



Press Release
15 January, 2015

Sales development in December 2014

The H&M Group's sales including VAT increased by 15 percent in local currencies in December 2014 compared to the same month the previous year.

Sales development per month in percent in local currencies:

	Financial year			
	2011/2012	2012/2013	2013/2014	2014/2015
December	13	8	10	15
January	12	5	15	
February	13	5	11	
March	26	-4	13	
April	-1	11	17	
May	12	9	19	
June	13	13	12	
July	11	9	17	
August	6	14	19	
September	15	7	8	
October	4	11	14	
November	7	21	10	
Full year	11	9	14	

The total number of stores amounted to 3,537 on 31 December 2014 versus 3,176 on 31 December 2013.

The Full-year Report, covering the period 1 December 2013 – 30 November 2014, will be published at 08.00 (CET) on 28 January 2015. Percentage sales development for the month of January will be published at 08.00 (CET) on 16 February 2015.

Karl-Johan Persson, CEO

Contact person: Nils Vinge, IR Manager +46-8-796 5250

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 January 2015.