



PRESS RELEASE
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SALES DEVELOPMENT IN MAY AND THE SECOND QUARTER 2013

In May 2013, H&M Group total sales including VAT in local currencies increased by 9 percent compared to the same month the previous year. Sales in comparable units were flat. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

In the second quarter of 2013, i.e. during period 1 March to 31 May, sales including VAT increased by 5 percent in local currencies. Sales in comparable units decreased by 4 percent.

Sales including VAT in the second quarter converted into SEK amounted to SEK 36,923 m (36,947). Sales excluding VAT amounted to SEK 31,635 m (31,658).

The difference of 5 percentage points between the sales development in the quarter in local currencies versus SEK is explained by substantial negative currency translation effects as a result of the continued strengthening of the Swedish krona against most sales countries' currencies. To illustrate the impact of the currency translation effects on sales: the reported sales figure of SEK 36,923 m would have been approximately SEK 1.8 billion higher using the same currency rates as in Q2 2012.

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)	5 (-3)
March	21 (9)	2 (-5)	26 (16)	-4 (-12)
April	4 (-6)	21 (11)	-1 (-10)	11 (1)
May	6 (-4)	12 (2)	12 (3)	9 (0)
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 2,908 on 31 May 2013 versus 2,575 on 31 May 2012.

Percentage sales development for the month of June will be published on 15 July 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 12 June 2013.

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 2,900 stores in 49 markets including franchise markets. In 2012, sales including VAT were SEK 140,948 million and the number of employees more than 104,000. For further information, visit hm.com.