

H&M Group

Press release

16 September, 2019

The H&M group's sales development in the third quarter 2019

In the third quarter of 2019, i.e. during the period 1 June 2019 to 31 August 2019, the H&M group's net sales increased by 12 percent and amounted to SEK 62,572 m (55,821). In local currencies, net sales increased by 8 percent.

Well-received summer collections and increased market share confirm that the H&M group is on the right track with its transformation work to meet the customers' ever-increasing expectations. Activity levels related to the transformation work have remained high in the third quarter.

Communication in conjunction with the nine-month report

The nine-month report for 2019, i.e. 1 December 2018 – 31 August 2019, will be published at 08:00 CEST on 3 October 2019. A telephone conference for the financial market and media will be held in English at 09:00 CEST, hosted by CEO Karl-Johan Persson, CFO Jyrki Tervonen and Head of IR Nils Vinge. For login details to the telephone conference please register at hmgroupp.com or via this link:

<http://emea.directeventreg.com/registration/1794716>

To book interviews with CEO Karl-Johan Persson and Head of IR Nils Vinge in conjunction with the nine-month report on 3 October, please contact: Kristina Stenvinkel, Communications Director, telephone: +46 8 796 39 08, e-mail: stenvinkel@hm.com.

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The amounts are provisional and may deviate slightly from the nine-month report, covering the period 1 December 2018 – 31 August 2019, that will be published on 3 October 2019.

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 CEST on 16 September 2019. This press release, along with additional information about the H&M group, is available at www.hmgroupp.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 COS, Monki, Weekday, & Other Stories, H&M Home and ARKET as well as Afound. The H&M group has 49 online markets and more than 4,900 stores in 72 markets, including franchise markets. In 2018, net sales were SEK 210 billion. The number of employees amounts to more than 177,000. For further information, visit hmgroupp.com.