



Press Release  
15 April 2014

## Sales development in March 2014

In March, the H&M Group total sales including VAT increased by 13 percent in local currencies compared to the same month last year.

Sales development per month in percent in local currencies:

|           | Financial year |           |           |           |
|-----------|----------------|-----------|-----------|-----------|
|           | 2010/2011      | 2011/2012 | 2012/2013 | 2013/2014 |
| December  | 8              | 13        | 8         | 10        |
| January   | 9              | 12        | 5         | 15        |
| February  | 9              | 13        | 5         | 11        |
| March     | 2              | 26        | -4        | 13        |
| April     | 21             | -1        | 11        |           |
| May       | 12             | 12        | 9         |           |
| June      | 5              | 13        | 13        |           |
| July      | 3              | 11        | 9         |           |
| August    | 8              | 6         | 14        |           |
| September | 3              | 15        | 7         |           |
| October   | 8              | 4         | 11        |           |
| November  | 9              | 7         | 21        |           |
| Full year | 8              | 11        | 9         |           |

The total number of stores amounted to 3,216 on 31 March 2014 versus 2,853 on 31 March 2013.

Percentage sales development for the month of April will be published on 15 May 2014 at 08.00 (CET).

Karl-Johan Persson, CEO

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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 April 2014.

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*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 3,200 stores in 54 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 116,000. For further information, visit [hm.com](http://hm.com).*