



Press Release

15 January, 2016

Sales development in December 2015

The H&M group's sales including VAT increased by 10 percent in local currencies in December 2015 compared to the same month last year.

Sales development per month in percent in local currencies:

	Financial year			
	2012/2013	2013/2014	2014/2015	2015/2016
December	8	10	15	10
January	5	15	14	
February	5	11	15	
March	-4	13	10	
April	11	17	10	
May	9	19	10	
June	13	12	14	
July	9	17	16	
August	14	19	1	
September	7	8	11	
October	11	14	12	
November	21	10	4	
Full year	9	14	11	

The total number of stores amounted to 3,957 on 31 December 2015 compared to 3,537 on 31 December 2014.

The Full-year Report, covering the period 1 December 2014 – 30 November 2015, will be published at 08.00 (CET) on 28 January 2016. Percentage sales development for the month of January will be published at 08.00 (CET) on 15 February 2016.

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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 January 2016.