



## Press Release

16 March, 2015

### Sales development in February and first quarter 2015

The H&M Group's sales including VAT increased by 15 percent in local currencies in February 2015 compared to the same month the previous year.

In the first quarter, i.e. 1 December 2014 to 28 February 2015, sales increased by 15 percent including VAT in local currencies compared to the corresponding quarter last year. Sales in the first quarter converted into SEK increased by 25 percent and amounted to SEK 46,791 m (37,524) including VAT. Sales excluding VAT amounted to SEK 40,276 m (32,143).

Sales development per month in percent in local currencies:

|           | Financial year |           |           |           |
|-----------|----------------|-----------|-----------|-----------|
|           | 2011/2012      | 2012/2013 | 2013/2014 | 2014/2015 |
| December  | 13             | 8         | 10        | 15        |
| January   | 12             | 5         | 15        | 14        |
| February  | 13             | 5         | 11        | 15        |
| March     | 26             | -4        | 13        |           |
| April     | -1             | 11        | 17        |           |
| May       | 12             | 9         | 19        |           |
| June      | 13             | 13        | 12        |           |
| July      | 11             | 9         | 17        |           |
| August    | 6              | 14        | 19        |           |
| September | 15             | 7         | 8         |           |
| October   | 4              | 11        | 14        |           |
| November  | 7              | 21        | 10        |           |
| Full year | 11             | 9         | 14        |           |

The total number of stores amounted to 3,551 on 28 February 2015 versus 3,192 on 28 February 2014.

Percentage sales development for the month of March will be published in a press release on 15 April 2015 at 08.00 (CET).

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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 16 March 2015.

*H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq 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 3,500 stores in 55 countries. In 2014, sales including VAT amounted to more than SEK 176,6 billion and the number of employees was more than 132,000. For further information, visit [hm.com](http://hm.com).*