# Operating profit amounted to SEK 5.3 M 

All figures pertain to the Group unless otherwise stated. Comparisons in the interim report refer to the corresponding period in the 2007/2008 fiscal year, unless otherwise stated.

## Six months

(May 2008 - October 2008)

- Net sales amounted to SEK 661.8 M (761.0), down $13 \%$ compared with the preceding year. Sales in the Group's comparable stores decreased by 19\% (neg: 2).
- Loss after tax amounted to SEK 0.3 M (profit: 58.5). A loss per share before dilution of SEK 0.01 (earnings: 2.02).
- The Group established 8 new stores (10).


## Second quarter

(August 2008 - October 2008)

- Net sales amounted to SEK 309.1 M (375.4), down $18 \%$ from the preceding year. Sales in the Group's comparable stores decreased by 25\% (neg: 5).
- Loss after tax amounted to SEK 6.7 M (profit: 22.6). A loss per share before dilution of SEK 0.23 (earnings: 0.77 ).
- The Group established 7 new stores (5).

GROUP EARNINGS TREND (CONDENSED)

|  | 3 months Aug-Oct |  | 6 months May-Oct |  | $\begin{array}{r} \text { Rolling } 12 \\ \text { Nov-Oct } \\ 2007 / 08 \end{array}$ | Full-year <br> May-April 2007/08 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2007 | 2008 | 2007 | 2008 |  |  |
| Operating income, SEK M | 378.8 | 312.3 | 766.1 | 667.3 | 1,525.2 | 1,623.9 |
| Operating profit, SEK M | 33.6 | -6.1 | 84.0 | 5.3 | 62.5 | 141.1 |
| Profit before taxes, SEK M | 31.5 | -9.4 | 81.4 | - 0.4 | 51.0 | 132.7 |
| Net profit for the period, SEK M | 22.6 | -6.7 | 58.5 | - 0.3 | 37.7 | 96.5 |
| Operating margin, \% | 9.0 | -2.0 | 11.0 | 0.8 | 4.1 | 8.8 |
| Earnings per share before dilution, SEK | 0.77 | -0.23 | 2.02 | -0.01 | 1.29 | 3.31 |

Hemtex conducts retail operations involving interior decorating products through sales to consumers via proprietary stores and franchises. Hemtex's product areas are Bedroom, Bathroom, Windows and Dining \& Entertaining. In November 2008, Hemtex had a total of 220 stores, of which 146 were in Sweden, 41 in Finland, 13 in Denmark, 14 in Norway, three in Estonia and three in Poland. Of the stores, 192 are owned by the Hemtex Group and 28 by franchisees. The Parent

Company, Hemtex $A B$, is responsible for concept development, marketing, business management, control functions and product supply to Hemtex stores. In addition to the Parent Company Hemtex AB, the Hemtex Group includes the wholly owned subsidiaries Hemtex Oy (Finland), Hemtex A/S (Denmark), Hemtex AS (Norway), Hemtex (Shanghai) Co., Ltd. and Hemtex Finans AB.

# During the second quarter from August to October 2008, Hemtex's net sales declined $17.7 \%$ to SEK 309.1 M. The company reported an operating loss of SEK 6.1 M (profit: 33.6). The Hemtex Group opened seven stores during the quarter. 

## CEO'S COMMENTS

The weak trend previously noted by Hemtex continued during the second quarter (August-October). Tougher times have clearly affected consumer willingness to spend and sales were notably weak in all markets, resulting in a continued decline in earnings. For the period as a whole, from May to October, this resulted in a year-on-year sales decrease of $13 \%$ and thereby a major decline in operating profit.

The Board of Directors has initiated a number of actions in order to steer Hemtex back to profitable growth in the short and long term.

- A cost-saving and efficiency-enhancement program is in progress within the Group, which will partially offset the effects of a decline in sales by reducing costs in comparable stores by at least SEK 35 M during the fiscal year. About ten stores are being monitored for potential divestment or discontinuation. We have lowered the establishment rate for the current fiscal year.
- The important adaptation of the customer offering was initiated during the quarter, meaning that, over time, Hemtex will represent a strong price offering and inspiration in terms of interior design. The "Simple changes" concept received a favorable response and will continue.
- In November, Hemtex launched its first E-commerce store in the Swedish market. The planning and assessment for starting E-commerce stores in other markets is underway.
- In accordance to the pressrelease that was published on November 10, 2008, the Board has decided to change President and CEO for Hemtex.

The gross profit margin improved during the second quarter, amounting to $59.7 \%$ (54.6). For the interim period from May to

October, the gross profit margin was $55.6 \%$ (53.5). Inventory is now in balance.

Hemtex has a strong brand name, a strong network of stores and dedicated staff, factors that represent significant potential for the improvement of the chain's profitability. Product range, price and communications strategies will be developed to realize this potential.

Kia Orback Pettersson,
Acting President, and Board member

## SIGNIFICANT EVENTS

## Market

Hemtex maintains its strong position as market leader in the Swedish home textiles market. Measured over the latest 12month period (October 2007 - September 2008), Hemtex's market share amounted to to $26.2 \%$, compared with $30.9 \%$ during the period October 2006 - September 2007. The closest competitors had market shares of $12.3 \%$ and $10.8 \%$, respectively. From January to September 2008, the Swedish market for home textiles decreased by $3 \%$, according to the latest figures from the market research company, GfK, which shows that Hemtex's market share amounted to $26.5 \%$ during the period, compared with $29.8 \%$ in the year-earlier period. In the latest quarter reported by GfK from July to September, Hemtex's market share totaled $24.9 \%$ (28.7). According to Hemtex's calculations, the market share in Finland was approximately $9 \%$. Hemtex estimates its share of the Danish market at slightly more than $2 \%$. The potential for continued growth in markets outside Sweden is considerable.

## New stores

During the second quarter, August - October 2008, the Group opened seven stores. In total, the group opened eight new stores during the interim report period, of which one is located in Sweden, two in Finland, one in Denmark, two in Norway and two in Estonia. In Sweden, a store was opened in Skövde. In Finland, stores were opened in Joensuu and Borgå. In Denmark, a store was opened in Roskilde. In Norway, stores were opened in Kolbotn and Asker and in

Estonia, stores were opened in Narva and Tallin. During the second quarter, two franchise stores were opened. In total, three new franchise stores were opened during the interim report period, one in Warsaw, Poland, one in Sala, Sweden and one in Randers, Denmark.

## Acquisitions

During the first quarter, May - July, 2008, one franchise store in Östersund, Sweden, was acquired with annual sales of SEK 12.0 M . The store contributed sales of SEK 1.2 M and operating profit of SEK 0.1 M during the second quarter. During the interim report period, the net sales was affected by SEK 2.8 M , and the operating profit by SEK 0.2 M . More details regarding the acquisition are accounted for in the interim report for the period May - July 2008, published on September 3, 2008.

## THE OPERATION

## Geographic expansion

In consideration of our current objective of assigning priority to profitability within the existing store network, the Board of Directors has decided to lower its target rate for establishing new stores during the fiscal year to about 20 stores.

Expansion through the establishment of new stores in new markets is an important part of Hemtex's growth strategy. Significant potential exists for supplementing the expansion of proprietary stores with franchise stores in new and existing markets. The strength of Hemtex's concept, combined with that of entrepreneurs who possess substantial knowledge of the local markets, is a key to the successful establishment of franchise stores.

Hemtex sees potential for growth in new markets both by means of proprietary stores, as in Estonia, and through franchise agreements, as is currently the case in Poland.

## Refined product range

The Group's strong position in the home textile segment, which is the core of the company's operations, provided a solid foundation for the efforts carried out in the autumn of 2007 to refine the product range. Further development and broadening the product range has been made through the introduction of the trademark U.S. Polo in May 2008.

In addition to broadening existing stores, ten Hemtex \& More has been opened in Sweden and two in Finland, since October 2007. Hemtex \& More stores have retail space of $700-1,000$ square meters, compared to 270 square meters of the average store, and a considerably broader and larger
range of products for the home than Hemtex was previously able to offer its customers.
Expansion conducted through the new store format and the broadening of the product range is an important part of Hemtex's growth strategy. The potential exists to establish about 40 Hemtex \& More in the Nordic region.

## Hemtex presents - new pricing strategy

Our new communication strategy was launched in August 2008. The aim of the communication strategy is to increase the market impact by combining continuing strong offerings with inspiration to purchase interior-design products and to renew the home more frequently. The focus will be raised from individual products to the purchase of entire combinations. During the autumn, Hemtex has implemented a review of its pricing strategy, whereby the regular prices of a variety of products will be reduced. Reduced prices and broadened communication, combined with a refined product range, will increase the power of Hemtex's offering with a view to capturing shares of a weaker market and sharpening the Group's competitiveness in the market.
In addition to a new communication strategy, the media mix used by Hemtex has been changed. The aim is to reach more consumers within Hemtex's existing target groups and to broaden communication. With a total of 220 stores in November 2008, the potential to increase sales is considerable. Hemtex already enjoys high brand recognition and thus has a strong point of departure for further strengthening it.

## COMMENTS ON THE INCOME STATEMENT AND BALANCE SHEET

## Net Sales

The Group's net sales consist of consumer retail sales via proprietary stores and wholesale sales to franchise stores in the Hemtex chain.
The Group's total net sales decreased during the second quarter of the fiscal year by $17.7 \%$ (increase: 8.2) to SEK 309.1 M (375.4). The sales decrease, excluding acquired units, amounted to $18.0 \%$. With unchanged currency rates, net sales declined by $18.4 \%$.
During the interim report period, the Group's net sales decreased by $13.0 \%$ (increase:17.7) to SEK 661.8 M (761.0). The sales decrease, excluding acquired units, amounted to $13.4 \%$. With unchanged currency rates, net sales declined by $13.6 \%$. Of the Group's net sales, Finnish operations accounted for SEK 98.1 M (105.8), operations in Denmark for SEK 31.4 M (35.9), operations in Norway for SEK 23.5 M
(23.1) and the operation in Estonia for SEK 2.8 M (1.7). Other operating income amounted to SEK 5.5 M (5.1) and primarily comprised franchise fees and bonus payments from suppliers and business partners.

The Group's net sales during the most recent 12-month period per geographical market


During the most recent 12-month period, net sales at the consumer level (including franchise stores) decreased in all markets by $5.2 \%$ to SEK $1,570 \mathrm{M}(1,657)$.

The Chain's net sales during the most recent 12-month period per geographical market


During the second quarter, sales in the Group's comparable stores decreased by $25 \%$ (5), while the decrease were $19 \%$ (2) for the interim report period. All countries reported negative trends in comparable stores during the first six months and the most recent 12-month period. In Sweden, sales in comparable stores declined by $25 \%$ (3) during the quarter, and by $19 \%$ (1) during the interim report period. Sales in comparable stores in Finland declined by 27\% (18) during the second quarter, and by $20 \%$ (9) during the interim report period. In Denmark, sales in comparable stores declined by $25 \%$ (increase: 3 ) during the second quarter, and by $20 \%$ (increase: 6 ) during the interim report period. The weakest market during the period was Norway, where sales declined $37 \%$ (increase: 7 ) during the quarter and $20 \%$
(increase: 8) during the interim period. The Group's first store in Estonia became a comparable store in June and reduced sales by $28 \%$ during the last quarter and by $24 \%$ during the interim report period.
The efforts which are in process regarding development and broadening the product range, increased retail space and intensified brand building aim at supporting the future sales trend in comparable stores.

Sales trend in the Group's comparable stores

|  | 3 months <br> Aug-Oct | Rolling <br> months <br> May-Oct | 12 months <br> Nov-Oct |
| :--- | ---: | ---: | ---: |
| Group | $-25 \%$ | $-19 \%$ | $-12 \%$ |
| Sweden | $-25 \%$ | $-19 \%$ | $-11 \%$ |
| Finland | $-27 \%$ | $-20 \%$ | $-14 \%$ |
| Denmark | $-25 \%$ | $-20 \%$ | $-11 \%$ |
| Norway | $-37 \%$ | $-20 \%$ | $-12 \%$ |
| Estonia | $-28 \%$ | $-24 \%$ | $-24 \%$ |

Consolidated sales for comparable stores during the most recent 12 -month period amounted to SEK 27.8 M per square meter (33.7), calculated on the basis of average floor space of 283 square meters (271).

## Earnings

Consolidated gross profit (sales revenues less cost of goods sold) decreased by $9.6 \%$ to SEK 368.2 M (407.3). The gross profit margin increased by $2.1 \%$ to $55.6 \%$ (53.5), due to a well-developed purchasing work, favorable exchange rate effects and lower discounts in stores.
One aim of the purchasing work is to increase the share of goods purchased directly from producers to approximately $80 \%$. The portion of current direct purchases amounted to slightly more than $78 \%$. The objective is that the portion of purchasing from Asia will total 80 percent and the current level is 70 percent.
The change in the value of outstanding forward contracts, applying IAS 39, had a positive impact of SEK 6.9 M (0.2) on gross profit during the interim report period.
Operating expenses, excluding goods for resale and depreciation and impairment losses on tangible and intangible assets, amounted to SEK 345.8 M (311.1). As a percentage of sales, these expenses amounted to $52.3 \%$ (40.9). The weak sales trend resulted in a considerable increase in costs as a percentage of sales, a development that we were unable to reverse during the period despite a cost-saving program.
In accordance with IFRS and URA 46, earnings from the interim report period were charged with costs of SEK 0.0 M for employee stock options.

Of depreciation and impairment of tangible and intangible fixed assets, rental rights accounted for SEK 3.1 M (2.9) and other depreciation for SEK19.5 M (14.4).

Operating profit amounted to SEK 5.3 M (84.0), corresponding to an operating margin of $0.8 \%$ (11.0). Sweden was the only market to report an operating profit during the interim period. All other markets reported losses, primarily as a result of a negative trend in the Group's comparable stores.
The results for the various markets are presented in the section on segment reporting on page 9 of this report.

Consolidated loss before tax amounted to SEK 0.4 M (profit: 81.4), resulting in a profit margin of $-0.1 \%$ (pos: 10.7). Loss after tax amounted to SEK 0.3 M (profit: 58.5).

## Investments

The Group's cash-impacting net investments totaled SEK 38.2 M (32.7) during the interim report period, of which SEK $8.2 \mathrm{M}(0.0)$ pertained to store acquisitions, SEK 20.2 M (27.9) to establishment of new and refurbishment of existing stores and SEK 9.8 M (4.8) to other investments.

## Cash flow

Cash flow from operating activities decreased by SEK 40.3 M to a negative SEK 16.1 M, primarily due to a decline in sales during the interim period. Cash flow after investments amounted to SEK -54.3 M (neg: 151.5) during the interim report period.

## Risk factors

Hemtex's operations are exposed to a number of risks that are fully or partly beyond the control of the company and the Group, but that can impact sales and earnings. The risks to which the Group and the Parent Company are exposed include economic trends, weather and fashion risks. The Parent Company, Hemtex AB, is responsible for the Group's external financing and, accordingly, is exposed to liquidity, interest rate and exchange rate risks. The target for Hemtex's financial management is to limit short-term effects on the Group's earnings and cash flow caused by fluctuations in the financial markets. A more detailed description of these risks is presented in the 2007/2008 Annual Report and on www.hemtex.com, Investor Relations.

## Seasonal fluctuations

As with other segments of the home furnishings industry, Hemtex's net sales, operating profit and cash flow from operating activities fluctuate throughout the year. This is because costs are relatively constant, while net sales vary. The Group's strongest earnings are generated during the first
to third fiscal quarters, meaning the period from May to January. However, Hemtex aims to reduce seasonal fluctuations on earning through sales activities, broadening the product mix and adapting staffing in the stores.

## Financial position

On October 31, 2008, cash and cash equivalents amounted to SEK 27.8 M (25.2). Net debt, defined as interest-bearing debt less cash and cash equivalents, increased by SEK 22.3 M during the most recent 12-month period and amounted to SEK 306.1 M (283.8) at October 31, 2008. The change was due primarily to lower earnings during the period. The net debt/equity ratio at October 31, 2008 was $78 \%$ (65).
The equity/assets ratio decreased to $43 \%$, compared with $44 \%$ on the same date in the preceding year.

## Inventories

On October 31, 2008, inventories amounted to SEK 347.8 M (449.6), which was lower than the year-earlier period. The reduction derived from a strictly controlled purchasing strategy, whereby inventory levels at the end of the quarter were deemed to be in balance. Of the total inventories, wholesale inventories accounted for SEK 101.3 M (203.6). At the end of October 2008, inventories per store within the Group averaged SEK 1.3 M (1.4).

## Goodwill

Total goodwill in the Hemtex Group, as reported in the consolidated balance sheet on October 31, 2008, amounted to SEK 286.3 M (279.3). Swedish operations accounted for SEK 267.9 M (177.3) of the Group's goodwill and Danish operations accounted for the remainder. The valuation takes into consideration the Group's accrued earnings values for acquired operations, the Group's market shares in Sweden and Denmark, the strength of the Hemtex brand in these markets, established supplier contacts and the expertise of the Group's employees.

## Earnings per share

A loss per share amounted to SEK 0,01 (earnings: 2.02) before dilution and SEK 0.01 (earnings: 2.02) after dilution. Equity per share amounted to SEK 13.46 (14.78). The number of shares in Hemtex AB amounted to 29,337,400 on October 31, 2008. The average number of shares during the Interim report period was 29,337,400.

## Average number of employees in the Group

The average number of employees in the Group during the quarter was 790 (691). The increase was primarily due to the expansion of the Group's proprietary store operations.

## Parent Company

Hemtex AB's net sales decreased during the interim report period and amounted to SEK 592.0 M (716.5). Net sales in Hemtex AB consist of consumer retail sales via proprietary stores and wholesale sales to subsidiaries and franchise stores. Of the net sales, sales in proprietary stores accounted for SEK 459.8 M (538.5) and wholesales for SEK 132.2 M (178.0).

Profit after financial items amounted to SEK 7.4 M (94.1). The Parent Company's cash-impacting net investments amounted to SEK 26.3 M (24.8).

The average number of employees in Hemtex $A B$ during the interim report period was 562, compared with 531 employees in the preceding year.

## OTHER

## Events after the closing date

The Board of Directors of Hemtex AB has decided to appoint a new President for the company. The appointment should be viewed against the background of Hemtex's need for new leadership in conjunction with Hemtex adjusting its customer offering. During the third quarter, a provision of approximately SEK 13 M will be posted for costs arising from the steppingdown of the former President and CEO. The Acting President is Kia Orback Pettersson, who has many years of retail experience and is a Member of the Hemtex AB Board.

During November, an additional three stores were established. A franchise store was opened in Århus, Denmark.

## Reporting dates

The interim report for May 2008 to January 2009 will be published on 5 March, 2009, CET 07.00
The year-end report for May 2008 to April 2009 will be published on 11 June, 2009, CET 07.00
The annual report for 2008/2009 is scheduled to be published and distributed to shareholders who so request in mid-August 2009.

The interim report for May 2009 to July 2009 will be published on September 2, 2009. CET 14.30.

For information about future reports, refer to the financial calendar in the Investor Relations section on www.hemtex.se.

## Accounting principles

The interim report for the Group has been compiled in accordance with IAS 34 Interim Reporting. The Annual Accounts Act and the Securities Markets Act have also been applied. For the Parent Company, the Annual Accounts Act and the Securities Markets Act have been applied, in accordance with the stipulations of the Swedish Financial Reporting Council's RFR 2.1 recommendation, Interim Reporting for Legal Entities. The accounting and calculation principles used for the interim report are unchanged compared with those applied in the latest annual report.

The report is unaudited.

Borås, November 26, 2008
Hemtex AB

## Board of Directors

## Further information

For further information, contact Kia Orback Pettersson, Acting President and member of the Board: +46 (0) 705-59 11 21, or Tommy Svensson, CFO: +46 (0) 702-10 8069.

## Hemtex AB

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Email: ir@hemtex.se

CONSOLIDATED INCOME STATEMENT

| (SEK 000s) | 3 months Aug-Oct |  | 6 months May-Oct |  | Rolling 12 <br> Nov-Oct 2007/08 | Full-year <br> May-April 2007/0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2007 | 2008 | 2007 | 2008 |  |  |
| Net sales | 375,445 | 309,075 | 760,955 | 661,758 | 1,509,132 | 1,608,329 |
| Other operating income | 3,341 | 3,231 | 5,123 | 5,549 | 16,021 | 15,595 |
| Total operating income | 378,786 | 312,306 | 766,078 | 667,307 | 1,525,153 | 1,623,924 |
| Operating expenses |  |  |  |  |  |  |
| Goods for resale | - 170,269 | - 124,542 | - 353,690 | - 293,551 | -694,795 | - 760,033 |
| Other external costs | - 87,554 | - 103,894 | - 161,061 | - 188,498 | - 399,341 | - 366,805 |
| Personnel expenses | - 78,279 | - 78,351 | - 150,034 | - 157,333 | - 323,669 | - 316,370 |
| Depreciation/impairment losses on tangible and intangible assets | - 9,050 | - 11,598 | - 17,300 | - 22,582 | - 44,862 | - 39,580 |
| Operating profit | 33,634 | -6,079 | 83,993 | 5,343 | 62,486 | 141,136 |
| Result from financial items |  |  |  |  |  |  |
| Other interest income and similar items | 120 | 164 | 248 | 277 | 706 | 677 |
| Interest expenses and similar items | 2,210 | - 3,439 | - 2,858 | - 5,979 | - 12,195 | - 9,074 |
| Total result from financial items | - 2,090 | - 3,275 | - 2,610 | 5,702 | - 11,489 | 8,397 |
| Profit before tax | 31,544 | -9,354 | 81,383 | -359 | 50,997 | 132,739 |
| Tax on profit for the period | - 8,896 | - 2,608 | - 22,909 | 81 | - 13,281 | - 36,271 |
| Net profit for the period | 22,648 | -6,746 | 58,474 | -278 | 37,716 | 96,468 |
| Earnings per share before dilution, SEK | 0.77 | - 0.23 | 2.02 | - 0.01 | 1.29 | 3.31 |
| Earnings per share after dilution, SEK | 0.77 | - 0.23 | 2.02 | - 0.01 | 1.29 | 3.31 |
| Number of shares outstanding on the closing date | 29,337,400 | 29,337,400 | 29,337,400 | 29,337,400 | 29,337,400 | 29,337,400 |
| Average number of shares outstanding |  |  |  |  |  |  |
| before dilution | 29,337,400 | 29,337,400 | 28,971,530 | 29,337,400 | 29,337,400 | 29,153,466 |
| after dilution | 29,337,400 | 29,337,400 | 28,971,530 | 29,337,400 | 29,337,400 | 29,153,466 |

## GROUP KEY RATIOS

Full-year

CONSOLIDATED CASH-FLOW STATEMENT (CONDENSED)

| (SEK 000s) | 6 months May 1-October 31 |  | $\begin{array}{r} \text { Full-year } \\ \text { May-April } \\ 2007 / 08 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: |
|  | 2007 | 2008 |  |
| Cash flow from operating activities before changes in working capital | 74,205 | - 4,740 | 108,686 |
| Cash flow from changes in working capital |  |  |  |
| Inventories | - 184,642 | - 4,830 | - 71,283 |
| Operating receivables | - 10,255 | - 7,411 | -7,584 |
| Non-interest bearing liabilities | 898 | 896 | - 5,579 |
| Cash flow from operating activities | - 118,794 | - 16,085 | 24,240 |
| Cash flow from investing activities | - 32,664 | - 38,200 | - 66,392 |
| Cash flow for the period after investments | - 151,458 | - 54,285 | - 42,152 |
| Cash flow from financing activities | 119,510 | 50,471 | 16,213 |
| Cash flow for the period | - 31,948 | - 3,814 | - 25,939 |
| Net debt at the end of the period | 283,769 | 306,086 | 174,005 |

CONSOLIDATED BALANCE SHEET (CONDENSED)

|  | October 31 |  | April 30 |
| :---: | :---: | :---: | :---: |
| (SEK 000s) | 2007 | 2008 | 2008 |
| Intangible fixed assets ${ }^{1)}$ | 330,959 | 341,289 | 330,190 |
| Tangible fixed assets | 118,484 | 129,084 | 123,376 |
| Financial assets | 5,722 | 26,132 | 5,625 |
| Inventories | 449,635 | 347,838 | 337,936 |
| Current receivables | 53,113 | 55,532 | 56,319 |
| Cash and cash equivalents | 25,221 | 27,845 | 31,490 |
| Total assets | 983,134 | 927,720 | 884,936 |
| Shareholders' equity | 433,462 | 394,828 | 472,456 |
| Long-term liabilities ${ }^{2}$ | 32,460 | 95,588 | 85,938 |
| Short-term liabilities ${ }^{2 /}$ | 517,212 | 437,304 | 326,542 |
| Total equity and liabilities | 983,134 | 927,720 | 884,936 |
| ${ }^{1)}$ Of which. goodwill | 279,336 | 286,331 | 279,238 |
| ${ }^{2)}$ Of which. interest-bearing liabilities | 308,990 | 333,931 | 205,495 |

## STATEMENT OF CHANGES IN CONSOLIDATED SHAREHOLDERS' EQUITY

| (SEK 000s) | 6 months |  | Full-year May-April 2007/08 |
| :---: | :---: | :---: | :---: |
|  | May 1-Oct 31 |  |  |
|  | 2007 | 2008 |  |
| Total shareholders' equity at the beginning of the period | 491,255 | 272,456 | 491,255 |
| New share issue | 23,690 |  | 23,690 |
| Paid-in option premiums | 1,896 |  | 1,896 |
| Exchange-rate differences | 433 | 394 | 1,433 |
| Dividend | - 142,286 | - 77744 | - 142,286 |
| Net profit | 58,474 | - 278 | 96,468 |
| Total shareholders' equity at the end of the period | 433,462 | 394,828 | 472,456 |

## SEGMENT REPORTING (CONDENSED)

| Net sales per geographical market | 3 months <br> Aug-Oct |  | 6 months May-Oct |  | Rolling 12 <br> Nov-Oct | Helåret May-April |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (SEK 000s)tkr | 2007 | 2008 | 2007 | 2008 | 2007/08 | 2007/08 |
| Sweden | 295,533 | 240,723 | 594,403 | 505,934 | 1,156,940 | 1,245,409 |
| Finland | 50,448 | 43,144 | 105,798 | 98,088 | 219,608 | 227,318 |
| Denmark | 16,636 | 13,479 | 35,916 | 31,364 | 71,761 | 76,313 |
| Norway | 12,021 | 10,210 | 23,112 | 23,545 | 56,728 | 56,295 |
| Estonia | 807 | 1,519 | 1,726 | 2,827 | 4,095 | 2,994 |
| Total | 375,445 | 309,075 | 760,955 | 661,758 | 1,509,132 | 1,608,329 |


| Operating profit per geographical market (SEK 000s)tkr | 3 months <br> Aug-Oct |  | 6 months <br> May-Oct |  | Rolling 12 <br> Nov-Oct | Helåret May-April |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2007 | 2008 | 2007 | 2008 | 2007/08 | 2007/08 |
| Sweden | 33,238 | 80,061 | 80,061 | 30,513 | 85,784 | 135,332 |
| Finland | - 331 | 4,705 | 4,705 | - 8,647 | - 9,567 | 3,785 |
| Denmark | 1,099 | 1,859 | 1,859 | -4,929 | - 3,024 | 3,764 |
| Norway | - 298 | -2,507 | - 2,507 | - 10,768 | - 9,257 | -996 |
| Estonia | - 74 | -125 | -125 | - 826 | - 1,450 | - 749 |
| Total | 33,634 | 83,993 | 83,993 | 5,343 | -62,486 | 141,136 |


| Operating margin per geographical market | 3 months |  | 6 months May-Oct |  | Rolling 12 <br> Nov-Oct | Helåret May-April |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (SEK 000s)tkr | 2007 | 2008 | 2007 | 2008 | 2007/08 | 2007/08 |
| Sweden | 11.2 | 5.6 | 13.5 | 6.0 | 7.4 | 10.9 |
| Finland | -0.7 | - 17.7 | 4.4 | -8.8 | -4.4 | 1.7 |
| Denmark | 6.6 | - 18.7 | 5.2 | - 15.7 | -4.2 | 4.9 |
| Norway | - 2.5 | - 86.4 | - 10.8 | -45.7 | - 16.3 | -1.8 |
| Estonia | -9.2 | -30.7 | -7.2 | -29.2 | - 35.4 | -25.0 |
| Total | 9.0 | -2.0 | 11.0 | 0.8 | 4.1 | 8.8 |

The segments' operating profit includes earnings from retail operations in each market and the earnings of Swedish wholesale operations from sales to each market. Profit from sales to franchisees is reported under the Swedish segment.

## NUMBER OF STORES

| October 31 |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | 2004 | 2005 | 2006 | 2007 | 2008 |  | 2007 |


| QUARTERLY EARNINGS - GROUP |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2006/07 | 2006/07 | 2007/08 | 2007/08 | 2007/08 | 2007/08 | 2008/09 | 2008/09 |
| SEK M | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| Net sales | 501.2 | 322.7 | 385.5 | 375.5 | 523.2 | 324.2 | 352.7 | 309.1 |
| Other operating income | 5.2 | 2.6 | 1.8 | 3.3 | 5.4 | 5.1 | 2.3 | 3.2 |
| Total operating income | 506.4 | 325.3 | 387.3 | 378.8 | 528.6 | 329.3 | 355.0 | 312.3 |
| Operating expenses |  |  |  |  |  |  |  |  |
| Goods for resale | - 226.7 | - 152.3 | - 183.4 | - 170.3 | - 232.8 | - 173.6 | - 169.0 | - 124.5 |
| Other external costs | - 91.0 | - 78.7 | - 73.5 | - 87.5 | - 103.6 | - 102.3 | - 84.6 | 103.9 |
| Personnel expenses | - 68.9 | - 68.2 | - 71.8 | - 78.3 | - 91.7 | - 74.6 | - 79.0 | - 78.4 |
| Depreciation/impairment losses on tangible and intangible assets | - 7.5 | - 7.3 | - 8.3 | - 9.1 | - 10.2 | - 12.0 | - 11.0 | - 11.6 |
| Operating profit | 112.3 | 18.8 | 50.3 | 33.6 | 90.3 | -33.2 | 11.4 | 6.1 |
| Operating margin. \% | 22.4 | 5.8 | 13.1 | 9.0 | 17.3 | - 10.2 | 3.2 | -2.0 |
| Result from financial items | - 0.6 | - 0.5 | - 0.5 | - 2.1 | - 3.4 | - 2.4 | - 2.4 | $\begin{array}{r}\text { - } \quad 3.3 \\ \hline\end{array}$ |
| Profit after financial items | 111.7 | 18.3 | 49.8 | 31.5 | 86.9 | - 35.6 | 9.0 | - 9.4 |
| Tax on profit for the period | - 31.3 | $\begin{array}{r}\text { - } 4.8 \\ \hline\end{array}$ | - 14.0 | - 8.9 | - 25.4 | 12.0 | - 2.5 | 2.5 |
| Net profit for the period | 80.4 | 13.5 | 35.8 | 22.6 | 61.5 | - 23.6 | 6.5 | - 6.7 |

MULTI-YEAR REVIEW
Rolling 12
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## PARENT COMPANY'S INCOME STATEMENT

| (SEK 000s) | 3 months Aug-Oct |  | 6 months May-Oct |  | Full-year <br> May-April |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2007 | 2008 | 2007 | 2008 | 2007/08 |
| Net sales | 364,697 | 284,041 | 716,523 | 592,008 | 1,478,290 |
| Other operating income | 5,040 | 2,907 | 8,716 | 4,990 | 20,180 |
| Total operating income | 369,737 | 286,948 | 725,239 | 596,998 | 1,498,470 |
| Operating expenses |  |  |  |  |  |
| Goods for resale | - 187,186 | - 151,030 | - 372,765 | - 311,303 | - 777,440 |
| Other external costs | - 67,626 | - 81,133 | - 121,015 | - 140,246 | - 295,948 |
| Personnel expenses | - 61,165 | - 56,243 | - 115,862 | - 115,846 | - 248,596 |
| Depreciation/impairment losses on tangible and intangible assets | - 8,973 | - 10,933 | - 22,077 | - 21,439 | - 42,196 |
| Operating profit | 44,787 | - 12,391 | 93,520 | 8164 | 134,290 |
| Result from financial items |  |  |  |  |  |
| Other interest income and similar items | 1,673 | 2,527 | 3,224 | 5,034 | 7,511 |
| Interest expenses and similar items | - 2,008 | - 3,354 | - 2,650 | - 5,847 | - 8,559 |
| Total result from financial items | 335 | - 827 | 574 | 813 | - 1,048 |
| Profit after financial items | 44,452 | - 3,218 | 94,094 | 7,351 | 133,242 |
| Appropriations |  |  |  |  | - 12,317 |
| Profit before tax | 44,452 | - 13,218 | 94,094 | 7,351 | 120,295 |
| Tax | - 12,510 | 3,690 | - 26,468 | - 2,078 | - 36,782 |
| Net profit for the period | 31,942 | - 9,528 | 67,626 | 5,273 | 84,143 |

PARENT COMPANY'S BALANCE SHEET (CONDENSED)

| (SEK 000s) | October 31 |  | April 30 |
| :---: | :---: | :---: | :---: |
|  | 2007 | 2008 | 2007/08 |
| Intangible fixed assets ${ }^{1)}$ | 284,857 | 282,164 | 278,341 |
| Tangible fixed assets | 72,761 | 76,803 | 74,759 |
| Financial assets | 23,761 | 28,793 | 24,598 |
| Inventories | 366,640 | 255,728 | 254,824 |
| Current receivables | 175,175 | 213,543 | 181,891 |
| Cash and cash equivalents | 15,421 | 13,355 | 19,534 |
| Total assets | 938,615 | 870,386 | 833,947 |
| Shareholders' equity | 394,953 | 340,493 | 412,624 |
| Untaxed reserves | 48,167 | 58,867 | 58,867 |
| Provisions | 6,216 | 5,328 | 5,328 |
| Long-term liabilities ${ }^{2 /}$ | - | 57,500 | 57,500 |
| Short-term liabilities ${ }^{2 /}$ | 489,279 | 408,198 | 299,628 |
| Total equity and liabilities | 938,615 | 408,198 | 833,947 |
| ${ }^{1)}$ Of which, goodwill | 235,473 | 228,824 | 229,069 |
| ${ }^{2)}$ Of which, interest-bearing liabilities | 292,947 | 319,281 | 198,786 |

## THE HEMTEX SHARE

Hemtex AB's share capital amounts to SEK 73.3 M. represented by $29,337,400$ shares each with a par value of SEK 2.50. Each share entitles the holder to one vote at General Meetings and all shares carry equal rights to participation in the Company's assets and profits. The Hemtex share is listed on the OMX Nordic Stock Exchange Stockholm. Mid Cap. since October 6, 2005. The introduction price for the share was SEK 56. The price of the Hemtex-share decreased $36 \%$. from SEK 44.50 on August 1, 2008 to SEK 28.40 on October 31, 2008.

## Shareholders

At October 31, 2008. Hemtex AB had 4,917 shareholders. The information in the table below pertains to the circumstances at that date according to the share register maintained by the Swedish Securities Register Center (VPC $A B$ ).

| Owner | Total no. of <br> shares | Share of voting <br> rights and capital |
| :--- | ---: | ---: |
| Hakon Invest AB | $7,755,138$ | $26.4 \%$ |
| AB Industrivärden | $3,700,000$ | $12.6 \%$ |
| Andra AP-Fonden | $2,634,843$ | $9.0 \%$ |
| Orkla ASA | $2,394,700$ | $8.2 \%$ |
| Nordea Bank Norge Nominee | $1,466,000$ | $5.0 \%$ |
| Nordnet Pensionsförsäkring AB | 632,098 | $2.1 \%$ |
| EFG Private Bank S.A., W8IMY | 606,724 | $2.1 \%$ |
| Unionen | 586,000 | $2.0 \%$ |
| Trollhassel AB m.fl. | 433,829 | $1.5 \%$ |
| HL Hemtextil AB | 400,000 | $1.4 \%$ |
| Ovriga ägare | $8,728,068$ | $29.7 \%$ |
|  |  |  |
| Total | $\mathbf{2 9 , 3 3 7 , 4 0 0}$ | $\mathbf{1 0 0 . 0 \%}$ |

Ownership structure

| Number of shares | Number of <br> owners | \% of all <br> owners | Number of <br> shares | of capital |  |
| ---: | ---: | ---: | ---: | ---: | ---: |
| $1-200$ | 2,828 | $57.5 \%$ | 367,343 | $1.3 \%$ |  |
| $201-$ | 1,000 | 1,567 | $31.9 \%$ | 862,734 | $2.9 \%$ |
| $1,001-10,000$ | 394 | $8.0 \%$ | $1,243,203$ | $4.2 \%$ |  |
| $10,001-100,000$ | 102 | $2.1 \%$ | $3,356,597$ | $11.4 \%$ |  |
| $100,001-$ |  | 26 | $0.5 \%$ | $23,507,523$ | $80.2 \%$ |
|  |  |  |  |  |  |
| Total |  | $\mathbf{4 , 9 1 7}$ | $\mathbf{1 0 0 . 0 \%}$ | $\mathbf{2 9 , 3 3 7 , 4 0 0}$ | $\mathbf{1 0 0 . 0 \%}$ |


| Distribution of owners | Share of voting <br> rights and capital |
| :--- | ---: |
| Foreign owners | $20.9 \%$ |
| Swedish owners | $79.1 \%$ |
| of which |  |
| Legal entities | $84.1 \%$ |
| Private individuals | $15.9 \%$ |

Updated information concerning owners. ownership structure and distribution of owners is available at Investor Relations. www.hemtex.com

## DEFINITIONS

Capital employed - The balance-sheet total less non-interest bearing liabilities including deferred tax liabilities.
Cash flow after investments - Profit before depreciation/impairment losses plus/minus financial items less tax paid plus/minus changes in operating capital minus investments.

Cash flow after investments per share - Cash flow after investments divided by the average number of shares outstanding during the period.

Comparable stores - Stores that have been operational for more than 12 months.
Earnings per share - Profit after tax divided by the average number of shares outstanding during the period.
Earnings per share after dilution - Profit after tax divided by the number of shares outstanding on the closing date as well as warrants outstanding adjusted for possible dilution effects.

EBITDA - Operating profit excluding depreciation/amortization and impairment losses.
Equity/assets ratio - Shareholders' equity as a percentage of total assets.
Gross profit margin - Net sales for the period less the cost of goods sold as a percentage of net sales.
Hemtex - "Hemtex" refers to the Hemtex brand or to the entire retail chain including the stores operated by franchises.
Hemtex $\mathbf{A B}$ - Refers to the legal entity Hemtex $A B$ that is the Parent Company of the Group and the franchisor in the Hemtex franchise system.

Net debt - Interest-bearing liabilities less cash and bank balances.
Net debt/equity ratio - Interest-bearing liabilities less cash and bank balances as a percentage of shareholders' equity.
Net debt/EBITDA - Interest-bearing liabilities divided by EBITDA.
Number of annual employees - The total number of hours of attendance divided by the normal working hours for the particular country.

Operating capital - Total assets less cash and cash equivalents. other interest-bearing assets and non-interest bearing liabilities.

Operating margin - Operating profit as a percentage of net sales for the period.
Profit margin - Profit before tax as a percentage of net sales for the period.
Rate on capital turnover - Sales divided by average operating capital.
Return on capital employed - Return before tax plus financial expenses as a percentage of average capital employed.
Return on equity - Profit after tax as a percentage of average shareholders' equity.
Return on operating capital - Operating profit as a percentage of average operating capital.
Shareholders' equity per share - Shareholders' equity divided by the number of shares on the closing date.

