Helena Helmersson
CEO

Adam Karlsson
CFO

Nils Vinge
Head of Investor Relations
2022 – a challenging year

- Winding down business in Russia
- External factors
  - inflation
  - strong U.S. dollar
  - increased energy costs
- Cost and efficiency programme
2023

- External factors reversing
- Lower purchasing costs
- Positive effect of cost and efficiency programme
Growth areas

H&M

- Improve assortment and customer experience
- Value for money
- Focus on omni channel sales
  - continuous store optimisation
  - integration of sales channels
Expansion

- Accelerating in India and North and South America region, with focus on Latin America

- New H&M market 2023: Albania and online Ecuador
H&M Lifestyle Brands

- H&M Move
- H&M Beauty
- H&M HOME
Portfolio Brands and Business Ventures

- Consistently growing through our other brands, new business models and initiatives
- Strong sales development
  - COS
  - Arket
Investments and partnerships

Investment arm CO:LAB
- create value both financially and in existing operations

Sellpy
- majority owner
- circular business model
- one of biggest player in Europe
Long-term investments

Focus on infrastructure for better customer experience

- Tech
- AI
- Supply chain
Long-term investments

**Highly automated logistics centres**

- New logistics centers in Canada and Czech Republic
  - more capacity
  - flexibility
  - speed between sales channels
  - improved availability
Q&A