



PRESS RELEASE

15 April 2013

SALES DEVELOPMENT IN MARCH 2013

H&M Group total sales in March 2013 decreased by 4 percent including VAT in local currencies compared to the same month last year. Sales in comparable units decreased by 12 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. The sales development should be seen in light of very strong comparable sales development in March 2012 when sales increased by 26 percent in total and by 16 percent in comparable units.

In March last year, the weather conditions were favourable for the season while the reverse was true in March 2013 with unusually cold weather and snow in many markets, particularly in Europe and North America. This has delayed the start of the season for the spring collections and sales have been negatively affected. The unusually cold weather has continued also in April, primarily in Europe.

Sales development per month in percent in local currencies:

	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>	<u>2012/2013</u>
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)	
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 2,853 on 31 March 2013 versus 2,517 on 31 March 2012.

Percentage sales development for the month of April will be published in a press release on 15 May 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 April 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 49 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.