



Press Release  
15 January, 2015

## Sales development in December 2014

The H&M Group's sales including VAT increased by 15 percent in local currencies in December 2014 compared to the same month the previous year.

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	
February	13	5	11	
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 3,537 on 31 December 2014 versus 3,176 on 31 December 2013.

The Full-year Report, covering the period 1 December 2013 – 30 November 2014, will be published at 08.00 (CET) on 28 January 2015. Percentage sales development for the month of January will be published at 08.00 (CET) on 16 February 2015.

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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 15 January 2015.