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H&M launches new online markets for 2015

Belgium, Bulgaria, Czech Republic, Hungary, Poland, Portugal, Romania, and Slovakia are planned to be new online markets during 2015.

2015 H&M also plans to open the first stores in India, Peru, South Africa and Taiwan.

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

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 3,400 stores in 55 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