



Press Release  
15 October, 2014

## Sales development in September 2014

The H&M Group's sales including VAT increased by 8 percent in local currencies in September 2014 compared to the same month last year.

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	15
February	9	13	5	11
March	2	26	-4	13
April	21	-1	11	17
May	12	12	9	19
June	5	13	13	12
July	3	11	9	17
August	8	6	14	19
September	3	15	7	8
October	8	4	11	
November	9	7	21	
Full year	8	11	9	

The total number of stores amounted to 3,388 on 30 September 2014 versus 3,006 on 30 September 2013.

Percentage sales development for the month of October will be published on 17 November 2014.

Karl-Johan Persson, CEO

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