## H \& M HENNES \& MAURITZ AB THREE-MONTH REPORT

1 December 2009-28 February 2010

## THE FIRST QUARTER

- The H\&M Group's sales excluding VAT amounted to SEK $24,846 \mathrm{~m}(23,299)$, an increase of 7 percent. In local currencies, the increase was 13 percent.
- Gross profit amounted to SEK $15,390 \mathrm{~m}(13,178)$, corresponding to a gross margin of 61.9 percent (56.6).
- Profit after financial items amounted to SEK $5,055 \mathrm{~m}(3,554)$, an increase of 42 percent. Group profit after tax was SEK $3,741 \mathrm{~m}(2,577)$, corresponding to SEK 4.52 (3.11) per share.
- Sales in February increased by 10 percent in local currencies compared to the same month last year.
- Successful opening in Seoul, South Korea in February.
- Successful franchise openings in Tel Aviv and Jerusalem, Israel in March.
- Sales in March increased by 21 percent in local currencies compared to the same month last year.

|  | Q1 2010 | Q1 2009 |
| :--- | :---: | :---: |
| (SEK m) |  |  |
| Net sales | 24,846 | 23,299 |
| Gross profit | 15,390 | 13,178 |
| gross margin, \% | 61.9 | 56.6 |
| Operating profit | 4,978 | 3,364 |
| operating margin, \% | 20.0 | 14.4 |
| Financial items | 77 | 190 |
| Profit after financial items | 5,055 | 3,554 |
| Tax | $-1,314$ | -977 |
| Profit for the period | 3,741 | 2,577 |
| Earnings per share, SEK | 4.52 | 3.11 |

[^0]
## Sales

Sales including VAT for the first three months amounted to SEK 29,095 m (27,282), an increase of 7 percent. In local currencies the increase was 13 percent and in comparable units sales increased by 2 percent. H\&M Group sales excluding VAT amounted to SEK $24,846 \mathrm{~m}(23,299)$, an increase of 7 percent.

Sales including VAT in local currencies increased by 10 percent in February 2010 compared to the same month the previous year. Sales in comparable units decreased by 1 percent.

The Group opened 10 (13) stores and closed 6 (3) stores during the three-month period. The total number of stores in the Group as per 28 February 2010 thus amounted to $1,992(1,748)$, of which 37 are franchise stores, 23 COS stores and 48 stores within the FaBric Scandinavien Group.

## Results for the first quarter

Gross profit for the Group for the first three months amounted to SEK $15,390 \mathrm{~m}(13,178)$, an increase of 17 percent. This corresponds to a gross margin of 61.9 percent (56.6).

The operating profit after deducting selling and administrative expenses was SEK 4,978 $\mathrm{m}(3,364)$, an increase of 48 percent, which corresponds to an operating margin of 20.0 percent (14.4).

Operating profit for the three-month period has been charged with depreciation amounting to SEK 772 m (721).

Consolidated net interest income was SEK 77 m (190).
Profit after financial items amounted to SEK $5,055 \mathrm{~m}(3,554)$, an increase of 42 percent.
Profit after tax for the Group after an estimated tax rate of 26.0 percent (27.5) amounted to SEK $3,741 \mathrm{~m}(2,577)$ for the three-month period, corresponding to earnings per share of SEK 4.52 (3.11).

Return on shareholders' equity, rolling twelve months, was 41.4 percent (39.4) and return on capital employed, rolling twelve months, was 55.4 percent (54.3).

## Comments on the first quarter

In view of the continued weak economy during the quarter, the company considers that sales have been satisfactory. The spring collections have been well received. Sales excluding VAT translated into SEK increased by 7 percent. In local currencies the increase was 13 percent. In comparable units sales increased by 2 percent.

The quarter's gross margin has this year been positively affected by currency effects of 0.8 percentage units from the currency hedges of the mark-up on sales of goods to the subsidiaries. In the corresponding quarter last year the gross margin was negatively affected by currency effects of totally 4.2 percentage units.

Increased markdowns affected the gross margin negatively by 1.6 percentage units compared to the corresponding quarter last year

The cost control in the Group continued to be good. Selling and administrative expenses amounted to SEK $10,412 \mathrm{~m}(9,814)$ in the quarter, an increase of 6 percent. In local currencies the increase was 12 percent. The cost increase is related to the expansion.

The stock-in-trade decreased by 7 percent compared to the same time last year. The decrease is mainly related to currency translation effects. The stock-in-trade is considered to be well composed and at a good level.

## Financial position and cash flow

Consolidated total assets as per 28 February 2010 amounted to SEK $56,675 \mathrm{~m}(55,010)$, an increase of 3 percent compared to the same time last year.

During the first three months of the financial year, the Group generated a cash flow of SEK $-4,943 \mathrm{~m}(-1)$. The current operations generated a positive cash flow of SEK 5,380 $\mathrm{m}(1,231)$. Cash flow was among other things affected by investments in fixed assets of SEK -703 $\mathrm{m}(-1,179)$ and by short-term investments with a duration of four to twelve months of SEK -9,565 (-). Liquid funds and short-term investments amounted to SEK 26,200 m $(23,625)$.

The stock-in-trade decreased by 7 percent compared to the same time last year and amounted to SEK $8,402 \mathrm{~m}(9,052)$. This corresponds to 8.2 percent ( 9.8 ) of sales excluding VAT, rolling twelve months. The stock-in-trade was 14.8 percent (16.5) of total assets.

The equity/assets ratio was 77.2 percent (74.6) and the share of risk-bearing capital was 80.8 percent (77.9).

Shareholders' equity apportioned on the outstanding 827,536,000 shares as per 28 February 2010 was SEK 52.86 (49.60).

## Expansion

H\&M remains positive towards the future expansion and the company's business opportunities.

There has been great interest in the first H\&M stores that opened in South Korea in February and in Israel in March. Sales have been well in line with the company's expectations.

During the second quarter, the Group plans to open 73 (80) stores and close 6 (6). Most of the stores are planned for the UK, China, Norway, Denmark and Germany.

During the autumn 2010, the company will open one H\&M Home store in Helsinki, one in Copenhagen and one in London.

The first Monki store and the first Weekday store in Finland will open in Helsinki in May 2010. During the autumn 2010, the first Monki store in the Netherlands will open in Amsterdam. In addition, one Monki store and one COS store will open in Hong Kong during the autumn.

## Tax

The tax rate is estimated to amount to approximately 26.0 percent for the full year of 2009/2010.

## Parent company

The parent company had no external sales (-) for the first quarter of 2010. Profit after financial items amounted to SEK 282 m (261). Investments in fixed assets amounted to SEK 13 m (10).

## Comments on the current quarter

In March 2010, sales including VAT in local currencies increased by 21 percent compared to the same month last year. Sales in comparable units increased by 9 percent. Sales in March were positively affected by calendar effects of approximately 2 percentage units and by a somewhat positive effect from the fact that Easter occurred one week earlier this year compared to last year.

As previously communicated, H\&M's Board of Directors has proposed a 2:1 share split, which means that each existing share will be divided into two shares of the same class. The Board will ask the Annual General Meeting for a mandate to execute the share split during the period from 20 May to 18 June 2010. The share split will thus take place after the Annual General Meeting on 29 April 2010 and after dividends relating to the 2009 financial year have been paid out.

## Accounting principles

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

The accounting principles used in the preparation of this report are described in the annual accounts and consolidated accounts for 2008/2009 in Note 1 Accounting Principles.

Starting in 2009/10 the Group is applying IFRS 8 Operating Segments for its segment reporting. According to this standard, segment information is to be presented based on the internal segments determined by executive management. The new standard has not required any changes to be made to the way segments were reported previously. The Group's business consists primarily of the sale of clothes and cosmetics to consumers. Internal reporting is broken down by country. In its segment reporting the Group has grouped countries together into three geographical areas: the Nordic Region, Euro Zone excluding Finland and the Rest of the World. The financial characteristics are similar in each segment. The parent company and other subsidiaries without external sales are reported in a separate, Group-wide segment.

A statement of consolidated comprehensive income is also presented containing items previously reported in the statement of shareholders' equity that do not constitute shareholder transactions.

The parent company applies the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2.2 Accounting for Legal Entities, which essentially involves applying IFRS. In accordance with RFR 2.2 the parent company does not apply IAS 39.

## 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 fashions, weather situations, climate changes, trade interventions and exchange rates, but also in connection with expansion into new markets, the launch of new concepts, changes in consumer behaviour and handling of the brand.

For a more detailed description of risks and uncertainties, refer to the Administration Report and to Note 2 in the Annual Report and Consolidated Accounts for 2008/2009. There were no significant changes in risks and uncertainties during the period.

| 29 April 2010 at 3pm | Annual General Meeting, at Victoriahallen, Stockholmsmässan |
| :--- | :--- |
| 24 June 2010 | Half-year report, 2009-12-01--2010-05-31 |
| 29 September 2010 | Nine-month report, 2009-12-01--2010-08-31 |
| 27 January 2011 | Full-year report, 2009-12-01--2010-11-30 |

The three-month report has not been audited by the company's auditors.

Stockholm 7 April, 2010
The Board of Directors

The information in this Interim Report is that which H \& M Hennes \& Mauritz AB (publ) is required to disclose under Sweden's Securities Market Act. It will be released for publication at 8.00 (CET) on 8 April 2010.

| Nils Vinge, IR | $+46-8-7965250$ |
| :--- | :--- |
| Jyrki Tervonen, CFO | $+46-8-7965277$ |
| Karl-Johan Persson, CEO | $+46-8-7965233$ |
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All figures within parenthesis refer to the corresponding period or point of time the 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 one financial year. H\&M's financial year extends from 1 December to 30 November.

GROUP INCOME STATEMENT (SEK m)

|  | 1 Dec 0928 Feb 10 | $\begin{aligned} & 1 \text { Dec 08- } \\ & 28 \text { Feb } 09 \end{aligned}$ | 1 Dec 0830 Nov 09 |
| :---: | :---: | :---: | :---: |
| Sales including VAT | 29,095 | 27,282 | 118,697 |
| Sales excluding VAT | 24,846 | 23,299 | 101,393 |
| Cost of goods sold | -9,456 | -10,121 | -38,919 |
| GROSS PROFIT | 15,390 | 13,178 | 62,474 |
| Gross margin, \% | 61.9 | 56.6 | 61.6 |
| Selling expenses | -9,754 | -9,223 | -38,224 |
| Administrative expenses | -658 | -591 | -2,606 |
| OPERATING PROFIT | 4,978 | 3,364 | 21,644 |
| Operating margin, \% | 20.0 | 14.4 | 21.3 |
| Interest income | 78 | 192 | 467 |
| Interest expense | -1 | -2 | -8 |
| PROFIT AFTER FINANCIAL ITEMS | 5,055 | 3,554 | 22,103 |
| Tax | -1,314 | -977 | -5,719 |
| PROFIT FOR THE PERIOD | 3,741 | 2,577 | 16,384 |
| Earnings per share, SEK* | 4.52 | 3.11 | 19.80 |
| Number of shares, thousands* | 827,536 | 827,536 | 827,536 |
| * Before and after dilution. |  |  |  |
| Depreciation, total | 772 | 721 | 2,830 |
| of which cost of goods sold | 85 | 76 | 310 |
| of which selling expenses | 640 | 609 | 2,350 |
| of which administrative expenses | 47 | 36 | 170 |

## CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (SEK m)

|  | 1 Dec 0928 Feb 10 | 1 Dec 0828 Feb 09 | 1 Dec 0830 Nov 09 |
| :---: | :---: | :---: | :---: |
| Profit for the period | 3,741 | 2,577 | 16,384 |
| Other comprehensive income |  |  |  |
| Translations effects etc. regarding equity | -1,036 | 2,005 | 294 |
| Change in hedging reserves | 581 | -679 | -264 |
| Tax attributable to other comprehensive income | -153 | 190 | 74 |
| OTHER COMPREHENSIVE INCOME | -608 | 1,516 | 104 |
| TOTAL COMPREHENSIVE INCOME FOR THE PERIOD | 3,133 | 4,093 | 16,488 |

## GROUP BALANCE SHEET IN SUMMARY (SEK m)

|  | 28 Feb 2010 | 28 Feb 2009 | 30 Nov 2009 |
| :---: | :---: | :---: | :---: |
| ASSETS |  |  |  |
| Fixed assets |  |  |  |
| Intangible fixed assets | 1,575 | 1,766 | 1,674 |
| Tangible fixed assets | 14,289 | 13,754 | 14,811 |
| Financial assets | 1,743 | 2,293 | 1,797 |
|  | 17,607 | 17,813 | 18,282 |
| Current assets |  |  |  |
| Stock-in-trade | 8,402 | 9,052 | 10,240 |
| Current receivables | 4,466 | 4,520 | 3,816 |
| Short-term investments, 4-12 months | 12,566 | - | 3,001 |
| Liquid funds | 13,634 | 23,625 | 19,024 |
|  | 39,068 | 37,197 | 36,081 |
| TOTAL ASSETS | 56,675 | 55,010 | 54,363 |
| EQUITY AND LIABILITIES |  |  |  |
| Equity | 43,746 | 41,043 | 40,613 |
| Long-term liabilities* | 2,652 | 2,442 | 2,660 |
| Short-term liabilities** | 10,277 | 11,525 | 11,090 |
| TOTAL EQUITY AND LIABILITIES | 56,675 | 55,010 | 54,363 |

* Only pension liabilities are interest-bearing.
** No short-term liabilities are interest-bearing.


## CHANGE IN GROUP EQUITY (SEK m)

|  | $\mathbf{2 8}$ Feb 2010 | 28 Feb 2009 | 30 Nov 2009 |
| :--- | ---: | ---: | ---: | ---: |
|  |  |  |  |
| Shareholders' equity at the beginning of the period | 40,613 | 36,950 | 36,950 |
| Dividend | - | - | $-12,825$ |
| Total comprehensive income for the period | 3,133 | 4,093 | 16,488 |
| Shareholders' equity at the end of the period | 43,746 | 41,043 | 40,613 |

## GROUP CASH FLOW STATEMENT (SEK m)

|  | $\begin{gathered} 1 \text { Dec 09- } \\ 28 \text { Feb } 10 \end{gathered}$ | 1 Dec 0828 Feb 09 |
| :---: | :---: | :---: |
| Current operations |  |  |
| Profit after financial items* | 5,055 | 3,554 |
| Provisions for pensions | -1 | 9 |
| Depreciation | 772 | 721 |
| Tax paid | -1,048 | -2,059 |
| Cash flow from current operations before changes in working capital | 4,778 | 2,225 |
| Cash flow from changes in working capital |  |  |
| Current receivables | -345 | -118 |
| Stock-in-trade | 1,671 | -229 |
| Current liabilities | -724 | -647 |
| CASH FLOW FROM CURRENT OPERATIONS | 5,380 | 1,231 |
| Investment activities |  |  |
| Investments in intangible fixed assets | -4 | -70 |
| Investments in tangible fixed assets | -699 | -1,109 |
| Change in short-term investments, 4-12 months | -9,565 | - |
| Other investments | -55 | -53 |
| CASH FLOW FROM INVESTMENT ACTIVITIES | -10,323 | -1,232 |
| CASH FLOW FOR THE PERIOD | -4,943 | -1 |
| Liquid funds at the beginning of the financial year | 19,024 | 22,726 |
| Cash flow for the period | -4,943 | -1 |
| Exchange rate effect | -447 | 900 |
| Liquid funds at the end of the period** | 13,634 | 23,625 |

[^1]
## SALES INCLUDING VAT BY COUNTRY AND NUMBER OF STORES

First quarter, 1 December - 28 February

| COUNTRY | $\begin{gathered} \text { SEK m } \\ \text { Q1-2010 } \end{gathered}$ | $\begin{gathered} \text { SEK m } \\ \text { Q1-2009 } \end{gathered}$ | Change in \% |  | No. of stores 28 Feb. 2010 | New stores | Closed stores |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | SEK | Local currency |  |  |  |
| Sweden | 1,924 | 1,780 | 8 | 8 | 161 |  |  |
| Norway | 1,431 | 1,310 | 9 | 5 | 92 |  |  |
| Denmark | 1,045 | 987 | 6 | 12 | 78 | 1 |  |
| United Kingdom | 1,857 | 1,689 | 10 | 16 | 167 | 1 | 1 |
| Switzerland | 1,434 | 1,386 | 3 | 8 | 73 |  |  |
| Germany | 7,130 | 6,844 | 4 | 11 | 362 | 3 | 3 |
| Netherlands | 1,664 | 1,645 | 1 | 7 | 103 |  |  |
| Belgium | 815 | 894 | -9 | -3 | 60 |  | 1 |
| Austria | 1,270 | 1,286 | -1 | 5 | 63 |  |  |
| Luxembourg | 93 | 99 | -6 | 0 | 9 |  |  |
| Finland | 592 | 608 | -3 | 3 | 38 |  |  |
| France | 2,244 | 2,072 | 8 | 15 | 136 | 2 | 1 |
| USA | 1,810 | 1,773 | 2 | 17 | 190 | 1 |  |
| Spain | 1,570 | 1,601 | -2 | 4 | 114 |  |  |
| Poland | 610 | 517 | 18 | 21 | 65 |  |  |
| Czech Republic | 159 | 143 | 11 | 14 | 19 |  |  |
| Portugal | 244 | 239 | 2 | 9 | 20 |  |  |
| Italy | 945 | 782 | 21 | 28 | 64 |  |  |
| Canada | 532 | 438 | 21 | 19 | 52 |  |  |
| Slovenia | 127 | 144 | -12 | -6 | 10 |  |  |
| Ireland | 128 | 144 | -11 | -6 | 11 |  |  |
| Hungary | 82 | 66 | 24 | 29 | 10 |  |  |
| Slovakia | 49 | 42 | 17 | 23 | 4 |  |  |
| Greece | 161 | 95 | 69 | 81 | 15 |  |  |
| China | 497 | 308 | 61 | 85 | 27 |  |  |
| Japan | 353 | 228 | 55 | 71 | 6 |  |  |
| Russia | 134 |  |  |  | 5 |  |  |
| South Korea | 8 |  |  |  | 1 | 1 |  |
| Franchise | 187 | 162 | 15 | 15 | 37 | 1 |  |
| Total | 29,095 | 27,282 | 7 | 13 | 1,992 | 10 | 6 |

## FIVE YEAR SUMMARY

First quarter, 1 December - 28 February

|  | 2010 | 2009 | 2008 | 2007 | 2006 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sales including VAT, SEK m | 29,095 | 27,282 | 23,241 | 19,701 | 17,686 |
| Sales excluding VAT, SEK m | 24,846 | 23,299 | 19,742 | 16,772 | 15,071 |
| Change from previous year, \% | 7 | 18 | 18 | 11 | 20 |
| Operating profit, SEK m | 4,978 | 3,364 | 3,799 | 3,223 | 2,574 |
| Operating margin, \% | 20.0 | 14.4 | 19.2 | 19.2 | 17.1 |
| Depreciation for the period, SEK m | 772 | 721 | 578 | 469 | 408 |
| Profit after financial items, SEK m | 5,055 | 3,554 | 4,057 | 3,411 | 2,680 |
| Profit after tax, SEK m | 3,741 | 2,577 | 2,941 | 2,302 | 1,809 |
| Liquid funds and short-term investments, SEK m | 26,200 | 23,625 | 22,450 | 20,931 | 17,812 |
| Stock-in-trade, SEK m | 8,402 | 9,052 | 7,892 | 7,196 | 7,073 |
| Equity, SEK m | 43,746 | 41,043 | 34,803 | 30,401 | 27,638 |
| Number of shares, thousands* | 827,536 | 827,536 | 827,536 | 827,536 | 827,536 |
| Earnings per share, SEK* | 4.52 | 3.11 | 3.55 | 2.78 | 2.19 |
| Shareholders' equity per share, SEK* | 52.86 | 49.60 | 42.06 | 36.74 | 33.40 |
| Cash flow from current operations per share, SEK* | 6.50 | 1.49 | 2.96 | 3.43 | 1.51 |
| Share of risk-bearing capital, \% | 80.8 | 77.9 | 81.0 | 81.1 | 82.7 |
| Equity/assets ratio, \% | 77.2 | 74.6 | 79.5 | 79.7 | 80.8 |
| Total number of stores | 1,992 | 1,748 | 1,529 | 1,351 | 1,196 |
| Rolling twelve months |  |  |  |  |  |
| Earnings per share, SEK* | 21.21 | 18.04 | 17.19 | 13.64 | 11.55 |
| Return on shareholders' equity, \% | 41.4 | 39.4 | 43.6 | 38.9 | 37.1 |
| Return on capital employed, \% | 55.4 | 54.3 | 60.5 | 56.9 | 54.0 |

[^2][^3]
## SEGMENT REPORTING (SEK m)

|  | $\begin{array}{r} 1 \text { Dec 09- } \\ 28 \text { Feb } 10 \end{array}$ | $\begin{gathered} 1 \text { Dec 08- } \\ 28 \text { Feb } 09 \end{gathered}$ |
| :---: | :---: | :---: |
| Nordic region |  |  |
| External net sales | 4,022 | 3,773 |
| Operating profit | -11 | -27 |
| Operating margin, \% | -0.3 | -0.7 |
| Euro Zone excluding Finland |  |  |
| External net sales | 13,835 | 13,372 |
| Operating profit | -423 | -71 |
| Operating margin, \% | -3.1 | -0.5 |
| Rest of the World |  |  |
| External net sales | 6,989 | 6,154 |
| Operating profit | -210 | -84 |
| Operating margin, \% | -3.0 | -1.4 |
| Group Functions |  |  |
| Internal net sales | 14,299 | 12,658 |
| Operating profit | 5,622 | 3,546 |
| Eliminations |  |  |
| Internal net sales | -14,299 | -12,658 |
| Total |  |  |
| External net sales | 24,846 | 23,299 |
| Operating profit | 4,978 | 3,364 |
| Operating margin, \% | 20.0 | 14.4 |

## PARENT COMPANY INCOME STATEMENT (SEK m)

|  | $\begin{aligned} & 1 \text { Dec 09- } \\ & 28 \text { Feb } 10 \end{aligned}$ | $\begin{aligned} & 1 \text { Dec 08- } \\ & 28 \text { Feb } 09 \end{aligned}$ | 1 Dec 0830 Nov 09 |
| :---: | :---: | :---: | :---: |
| External sales | - | - | - |
| Internal sales excluding VAT* | 1,121 | 903 | 5,521 |
| Cost of goods sold | - | - | - |
| GROSS PROFIT | 1,121 | 903 | 5,521 |
| Selling expenses | -424 | -319 | -1,898 |
| Administrative expenses | -427 | -376 | -1,561 |
| OPERATING PROFIT | 270 | 208 | 2,062 |
| Dividend from subsidiaries | - | - | 13,092 |
| Interest income | 12 | 53 | 113 |
| PROFIT AFTER FINANCIAL ITEMS | 282 | 261 | 15,267 |
| Year-end appropriations | - | - | -41 |
| Tax | -74 | -73 | -608 |
| PROFIT FOR THE PERIOD | 208 | 188 | 14,618 |

[^4]
## PARENT COMPANY BALANCE SHEET IN SUMMARY (SEK m)

|  | 28 Feb 2010 | 28 Feb 2009 | 30 Nov 2009 |
| :---: | :---: | :---: | :---: |
| ASSETS |  |  |  |
| Fixed assets |  |  |  |
| Tangible fixed assets | 404 | 289 | 414 |
| Financial fixed assets | 1,545 | 1,022 | 1,363 |
|  | 1,949 | 1,311 | 1,777 |
| Current assets |  |  |  |
| Current receivables | 7,377 | 8,170 | 8,726 |
| Short-term investments | 6,880 | - | 3,001 |
| Liquid funds | 969 | 7,221 | 3,644 |
|  | 15,226 | 15,391 | 15,371 |
| TOTAL ASSETS | 17,175 | 16,702 | 17,148 |
| EQUITY AND LIABILITIES |  |  |  |
| Equity | 15,802 | 15,464 | 15,594 |
| Untaxed reserves | 825 | 662 | 825 |
| Long-term liabilities* | 211 | 193 | 211 |
| Short-term liabilities** | 337 | 383 | 518 |
| TOTAL EQUITY AND LIABILITIES | 17,175 | 16,702 | 17,148 |

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


[^0]:    H \& M Hennes \& Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company's business idea is to offer fashion and quality at the best price. In addition to $H \& M$, the group includes the brands COS, Monki, Weekday and Cheap Monday as well as H\&M Home. The H\&M Group has around 2,000 stores in 37 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was around 76,000. For further information, visit www.hm.com.

[^1]:    * Interest paid amounts for the Group to SEK 1 m (2).
    ** Liquid funds and short-term investments 4-12 months amounted to SEK $26,200 \mathrm{~m}(23,625)$ at the end of the period.

[^2]:    * Before and after dilution.

[^3]:    Definition on key figures see the Annual Report 2009, Note 27.

[^4]:    * Includes received royalty from group companies

