



PRESS RELEASE

15 March 2019

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

In the first quarter of 2019, i.e. during the period 1 December 2018 to 28 February 2019, the H&M group's net sales increased by 10 percent and amounted to SEK 51,015 m (46,181). In local currencies, net sales increased by 4 percent.

The three-month report to be published on 29 March 2019

The three-month report, covering the period 1 December 2018 – 28 February 2019 will be published at 08:00 CET on 29 March 2019. A telephone conference for the financial market and media will be held in English at 09:00 CET, hosted by CEO Karl-Johan Persson, CFO Jyrki Tervonen and Head of Investor Relations Nils Vinge.

For login details please register at:

<http://emea.directeventreg.com/registration/6756665>

These login details are also available at about.hm.com.

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*The amounts are provisional and may deviate slightly from the three-month report, covering the period 1 December 2018 – 28 February 2019, that will be published on 29 March 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 CET on 15 March 2019. This press release, along with additional information about H&M, is available at about.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 COS, Monki, Weekday, Cheap Monday, & Other Stories, H&M HOME and ARKET as well as Afound. The H&M group has 47 online markets and more than 4,900 stores in 71 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 about.hm.com.