



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 30 JANUARY 2013

FULL-YEAR REPORT



- ▶ NILS VINGE
INVESTOR RELATIONS
MANAGER
- ▶ JYRKI TERVONEN
CHIEF FINANCIAL OFFICER

H&M



FOURTH QUARTER 2012

- ▶ Net sales SEK 32,502 m (+5%)
 - local currencies +9%
 - comparable units unchanged
- ▶ Gross profit SEK 20,017 m (+5%)
 - gross margin 61.6 percent (61.9%)
- ▶ Operating margin 20.1 percent (21.5%)
- ▶ Profit after financial items
SEK 6,636 m (-2%)
- ▶ Profit after tax SEK 5,287 m (-1%)
- ▶ Earnings per share SEK 3.19

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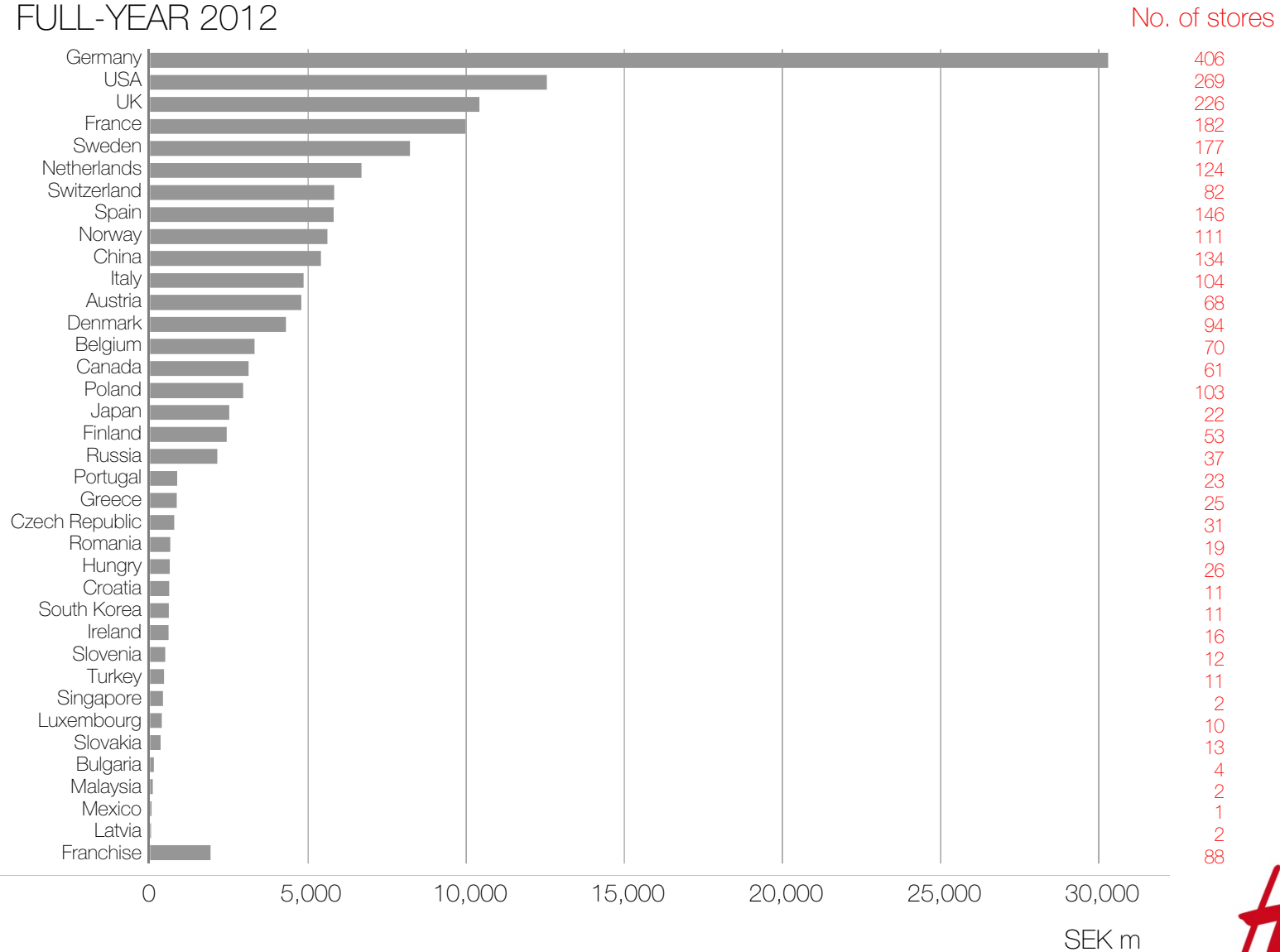
FULL-YEAR 2012

- ▶ Net sales SEK 120,799 m (+10%)
 - local currencies +11%
 - comparable units +1%
- ▶ Gross profit SEK 71,871 m (+9%)
 - gross margin 59.5 percent (60.1%)
- ▶ Operating margin 18.0 percent (18.5%)
- ▶ Profit after financial items
SEK 22,285 m (+6%)
- ▶ Profit after tax SEK 16,867 m (+7%)
- ▶ Earnings per share SEK 10.19

The H&M logo, consisting of the letters 'H' and 'M' in a stylized, red, italicized font, with an ampersand between them.

SALES PER MARKET

FULL-YEAR 2012



KEY DATA

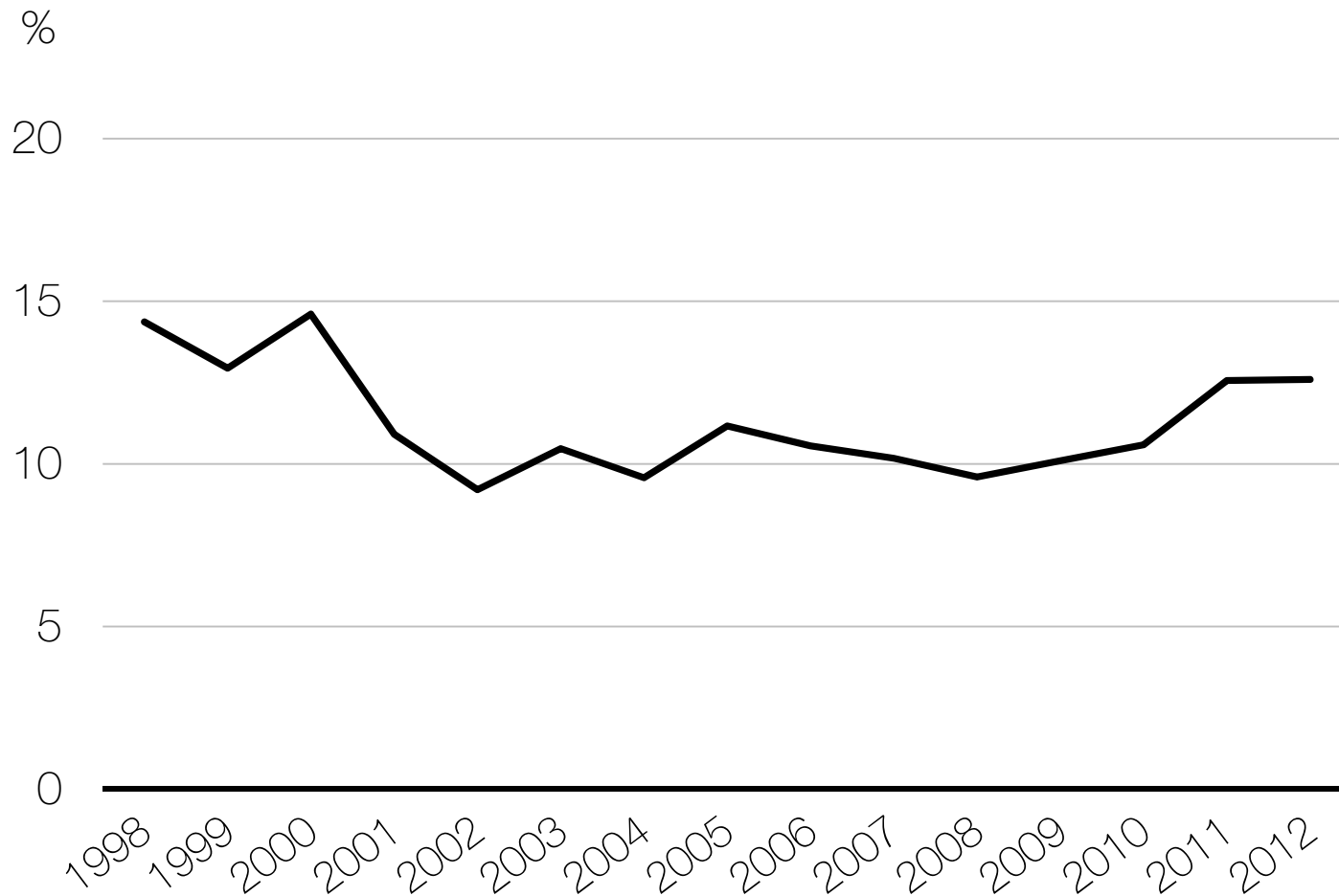
SEK m	30 Nov 2012	30 Nov 2011
Stock-in-trade	15,213	13,819
Cash flow from current operations	18,900	17,420
Investments	6,827	5,174
Liquid funds and short-term investments	17,143	21,277
Dividend (SEK)	9.50*	9.50
Return on equity, %	38.4	35.8
Average number of employees**	72,276	64,874

* proposed dividend

** converted to full-time positions



STOCK-IN-TRADE / SALES





EXPANSION 2012

- ▶ 304 new stores net in 2012
 - 29 more than planned
 - five new markets
 - 2,776 stores in 48 countries
 - 10,000 new employees
- ▶ Very positive reception in the new markets Bulgaria, Latvia, Malaysia, Thailand and Mexico
- ▶ The other brands continue to grow, COS in particular
 - 19 new COS stores and six new markets





EXPANSION 2013

- ▶ Approx. 325 new stores are planned in 2013
 - China and USA largest expansion markets
- ▶ Five new markets 2013
 - Chile, Estonia, Lithuania and Serbia
 - Indonesia via franchise
- ▶ H&M grows in online sales
 - completely mobile-adapted H&M shop online
 - launch of H&M shop online in USA planned for summer 2013





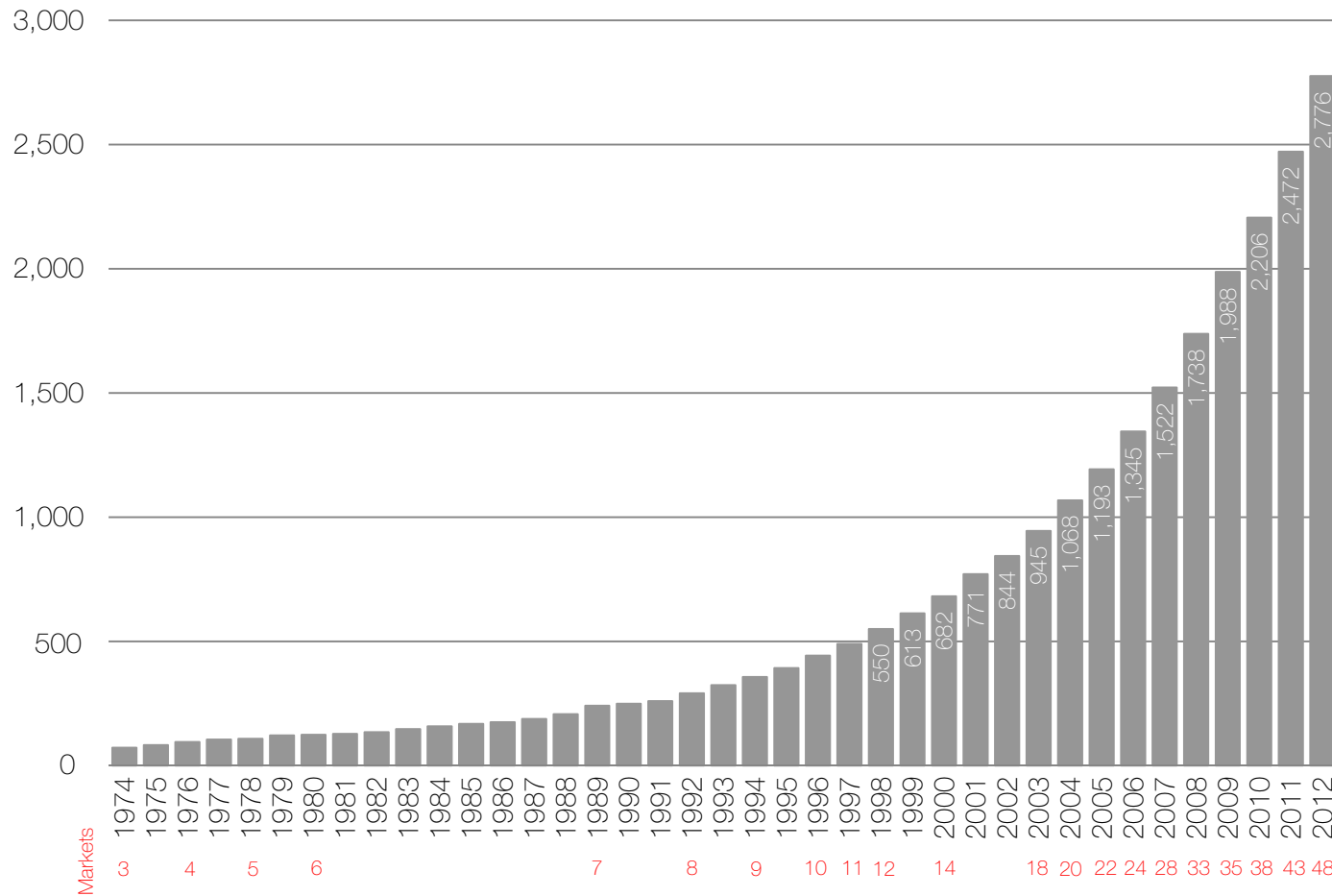
& OTHER STORIES

- ▶ To launch in ten European countries spring 2013
- ▶ Wide range of shoes, bags, accessories, beauty products and clothes for women
- ▶ Wide price range, carefully chosen qualities and great attention to detail
- ▶ Stores open at the best business locations in Barcelona, Berlin, Copenhagen, London, Milan, Paris and Stockholm
- ▶ Shop online in ten European countries at stories.com

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STORE EXPANSION

No. of stores





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