



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 30 JANUARY 2014

FULL-YEAR REPORT



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



FOURTH QUARTER 2013

- ▶ Sales +13% in local currencies
 - comparable units +3%
- ▶ Net sales SEK 36,495 m (+12%)
- ▶ Gross profit SEK 22,189 m (+11%)
 - gross margin 60.8 percent (61.6%)
- ▶ Operating margin 19.9 percent (20.1%)
- ▶ Profit after financial items
SEK 7,337 m (+11%)
- ▶ Profit after tax SEK 5,608 m (+6%)
- ▶ Earnings per share SEK 3.39 (3.19)





FULL-YEAR 2013

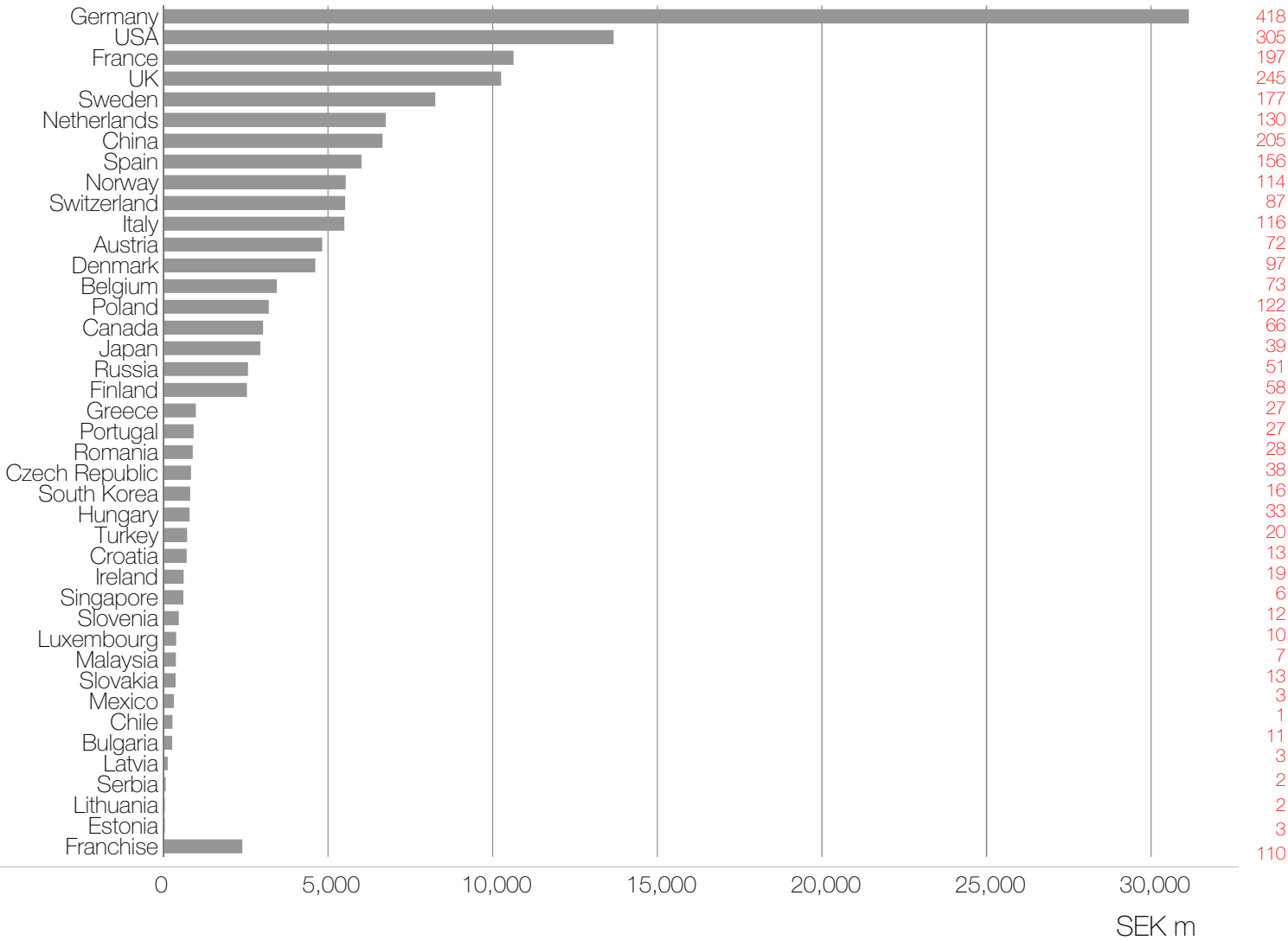
- ▶ Sales +9% in local currencies
 - comparable units unchanged
- ▶ Net sales SEK 128,562 m (+6%)
- ▶ Gross profit SEK 76,033 m (+6%)
 - gross margin 59.1 percent (59.5%)
- ▶ Operating margin 17.2 percent (18.0%)
- ▶ Profit after financial items
SEK 22,526 m (+1%)
- ▶ Profit after tax SEK 17,152 (+2%)
- ▶ Earnings per share 10.36 (10.19)

H&M

SALES PER MARKET

FULL-YEAR 2013

No. of stores



KEY DATA

SEK m	30 Nov 2013	30 Nov 2012
Stock-in-trade	16,695	15,213
Cash flow from current operations	23,840	18,900
Investments	8,027	6,827
Liquid funds and short-term investments	17,224	17,143
Dividend (SEK)	9.50*	9.50
Return on equity, %	38.5	38.4
Average number of employees**	81,099	72,276

* proposed dividend

** converted to full-time positions





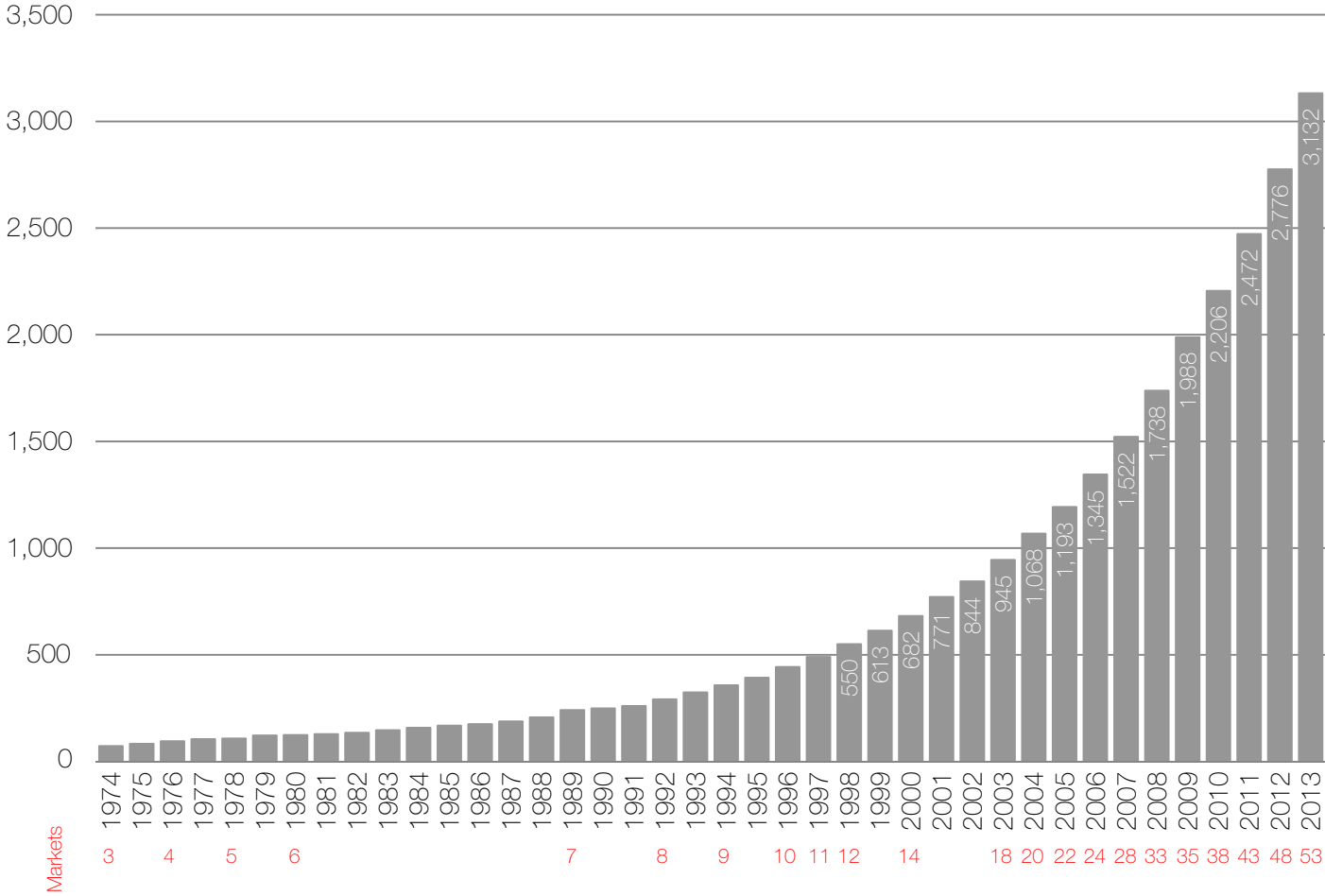
EXPANSION 2013

- ▶ Continued strong expansion
 - 356 new stores net during 2013
 - in total 3,132 stores in 53 countries
- ▶ China and the US largest expansion markets
 - new flagship store at Times Square, New York for example
- ▶ Five new H&M markets 2013
 - Chile, Lithuania, Serbia, Estonia and via franchise Indonesia



STORE EXPANSION

No. of stores

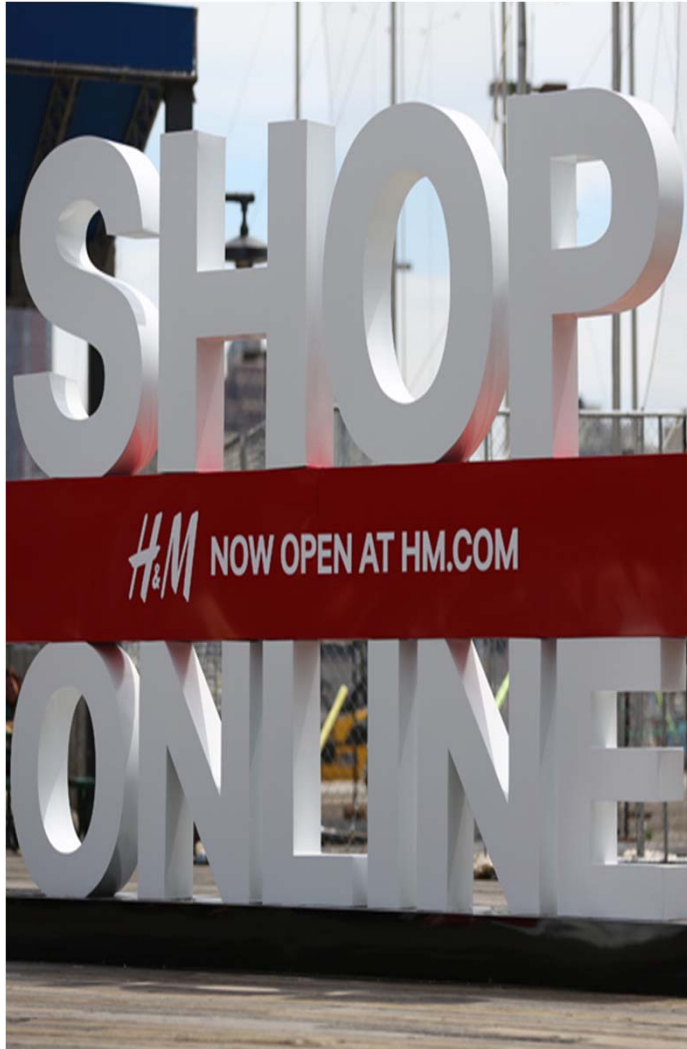




EXPANSION 2014-2015

- ▶ Approx. 375 new stores planned 2014
 - China and the US largest expansion markets
 - several new flagship stores
- ▶ New H&M markets 2014
 - Melbourne, Australia, during the first half year
 - Manila, Philippines, during the second half year
 - a further couple of new markets planned at the end of the year
- ▶ H&M will open in South Africa in 2015





H&M ONLINE

- ▶ Online sales an important complement to the stores
- ▶ Very good start for H&M's online store in the US
- ▶ Global roll-out of online continues
- ▶ Four new online markets planned for 2014
 - France new online market spring/summer
 - additional three large markets planned later in the year





COS

- ▶ Strong performance during 2013
 - 21 new stores and four new markets
 - in total 85 stores in 20 markets
- ▶ Several new markets during 2014
 - USA, South Korea, Australia and Switzerland
 - COS online will open in the US





& OTHER STORIES

- ▶ Fantastic reception since the launch in March 2013
- ▶ Today eight stores in seven countries
 - online via stories.com in ten markets
- ▶ Continued expansion during 2014
 - Belgium and the Netherlands new markets for stores
 - Austria and Ireland new online markets

H&M



H&M SPORT

- ▶ Extended sports concept for women, men and children
 - focus on function, fit, design and comfort
 - Go Gold launched in January 2014
- ▶ H&M dresses the Swedish Olympic Team
 - collection created by H&M's designers together with Swedish Olympic athletes
 - Winter Olympics and Paralympics in Sochi 2014 and Summer Olympics and Paralympics in Rio de Janeiro 2016





H & M Hennes & Mauritz AB