



## PRESS RELEASE

15 February 2013

### SALES DEVELOPMENT IN JANUARY 2013

In January 2013, H&M Group total sales including VAT in local currencies increased by 5 percent compared to the same month the previous year. Sales in comparable units decreased by 4 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

Sales development per month in percent in local currencies:

	2009/2010	2010/2011	2011/2012	2012/2013
December	15 (3)	8 (0)	13 (4)	8 (-2)
January	11 (1)	9 (1)	12 (3)	5 (-4)
February	10 (-1)	9 (1)	13 (2)	
March	21 (9)	2 (-5)	26 (16)	
April	4 (-6)	21 (11)	-1 (-10)	
May	6 (-4)	12 (2)	12 (3)	
June	20 (9)	5 (-4)	13 (3)	
July	21 (10)	3 (-6)	11 (2)	
August	24 (14)	8 (0)	6 (-4)	
September	16 (8)	3 (-7)	15 (6)	
October	13 (3)	8 (-2)	4 (-5)	
November	17 (8)	9 (-1)	7 (-1)	
Full year	15 (5)	8 (-1)	11 (1)	

The figures in parenthesis in the table represent the sales development in comparable units.

The total number of stores amounted to 2,808 on 31 January 2013 versus 2,488 on 31 January 2012.

Percentage sales development for the month of February and the total sales in SEK for the first quarter (December-February) will be published in a separate press release on 15 March 2013 at 08.00 (CET). The Three-Month Report, covering the period 1 December 2012 to 28 February 2013, will be published on 21 March 2013.

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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 February 2013.