



**PRESS RELEASE**  
**15 August 2013**

**SALES DEVELOPMENT IN JULY 2013**

In July 2013, H&M Group total sales including VAT in local currencies increased by 9 percent compared to the same month the previous year. Sales in comparable units decreased by 1 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

Sales development per month in percent in local currencies:

|           | 2009/2010 | 2010/2011 | 2011/2012 | 2012/2013 |
|-----------|-----------|-----------|-----------|-----------|
| December  | 15 (3)    | 8 (0)     | 13 (4)    | 8 (-2)    |
| January   | 11 (1)    | 9 (1)     | 12 (3)    | 5 (-4)    |
| February  | 10 (-1)   | 9 (1)     | 13 (2)    | 5 (-3)    |
| March     | 21 (9)    | 2 (-5)    | 26 (16)   | -4 (-12)  |
| April     | 4 (-6)    | 21 (11)   | -1 (-10)  | 11 (1)    |
| May       | 6 (-4)    | 12 (2)    | 12 (3)    | 9 (0)     |
| June      | 20 (9)    | 5 (-4)    | 13 (3)    | 13 (3)    |
| July      | 21 (10)   | 3 (-6)    | 11 (2)    | 9 (-1)    |
| August    | 24 (14)   | 8 (0)     | 6 (-4)    |           |
| September | 16 (8)    | 3 (-7)    | 15 (6)    |           |
| October   | 13 (3)    | 8 (-2)    | 4 (-5)    |           |
| November  | 17 (8)    | 9 (-1)    | 7 (-1)    |           |
| Full year | 15 (5)    | 8 (-1)    | 11 (1)    |           |

The figures in parenthesis in the table represent the sales development in comparable units.

The total number of stores amounted to 2,940 on 31 July 2013 versus 2,603 on 31 July 2012.

Percentage sales development for the month of August and total revenue in SEK for the third quarter (June to August) will be published in a separate press release on 16 September 2013. The Nine-Month Report, covering the period 1 December 2012 – 31 August 2013, will be published on 26 September 2013.

Karl-Johan Persson, Managing Director

**Contact:** The Press Department +46-8-796 53 00

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 August 2013.

*H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company's business concept is to offer fashion and quality at the best price. In addition to H&M, the Group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories as well as H&M Home. The H&M Group has more than 2,900 stores in 49 markets including franchise markets. In 2012, sales including VAT were SEK 140,948 million and the number of employees more than 104,000. For further information, visit [hm.com](http://hm.com).*