



H & M Hennes & Mauritz AB

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THREE-MONTH REPORT



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DESIGN

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



FIRST QUARTER 2014

- ▶ Good sales development
 - +13 percent in SEK
 - +12 percent in local currencies
- ▶ Continued to take market shares
- ▶ Substantial long-term investments
 - in areas such as IT and online
 - enabled for instance the opening of H&M online in France 13 March 2014



FINANCIAL DATA



H&M

SALES AND PROFITS

FIRST QUARTER

SEK m	2014	2013
Sales including VAT	37,524	33,146
Sales excluding VAT	32,143	28,392
Gross profit	17,641	15,679
<i>Gross margin, %</i>	<i>54.9</i>	<i>55.2</i>
Selling and administrative expenses	-14,240	-12,549
Operating profit	3,401	3,130
<i>Operating margin, %</i>	<i>10.6</i>	<i>11.0</i>
Net interest income	85	104
Profit after financial items	3,486	3,234
Tax	-837	-776
Profit for the period	2,649	2,458
<i>Earnings per share (SEK)</i>	<i>1.60</i>	<i>1.49</i>



KEY DATA

SEK m	28 Feb 2014	28 Feb 2013
Stock-in-trade	15,865	13,825
Cash flow from current operations	2,671	3,777
Investments	1,588	1,635
Liquid funds and short-term investments	18,226	18,959
Return on equity* %	37.2	36.3

* rolling 12 months





EXPANSION

- ▶ 60 new stores net during Q1
 - 3,192 stores in 53 markets
- ▶ 375 new stores net planned 2014
 - China and the US largest expansion markets
 - several new flagship stores
- ▶ New H&M markets 2014
 - Australia, Melbourne, opens 5 April
 - Philippines and India, second half
- ▶ Peru and South Africa new H&M countries in 2015
- ▶ The other brands continue to expand



H&M SPORT

- ▶ Extended sports concept for women, men and children
 - focus on function, fit, design and comfort
- ▶ Very well received
 - in selected stores in 18 countries and online
- ▶ Continued roll-out to more stores and countries
- ▶ Further broadening of the sport range





H&M ONLINE

- ▶ France online store open since March 13
- ▶ Additional three new H&M online-store markets planned for 2014
 - Spain and Italy to open early autumn
 - China planned to open at the end of the year
- ▶ Global roll-out of online continues



CONSCIOUS EXCLUSIVE



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PARIS FASHION SHOW



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