



Press Release  
15 January 2014

## Sales development in December 2013

The H&M Group total sales including VAT increased by 10 percent in local currencies in December. Adjusted for calendar effects total sales increased by just above 12 percent.

Sales development per month in percent in local currencies:

|           | Financial year |           |           |           |
|-----------|----------------|-----------|-----------|-----------|
|           | 2010/2011      | 2011/2012 | 2012/2013 | 2013/2014 |
| December  | 8              | 13        | 8         | 10        |
| January   | 9              | 12        | 5         |           |
| February  | 9              | 13        | 5         |           |
| March     | 2              | 26        | -4        |           |
| April     | 21             | -1        | 11        |           |
| May       | 12             | 12        | 9         |           |
| June      | 5              | 13        | 13        |           |
| July      | 3              | 11        | 9         |           |
| August    | 8              | 6         | 14        |           |
| September | 3              | 15        | 7         |           |
| October   | 8              | 4         | 11        |           |
| November  | 9              | 7         | 21        |           |
| Full year | 8              | 11        | 9         |           |

The total number of stores amounted to 3,176 on 31 December 2013 versus 2,809 on 31 December 2012.

The full year report for the financial year 2012/2013 will be published on 30 January 2014 at 08.00 CET.

Karl-Johan Persson, CEO

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The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under Sweden's Securities Market Act. It was released for publication at 08.00 (CET) on 15 January 2014.

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*H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company's business concept is to offer fashion and quality at the best price. In addition to H&M, the Group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories as well as H&M Home. The H&M Group has more than 3,100 stores in 53 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 104,000. For further information, visit [hm.com](http://hm.com).*