores | 1,840 | 1,618 | 1,432 | 1,264 | 1,134 |
| Rolling twelve months |  |  |  |  |  |
| Earnings per share, SEK* | 18.51 | 17.95 | 15.39 | 12.36 | 10.60 |
| Return on shareholders' equity, \% | 46.8 | 50.7 | 48.8 | 43.7 | 41.5 |
| Return on capital employed, \% | 64.5 | 68.9 | 70.3 | 62.7 | 63.0 |

[^4]Definition on key figures see the Annual Report.
The International Standards (IFRS) are beeing applied from 2005/2006.

| COUNTRY | Sales, SEK m |  | Change in \% |  | No. of stores New 31 Aug 2009 stores |  | Closed stores |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2009 | 2008 | SEK | local currency |  |  |  |
| Sweden | 5,673 | 5,444 | 4 | 4 | 156 | 9 | 3 |
| Norway | 4,062 | 3,865 | 5 | 3 | 87 | 2 |  |
| Denmark | 3,111 | 2,785 | 12 | -2 | 71 | 3 | 1 |
| United Kingdom | 5,433 | 5,172 | 5 | 6 | 152 | 8 | 2 |
| Switzerland | 4,353 | 3,354 | 30 | 6 | 72 | 6 |  |
| Germany | 21,810 | 17,946 | 22 | 7 | 346 | 13 | 6 |
| Netherlands | 5,353 | 4,775 | 12 | -2 | 98 | 2 |  |
| Belgium | 2,601 | 2,218 | 17 | 3 | 57 | 3 | 1 |
| Austria | 3,957 | 3,530 | 12 | -2 | 61 | 2 | 1 |
| Luxembourg | 302 | 246 | 23 | 8 | 9 |  |  |
| Finland | 1,907 | 1,791 | 6 | -7 | 37 | 1 |  |
| France | 6,188 | 5,506 | 12 | -1 | 123 | 9 |  |
| USA | 5,503 | 4,503 | 22 | -5 | 175 | 6 |  |
| Spain | 4,645 | 4,115 | 13 | -1 | 105 | 6 |  |
| Poland | 1,764 | 1,782 | -1 | 8 | 57 | 4 |  |
| Czech Republic | 479 | 481 | 0 | -8 | 17 | 1 |  |
| Portugal | 693 | 540 | 28 | 13 | 18 | 1 |  |
| Italy | 2,523 | 1,784 | 41 | 24 | 53 | 7 |  |
| Canada | 1,583 | 1,235 | 28 | 18 | 51 | 8 |  |
| Slovenia | 446 | 400 | 12 | -2 | 9 |  |  |
| Ireland | 413 | 348 | 19 | 4 | 10 | 1 |  |
| Hungary | 217 | 216 | 0 | -1 | 8 |  |  |
| Slovakia | 128 | 95 | 35 | 16 | 3 |  |  |
| Greece | 317 | 197 | 61 | 41 | 10 | 2 |  |
| China | 1,122 | 583 | 92 | 47 | 20 | 7 |  |
| Japan | 634 |  |  |  | 2 |  |  |
| Russia | 243 |  |  |  | 2 | 2 |  |
| Franchise | 479 | 282 | 70 | 70 | 31 | 13 |  |
| Total | 85,939 | 73,193 | 17 | 5 | 1,840 | 116 | 14 |

SALES INCLUDING VAT BY COUNTRY AND NUMBER OF STORES
Third quarter, 1 June - 31 August

| COUNTRY | Sales, SEK m |  | Change in \% |  | No. of stores | New | Closed |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2009 | 2008 | SEK | local currency | 31 Aug 2009 | stores | stores |
| Sweden | 1,983 | 1,887 | 5 | 5 | 156 | 2 | 2 |
| Norway | 1,447 | 1,323 | 9 | 8 | 87 |  |  |
| Denmark | 1,024 | 889 | 15 | 3 | 71 | 1 | 1 |
| United Kingdom | 1,842 | 1,716 | 7 | 5 | 152 | 3 |  |
| Switzerland | 1,353 | 1,122 | 21 | 2 | 72 |  |  |
| Germany | 6,866 | 5,949 | 15 | 4 | 346 | 1 | 1 |
| Netherlands | 1,626 | 1,535 | 6 | -5 | 98 |  |  |
| Belgium | 801 | 738 | 9 | -2 | 57 | 2 | 1 |
| Austria | 1,200 | 1,175 | 2 | -8 | 61 |  |  |
| Luxembourg | 94 | 80 | 18 | 5 | 9 |  |  |
| Finland | 675 | 653 | 3 | -8 | 37 |  |  |
| France | 1,902 | 1,780 | 7 | -4 | 123 | 1 |  |
| USA | 1,751 | 1,613 | 9 | -11 | 175 | 4 |  |
| Spain | 1,443 | 1,342 | 8 | -3 | 105 | 2 |  |
| Poland | 602 | 651 | -8 | 6 | 57 |  |  |
| Czech Republic | 159 | 160 | -1 | -5 | 17 |  |  |
| Portugal | 217 | 184 | 18 | 6 | 18 |  |  |
| Italy | 737 | 574 | 28 | 16 | 53 |  |  |
| Canada | 564 | 458 | 23 | 11 | 51 | 3 |  |
| Slovenia | 132 | 134 | -1 | -12 | 9 |  |  |
| Ireland | 127 | 115 | 10 | 0 | 10 |  |  |
| Hungary | 69 | 70 | -1 | 2 | 8 |  |  |
| Slovakia | 41 | 32 | 28 | 14 | 3 |  |  |
| Greece | 100 | 66 | 52 | 36 | 10 |  |  |
| China | 399 | 184 | 117 | 75 | 20 | 2 |  |
| Japan | 167 |  |  |  | 2 |  |  |
| Russia | 114 |  |  |  | 2 |  |  |
| Franchise | 152 | 110 | 38 | 38 | 31 | 2 |  |
| Total | 27,587 | 24,540 | 12 | 3 | 1,840 | 23 | 5 |

## SEGMENT REPORTING (SEK m)

|  | $\begin{aligned} & 1 \text { Dec 08- } \\ & 31 \text { Aug } 09 \end{aligned}$ | $\begin{array}{r} 1 \text { Dec 07- } \\ 31 \text { Aug } 08 \end{array}$ |
| :---: | :---: | :---: |
| Nordic region |  |  |
| External net sales | 11,873 | 10,847 |
| Operating profit | 510 | 394 |
| Operating margin, \% | 4.3 | 3.6 |
| Euro Zone excluding Finland |  |  |
| External net sales | 41,551 | 35,327 |
| Operating profit | 522 | 821 |
| Operating margin, \% | 1.3 | 2.3 |
| Rest of the World |  |  |
| External net sales | 19,958 | 16,048 |
| Operating profit | 704 | 374 |
| Operating margin, \% | 3.5 | 2.3 |
| Group Functions |  |  |
| Net sales to other segments | 38,264 | 36,878 |
| Operating profit | 11,999 | 11,730 |
| Operating margin, \% | 31.4 | 31.8 |
| Eliminations |  |  |
| Net sales to other segments | -38,264 | -36,878 |
| Total |  |  |
| External net sales | 73,382 | 62,222 |
| Operating profit | 13,735 | 13,319 |
| Operating margin, \% | 18.7 | 21.4 |

## SEGMENT REPORTING

H\&M's segments are divided into three geographical regions: the Nordic region, Euro Zone excluding Finland, and the Rest of the World and also a separate segment; Group Functions.
There is no internal division into different business segments and hence reporting in secondary segments is not relevant. As of 2009 Slovakia is a part of the segment Euro Zone. Last year Slovakia was a part of the segment Rest of the World. As the values regarding Slovakia are relatively small, the comparison between the years are marginally affected.

|  | $\begin{aligned} & 1 \text { Dec 08- } \\ & 31 \text { Aug } 09 \end{aligned}$ | 1 Dec 07- <br> 31 Aug 08 | $\begin{array}{r} 1 \text { Jun 09- } \\ 31 \text { Aug } 09 \end{array}$ | 1 Jun 0831 Aug 08 | $\begin{gathered} 1 \text { Dec 07- } \\ 30 \text { Nov } 08 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sales including VAT | - | 84 | - | 30 | 136 |
| Sales excluding VAT | - | 84 | - | 30 | 136 |
| Internal sales excluding VAT* | 3,546 | 3,257 | 1,364 | 1,280 | 5,175 |
| Cost of goods sold | - | - | - | - | -32 |
| GROSS PROFIT | 3,546 | 3,341 | 1,364 | 1,310 | 5,279 |
| Selling expenses | -1,253 | -1,100 | -209 | -255 | -1,773 |
| Administrative expenses | -1,120 | -1,023 | -351 | -337 | -1,388 |
| OPERATING PROFIT | 1,173 | 1,218 | 804 | 718 | 2,118 |
| Dividend from subsidiaries | 1,635 | 3,560 | 167 | 863 | 12,839 |
| Interest income | 87 | 352 | 2 | 60 | 438 |
| PROFIT AFTER FINANCIAL ITEMS | 2,895 | 5,130 | 973 | 1,641 | 15,395 |
| Year-end appropriations | - | - | - | - | -663 |
| Tax | -353 | -463 | -226 | -225 | -534 |
| PROFIT FOR THE PERIOD | 2,542 | 4,667 | 747 | 1,416 | 14,198 |
| Earnings per share, SEK** | 3.07 | 5.64 | 0.90 | 1.71 | 17.16 |
| Number of shares, thousands** | 827,536 | 827,536 | 827,536 | 827,536 | 827,536 |
| Depreciation, total | 77 | 83 | 27 | 26 | 88 |
| of which cost of goods sold | - | - | - | - | 11 |
| of which selling expenses | 36 | 43 | 13 | 18 | 73 |
| of which administrative expenses | 41 | 40 | 14 | 8 | 4 |

[^5]ASSETS
Fixed assets

| Tangible fixed assets | 406 | 260 | 414 |
| :--- | ---: | ---: | ---: |
| Financial fixed assets | 1,212 | 856 | 992 |
|  | $\mathbf{1 , 6 1 8}$ | $\mathbf{1 , 1 1 6}$ | $\mathbf{1 , 4 0 6}$ |

Current assets

| Current receivables | 4,296 | 495 | 8,780 |
| :--- | ---: | ---: | ---: |
| Short-term investments, 3-12 months | 350 | 3,920 | - |
| Liquid funds | 362 | 398 | 6,525 |
|  | $\mathbf{5 , 0 0 8}$ | $\mathbf{4 , 8 1 3}$ | $\mathbf{1 5 , 3 0 5}$ |
|  |  |  |  |
| TOTAL ASSETS | $\mathbf{6 , 6 2 6}$ | $\mathbf{5 , 9 2 9}$ | $\mathbf{1 6 , 7 1 1}$ |

EQUITY AND LIABILITIES

| Equity | 4,993 | 5,745 | 15,276 |
| :--- | ---: | ---: | ---: |
| Untaxed reserves | 782 | 13 | 782 |
| Long-term liabilities* | 193 | 113 | 193 |
| Short-term liabilities** | 658 | 58 | 460 |
|  |  |  |  |
| TOTAL EQUITY AND LIABILITIES | $\mathbf{6 , 6 2 6}$ | $\mathbf{5 , 9 2 9}$ | $\mathbf{1 6 , 7 1 1}$ |

* Relates to provisions for pensions, which are interest-bearing.
** No short-term liabilities are interest-bearing.

CHANGE IN EQUITY (SEK m)

Shareholders' equity at the beginning of the period
Dividends
Profit for the period
Shareholders' equity at the end of the period

31 Aug 2009

15,276
-12,825
2,542
4,993

31 Aug 2008
30 Nov 2008

| 12,662 | 12,662 |
| ---: | ---: |
| $-11,584$ | $-11,584$ |
| 4,667 | 14,198 |
| 5,745 | 15,276 |


[^0]:    All figures within parenthesis refer to the corresponding period or point in time previous year. Comparable units, previously referred to as comparable stores, imply the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. H\&M's financial year is 1 December - 30 November.

[^1]:    * Before and after dilution.

[^2]:    * Only pension liabilities of SEK 259 m are interest-bearing (SEK 179 m for Q3 2008 and SEK 228 m for the full year 2008).
    ** No short-term liabilities are interest-bearing.

[^3]:    * Interest paid amounts for the Group to SEK 5 m (6).

[^4]:    * Before and after dilution.

[^5]:    * Includes received royalty from Group companies.
    ** Before and after dilution.

