



Press release
17 December 2018

The H&M group's sales development for the full-year 2018 including the fourth quarter 2018

The H&M group continued to grow globally during 2018 in a rapidly changing fashion industry. The H&M group's sales including VAT increased by 5 percent to SEK 244,266* m (231,771) in the financial year of 2018. Sales excluding VAT increased to SEK 210,415* m (200,004). In local currencies, sales including VAT increased by 3 percent.

In the fourth quarter of 2018, i.e. during the period 1 September 2018 to 30 November 2018, sales including VAT increased to SEK 65,449* m (58,481). Sales excluding VAT increased to SEK 56,429* m (50,407), an increase of 12 percent compared to the corresponding quarter last year. In local currencies, sales including VAT increased by 6 percent.

The sales increase in the quarter shows that the transformation work of the H&M group is on the right track. In the quarter, the company increased investments and brought forward certain supply chain and IT initiatives to secure upcoming transitions to new logistics systems in a number of markets. This has been made in response to interruptions that arose earlier this year in connection with the implementation of new logistics systems in some markets, and to further accelerate the integration of online and physical stores.

Communication in conjunction with the full-year report

The full-year report for 2018, i.e. 1 December 2017 to 30 November 2018, will be published at 08:00 CET on 31 January 2019, followed by a press conference at 09:30 CET hosted by CEO Karl-Johan Persson and Head of IR Nils Vinge. The press conference for the financial market and media will be held in Swedish at H&M's head office in Stockholm, Ljusgården, Mäster Samuelsgatan 49, 3rd floor.

A telephone conference for the financial market and media will be held in English at 14:00 CET hosted by CEO Karl-Johan Persson, CFO Jyrki Tervonen and Head of IR Nils Vinge. The presentation material will be available at about.hm.com/investors.

To book interviews with CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge in conjunction with the full-year report on 31 January 2019, please contact: Kristina Stenvinkel, Communications Director, telephone: +46 8 796 39 08, e-mail: stenvinkel@hm.com.

Karl-Johan Persson, CEO

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*The amounts are provisional and may deviate slightly from the full-year report, covering the period 1 December 2017 – 30 November 2018, that will be published on 31 January 2019.

Effective from the full-year report, which will be published on 31 January 2019, and in future interim reports and sales development press releases, only sales excluding VAT will be reported as a measure of sales.

The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the EU Market Abuse Regulation (596/2014 /EU). The information was submitted for publication by the abovementioned person at 08:00 CET on 17 December 2018. This press release, along with additional information about the H&M group, is available at about.hm.com.

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 COS, Monki, Weekday, Cheap Monday, & Other Stories, H&M Home and ARKET as well as Afound. The H&M group has 47 online markets and more than 4,900 stores in 71 markets including franchise markets. In 2018, sales including VAT were SEK 244 billion. The number of employees amounts to more than 171,000. For further information, visit about.hm.com.*