

H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 26 SEPTEMBER 2013

NINE-MONTH REPORT



- ► 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

SEK m	31 Aug 2013	31 Aug 2012
Stock-in-trade	15,329	13,501
Cash flow from current operations	14,974	13,044
Investments	5,340	4,313
Liquid funds and short-term investments	10,953	13,552
Return on equity*, %	43.4	44.3



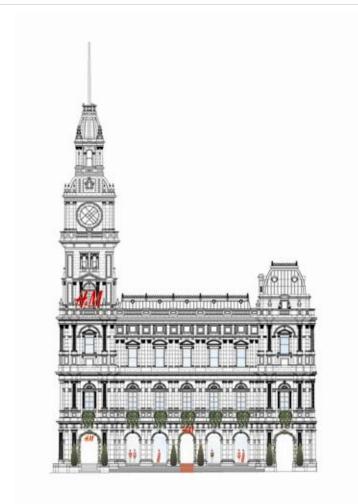
* rolling 12 months



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





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