



PRESS RELEASE

15 March 2013

SALES DEVELOPMENT IN FEBRUARY AND FIRST QUARTER 2013

H&M Group total sales in February 2013 increased by 5 percent including VAT in local currencies compared to the same month last year. Sales in comparable units decreased by 3 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 in February 2013 were negatively affected by calendar effects of just over 3 percentage points due to the leap day on 29 February 2012.

In the first quarter, i.e. 1 December 2012 to 28 February 2013, sales increased by 6 percent including VAT in local currencies compared to the corresponding quarter last year. Sales in comparable units decreased by 3 percent. Sales in the quarter were negatively affected by calendar effects of just over 2 percentage points.

Sales in the first quarter converted into SEK increased by 2 percent and amounted to SEK 33,146 m (32,503) including VAT. Sales excluding VAT amounted to SEK 28,392 m (27,832). The difference between the development 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: The reported sales figure of SEK 33,146 m, would have been SEK 1.3 billion higher using the same currency exchange rates as in Q1 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)	
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 2,818 on 28 February 2013 versus 2,491 on 29 February 2012.

Percentage sales development for the month of March will be published on 15 April 2013 at 08.00 (CET).

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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 March 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 2,800 stores in 48 markets including franchise markets. In 2012, sales including VAT were SEK 140,948 million and the number of employees is more than 104,000. For further information, visit hm.com.