

ROLE DESCRIPTION:
AREA CONTROLLER



WHAT YOU DO



HOW YOU DO IT

Together with the Area Team you are responsible for reaching the **Sales & Profit** goals in your Area by securing that the stores deliver a **Great Customer Experience**.

Acting as a leader with a strong analytical focus and knowledge-based approach; you support Stores and the Area Team to enable **Great Teams** from a controlling perspective.

You work in accordance with legal requirements and H&M standards, policies and procedures to meet the expectations of customers and colleagues.

You act in line with our **Values** and **Leadership Expectations**. You contribute to our business success by being results driven, business minded and a team player; a role model for H&M.

No matter what your role may be at H&M Group – **WHAT** you do is as important as **HOW** you do it.

*The **WHAT** in this role description is about your responsibilities, while the **HOW** is about living our values and using your competences to carry them out.*



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WHAT YOU DO

Your responsibilities

Sales & Profit

*Together with the Area Team you are responsible for reaching the **Sales & Profit** goals in your Area by securing that the stores deliver a **Great Customer Experience**.*

Increase selling and profitability

- Set the budgets for financial sales plan, efficiency KPI's and store costs together with Stores and in line with the Country goals
- Set goals for and follow-up commercial KPI's (conversion rate, pcs/receipt, price per piece, visitors). Set action plans on a daily, weekly, monthly basis
- Define and communicate the strategy to reach the country goals together with the Area Team
- Perform monthly Profit & Loss analysis. Determine actions to improve with Area Team and Stores
- Work proactively and forecast selling and salary cost development for the coming 3 months and take necessary actions
- Initiate and take part in frequent follow-up and information meetings with Store Management and Area Team (minimum once per week).
- Be an ambassador for a profitability mind-set

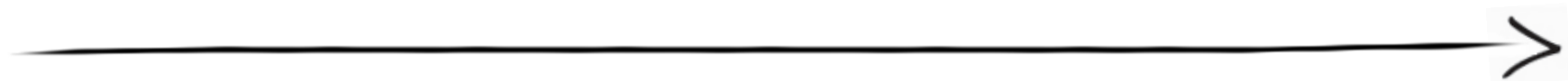
Secure correct scheduling

- Support Stores in financial sales planning accuracy with the aim to improve efficiency and service levels
- Set hourly function plan with Store Management to enable strong Store Operations, efficiency, and a Great Customer Experience
- Set desired contract structure, including Management for every store
- Secure strong execution by aligning function plan, schedules and contract structure continuously
- Make frequent store visits (minimum one day per week) to align the analysis with the reality in stores

Secure best practice garment availability

- Together with Merchandising review and optimize allocation parameters
- Team up with Logistics Team to set garment delivery schedules
- Partnership with Area Manager & Area Team to secure operational best practice routines in you Stores
- Drive commerciality and selling by making the Store Team aware and knowledgeable about the right way to work with garments in store (e.g. BSP and seasonal garments).

<p><i>You work in accordance with legal requirements and H&M standards, policies and procedures to meet the expectations of customers and colleagues.</i></p>	<p>In applicable markets: Support store administration</p> <ul style="list-style-type: none"> ● Support Security function on ensuring health & safety, legal and security issues are being handled to H&M standards and local laws, securing the employee and customer safety at all times ● Be familiar with cash office routines in the Stores ● Be involved in Store audits, follow up on results and take actions for improvements together with Area Manager <p>(For markets with RFID implemented)</p> <ul style="list-style-type: none"> ● Analyse and follow up on your Area RFID results focusing on minimizing negative differences and increasing RFID added sales. You secure all best practices are being followed to maximize size availability in stores
<p>People & Teams</p> <p><i>Acting as a leader with a strong analytical focus and knowledge-based approach; you support Stores and the Area Team to enable Great Teams from a controlling perspective.</i></p>	<ul style="list-style-type: none"> ● Coordinate with Country Controller, Area HR and Area manager to ensure recruitment and training of controlling talents in order to support the business needs ● Communicate clearly about business performance and goals to your Stores and Area Team ● Collaborate regularly with support functions at the Country Support Office ● Support your Area Team members with clear analysis to support their development and actions ● Educate Store Management and Area Team members on all aspects of controlling ● Strengthen our Company Culture by promoting feedback in our daily work

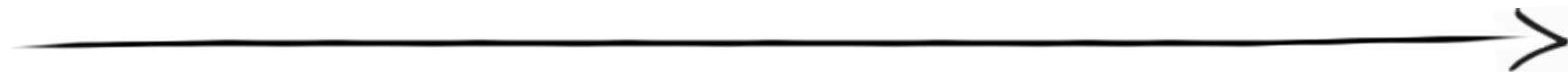


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HOW YOU DO IT

Our Values	In action
<p>All colleagues within H&M Group share the same values. They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.</p>	<p>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&M Group to perform a task successfully regardless of role. See below.</p>
<ul style="list-style-type: none"> • We are one team • We believe in people • We are entrepreneurs • We make constant improvement • We are cost conscious • We are straight forward and open minded • We keep it simple 	<ul style="list-style-type: none"> • Collaboration (e.g., the ability to be collaborative, inclusive, engaging) • Empowerment (e.g., the ability to be empowering, trusting, listening) • Innovation (e.g., the ability to be innovative, risk-tolerant, flexible) • Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn) • Resourcefulness (e.g., the ability to be resourceful, responsible, proactive) • Honesty (e.g., the ability to be open-minded, sincere, self-aware) • Clarity (e.g., the ability to be clear, efficient, effective)
<p>Growth mindset (also called the agile mindset)</p>	<ul style="list-style-type: none"> • Positive attitude to change / embrace challenges / persevere in the face of failure • Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it • Find inspiration in success of others
<p>Leadership</p>	<ul style="list-style-type: none"> • You have a positive growth mindset, you are inspired by challenges, you love learning, and you truly believe that resilience is essential for great accomplishment • You lead with vision, and you make relevant decisions to achieve long-term results, by setting priorities and following up your results • You are a driver, you take the ownership to set challenging goals for the business, others and yourself and you are motivated from the achievements



OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role.

ROLE DESCRIPTION:



CONTRIBUTION MATRIX

WHAT YOU DO

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HOW YOU DO IT

Exceptional	Always delivers beyond expectations (+++)	Is a role model who engages others in our Values
High	Delivers on expectations and sometimes goes beyond (++)	Acts in line with our Values (++)
In progress	Most often delivers on expectations (+)	Most often acts in line with our Values (+)
Under	Rarely delivers on expectations (–)	Does not act in line with our Values (–)

*The Contribution Matrix is used in the annual Dialogue to support your development. We always assess both dimensions of performance: **WHAT** you do is as important as **HOW** you do it!*

