H & M Hennes & Mauritz AB

PRESS CONFERENCE 27 SEPTEMBER 2012

NINE-MONTH REPORT

- KARL-JOHAN PERSSON
  MANAGING DIRECTOR
- NILS VINGE
  INVESTOR RELATIONS MANAGER
- ANN-SOFIE JOHANSSON
  HEAD OF DESIGN

THE QUARTER IN BRIEF

- Strong customer offering
  - increased market share
- Market conditions still challenging
- Negative currency translation effects

THIRD QUARTER 2012

- Net sales SEK 28,806 m (+7%)
  - local currencies +10%
  - comparable units unchanged
- Gross profit SEK 16,771 m (+6%)
  - gross margin 58.2 percent (58.6%)
- Operating margin 16.7 percent (17.5%)
- Profit after tax SEK 3,622 m (+1%)

H&M

FINANCIAL DATA

SALES AND PROFITS

THIRD QUARTER

SEK m	2012	2011
Sales including VAT	33,568	31,511
Sales excluding VAT	28,806	26,912
Gross profit	16,771	15,766
Gross margin, %	*58.2*	*58.6*
Selling and administrative expenses	-11,969	-11,059
Operating profit	4,802	4,707
Operating margin, %	*16.7*	*17.5*
Net interest income	93	143
Profit after financial items	4,895	4,850
Tax	-1,273	-1,261
Profit for the period	3,622	3,589
Earnings per share (SEK)	*2.19*	*2.17*

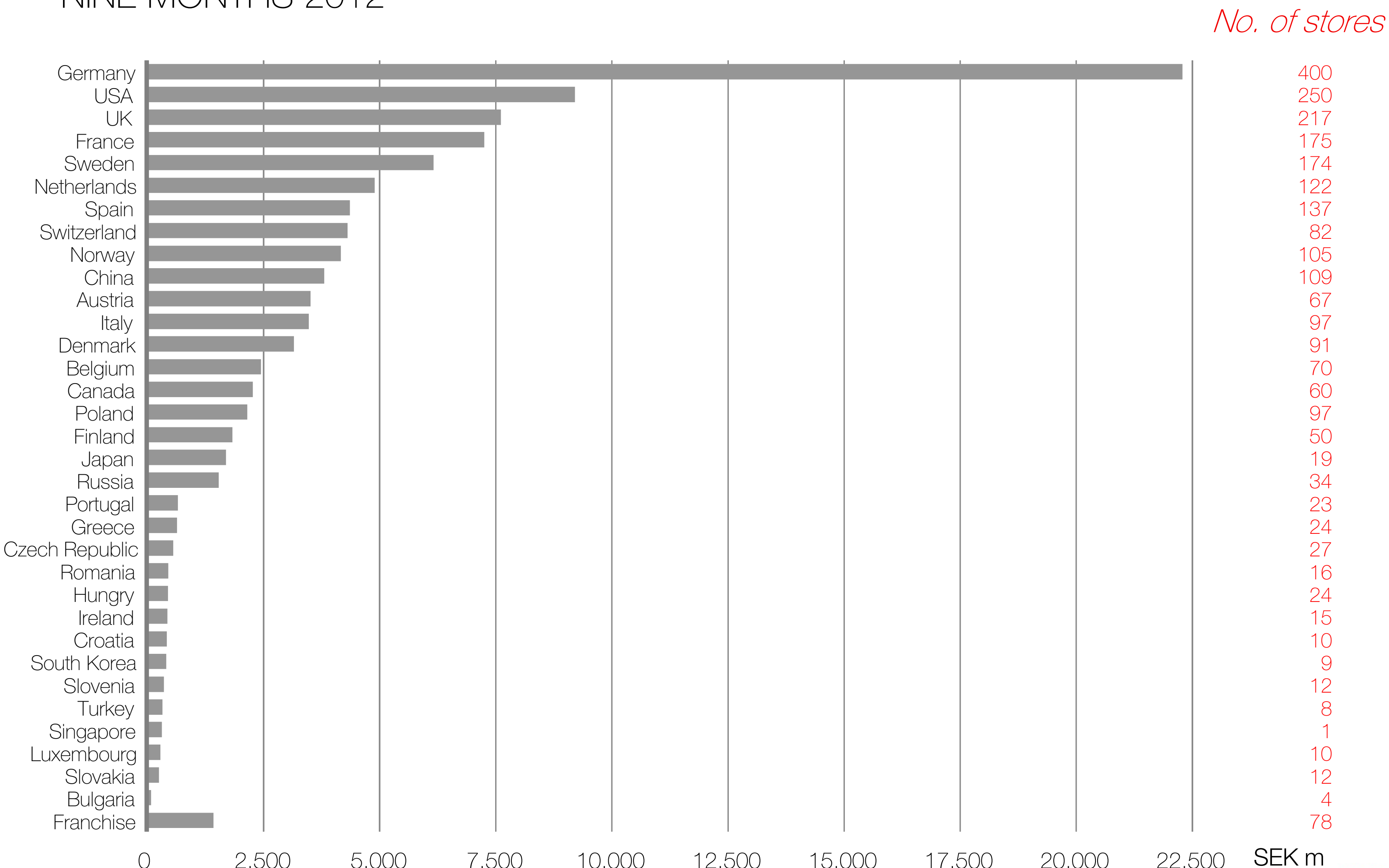
SALES AND PROFITS

NINE MONTHS

SEK m	2012	2011
Sales including VAT	103,018	92,619
Sales excluding VAT	88,297	79,047
Gross profit	51,854	46,997
Gross margin, %	*58.7*	*59.5*
Selling and administrative expenses	-36,633	-33,283
Operating profit	15,221	13,714
Operating margin, %	*17.2*	*17.3*
Net interest income	428	426
Profit after financial items	15,649	14,140
Tax	-4,069	-3,676
Profit for the period	11,580	10,464
Earnings per share (SEK)	*7.00*	*6.32*

SALES PER MARKET

NINE MONTHS 2012

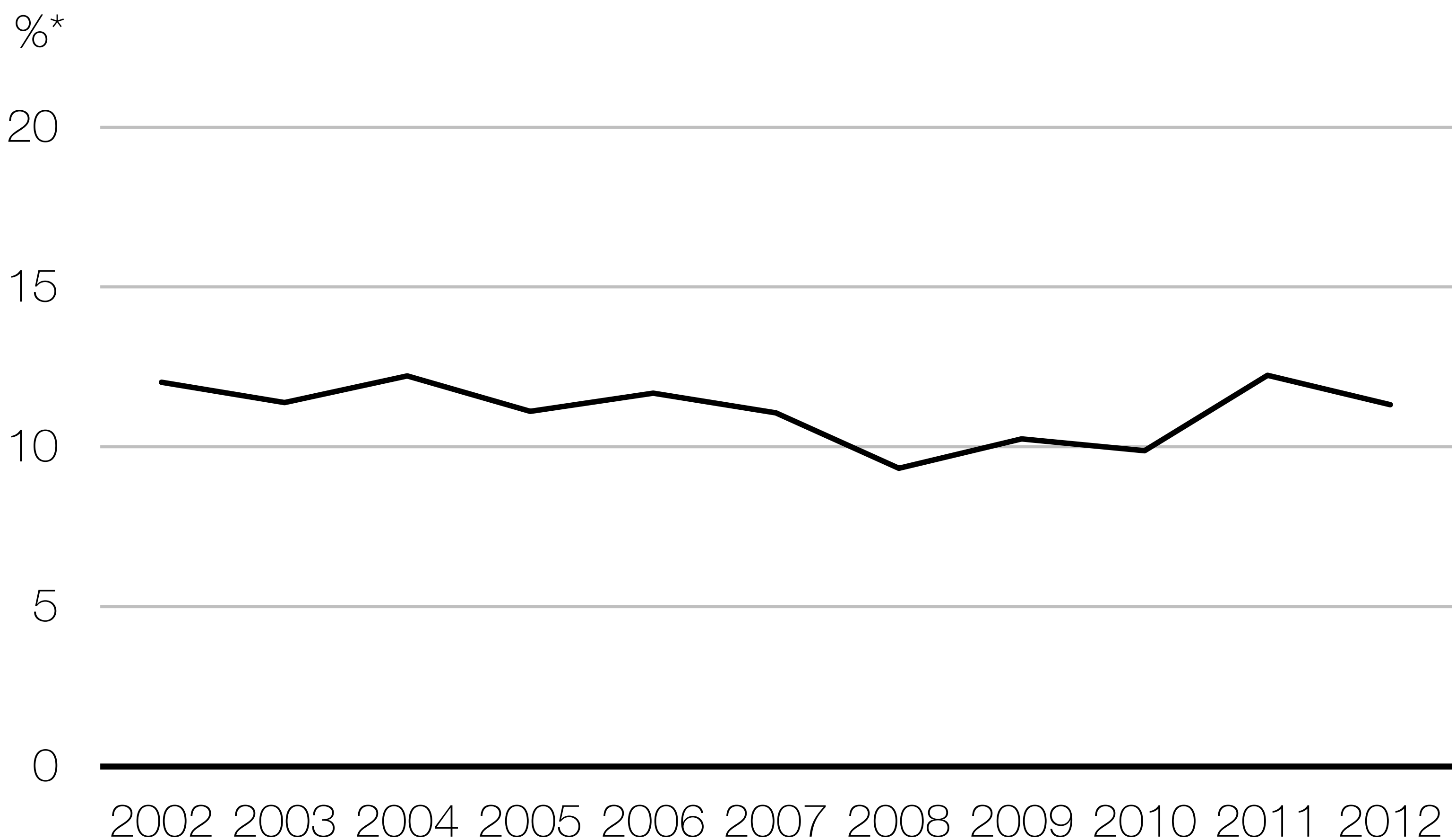


KEY DATA

SEK m	31 Aug 2012	31 Aug 2011
Stock-in-trade	13,501	13,310
Cash flow from current operations	13,044	11,226
Investments	4,313	3,288
Liquid funds and short-term investments	13,552	16,895
Return on equity*, %	44.3	41.1

* rolling 12 months

STOCK-IN-TRADE / SALES



* rolling 12 months

EXPANSION 2012

- 54 new stores net in Q3
  - total 2,629 stores
- Today H&M is in 46 countries
- Expansion rate for 2012 increased to 300 stores net from previously planned 275
- Five new markets 2012
  - Fantastic response in Bulgaria, Latvia and Malaysia
  - Thailand via franchise
  - Mexico at end of year
- COS in six new markets 2012

EXPANSION 2013

- Several new markets in 2013
  - H&M opens first store in South America in Santiago de Chile
  - H&M to Estonia and Lithuania
  - Indonesia via franchise
- All brands are growing
  - COS to Norway
  - Monki and Weekday to Japan
  - Monki to France

& OTHER STORIES

SUSTAINABILITY

- H&M's sustainability work at the forefront globally
- World's largest user of organic cotton
- Strict chemical restrictions
- Further increased efforts in Bangladesh
  - Focus on wages: need for annual reviews and increased minimum wages
  - Increase children's access to school and education via All for Children with UNICEF

AUTUMN / WINTER FASHION

AUTUMN / WINTER FASHION

H&M

AUTUMN / WINTER FASHION

AUTUMN / WINTER FASHION

H&M

AUTUMN / WINTER FASHION

ANNA DELLO RUSSO

- Anna Dello Russo, legendary Fashion Director and fashion icon
- Unique accessories collection for H&M
  - glamorous and affordable accessories
  - precious, playful and personal style
  - jewellery, sunglasses, shoes and bags
- Sales start 4 October
  - in approx. 140 H&M stores
  - online

MAISON MARTIN MARGIELA

- Special pieces from one of the most important and influential fashion houses
- Re-edition of Margiela's most iconic garments and accessories for women and men
- Launch 15 November
  - in approx. 230 H&M stores
  - online

ALL FOR CHILDREN

ALL FOR CHILDREN

H & M Hennes & Mauritz AB