



Press Information 12/2/2014

H&M to open in India

H & M Hennes & Mauritz AB (H&M) is proud to announce that it will open its first store in India. The first store will be a flagship, and is planned to open in 2014.

The introduction of H&M to India will be the latest in a series of important openings. In 2014, H&M will open its first store in the Philippines and Australia, showing H&M's commitment to providing fashion and quality at the best price.

"We are very excited to open our first store in India. It is one of the most exciting countries in the world right now, with so much potential," says Karl-Johan Persson, CEO of H&M.

H&M is currently present in 53 markets worldwide, with over 3,100 stores, employing over 116,000 people.

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Press pictures and background information for editorial use can be downloaded from hm.com

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 12/2/2014.

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 & Other Stories, Cheap Monday, COS, Monki and Weekday as well as H&M Home. The H&M Group has around 3,100 stores in 53 markets including franchise markets. In 2013, sales including VAT were SEK 150,090 million and the number of employees is more than 116,000. For further information, visit hm.com