



Press release

16 January 2017

Sales development in December 2016

The H&M group's sales including VAT increased by 6 percent in local currencies in December 2016 compared to the same month last year. Converted into SEK, sales increased by 10 percent.

Sales development per month in percent in local currencies:

| | Financial year | | | |
|-----------|----------------|-----------|-----------|-----------|
| | 2013/2014 | 2014/2015 | 2015/2016 | 2016/2017 |
| December | 10 | 15 | 10 | 6 |
| January | 15 | 14 | 7 | |
| February | 11 | 15 | 10 | |
| March | 13 | 10 | 2 | |
| April | 17 | 10 | 5 | |
| May | 19 | 10 | 9 | |
| June | 12 | 14 | 8 | |
| July | 17 | 16 | 10 | |
| August | 19 | 1 | 7 | |
| September | 8 | 11 | 1 | |
| October | 14 | 12 | 10 | |
| November | 10 | 4 | 9 | |
| Full year | 14 | 11 | 7 | |

The total number of stores amounted to 4,379 on 31 December 2016 compared to 3,957 on 31 December 2015.

The Full-year Report, covering the period 1 December 2015 – 30 November 2016, will be published at 08.00 (CET) on 31 January 2017. Percentage sales development for the month of January will be published at 08.00 (CET) on 15 February 2017.

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The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the EU Market Abuse Regulation (596/2014 /EU). The information was submitted for publication by the abovementioned person at 08.00 CET on 16 January 2017. This press release, along with additional information about H&M, is available at www.hm.com.

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. 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 more than 4,300 stores in 64 markets including franchise markets. In 2016, sales including VAT were SEK approximately 223 billion. The number of employees amounts to more than 148,000. For further information, visit hm.com.