



H & M Hennes & Mauritz AB

TELEPHONE CONFERENCE 27 SEPTEMBER 2012

NINE-MONTH REPORT





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

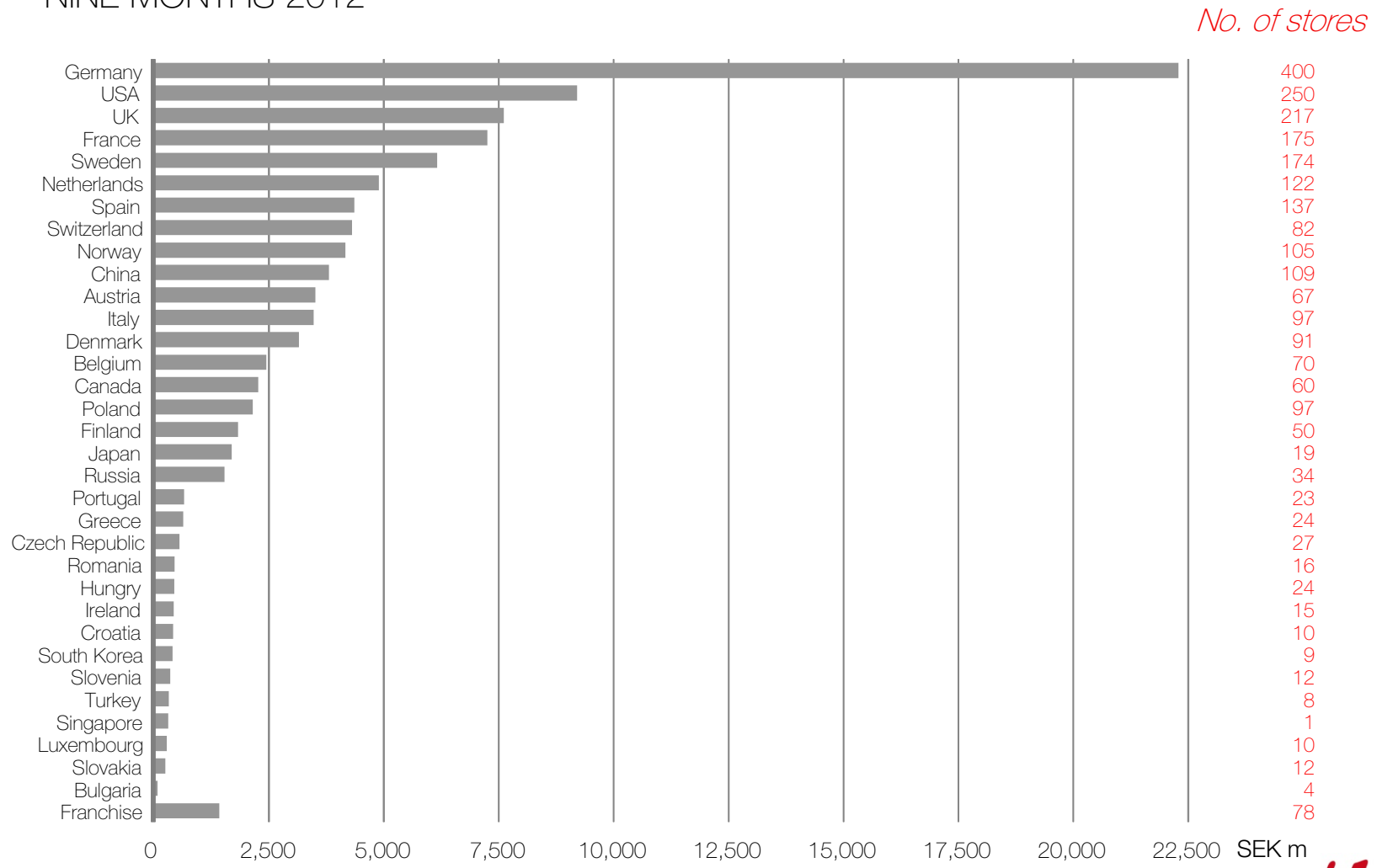


THIRD QUARTER 2012

- ▶ 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 financial items
SEK 4,895 m (+1%)
- ▶ Profit after tax SEK 3,622 m (+1%)
- ▶ Earnings per share SEK 2.19

SALES PER MARKET

NINE MONTHS 2012



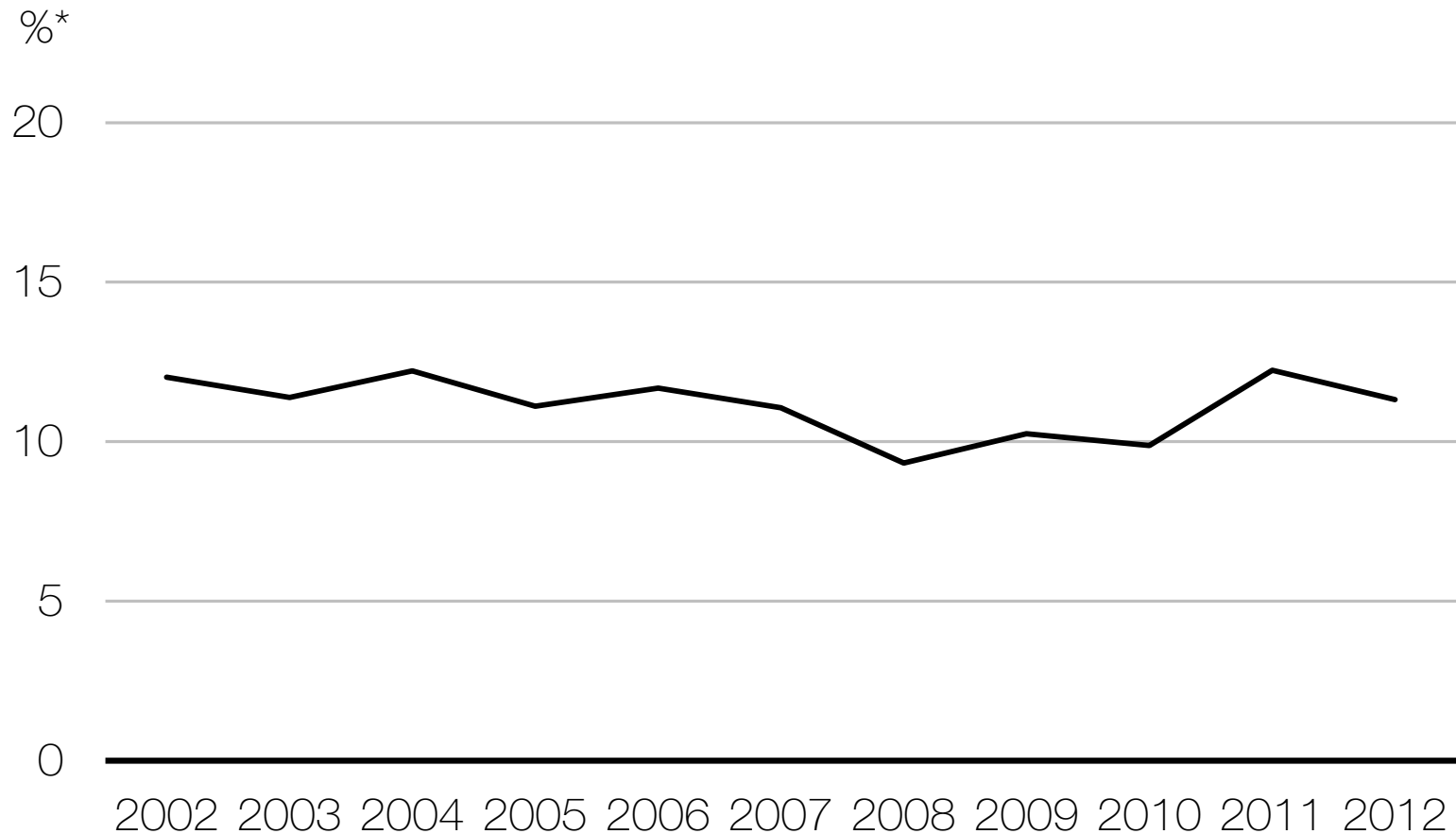
KEY DATA

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



AUTUMN / WINTER FASHION





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