



Press Release
17 November, 2014

Sales development in October 2014

The H&M Group's sales including VAT increased by 14 percent in local currencies in October 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 | 14 |
| November | 9 | 7 | 21 | |
| Full year | 8 | 11 | 9 | |

The total number of stores amounted to 3,437 on 31 October 2014 versus 3,081 on 31 October 2013.

Percentage sales development for the month of November and total revenue in SEK for the fourth quarter (September to November) will be published in a separate press release at 08.00 (CET) on 15 December 2014. The Full-year Report, covering the period 1 December 2013 to 30 November 2014, will be published on 28 January 2015.

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 17 November 2014.