



Press Release

15 September, 2015

Sales development in August and the third quarter 2015

August 2015

The H&M group's sales including VAT increased by 1 percent in local currencies in August 2015 compared to the same month last year. Sales in August were negatively affected by the unseasonably warm weather in many of the H&M group's large markets in Europe.

Third quarter 2015

In the third quarter of 2015, i.e. during the period 1 June to 31 August, sales including VAT increased by 11 percent in local currencies compared to the corresponding quarter last year. Sales including VAT in the third quarter converted into SEK increased by 18 percent to SEK 53,420* m (45,259). Sales excluding VAT amounted to SEK 46,024* m (38,805), an increase of 19 percent. The substantial difference between the sales increase in local currencies and in SEK is due to the weakness of the Swedish krona against most sales currencies in the group.

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	14
February	13	5	11	15
March	26	-4	13	10
April	-1	11	17	10
May	12	9	19	10
June	13	13	12	14
July	11	9	17	16
August	6	14	19	1
September	15	7	8	
October	4	11	14	
November	7	21	10	
Full year	11	9	14	

The total number of stores amounted to 3,675 on 31 August 2015 compared to 3,341 on 31 August 2014.

The Nine-Month Report, covering the period 1 December 2014 – 31 August 2015, will be published on 24 September 2015 at 08.00 (CET). Percentage sales development for the month of September will be published on 15 October 2015.

*The amounts are provisional and may deviate slightly from the Interim Report that will be released on 24 September 2015.

Karl-Johan Persson, CEO

Contact: Nils Vinge, IR Manager +46 8 796 52 50

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 September 2015.

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 & Other Stories, Cheap Monday, COS, Monki and Weekday as well as H&M Home. The H&M Group has more than 3,600 stores in 59 markets including franchise markets. In 2014, sales including VAT were SEK 177 billion and the number of employees is more than 132,000. For further information, visit hm.com.