



Press Release
17 February 2014

Sales development in January 2014

In January, the H&M Group total sales including VAT increased by 15 percent in local currencies compared to the same month last year.

Sales development per month in percent in local currencies:

	Financial year			
	2010/2011	2011/2012	2012/2013	2013/2014
December	8	13	8	10
January	9	12	5	15
February	9	13	5	
March	2	26	-4	
April	21	-1	11	
May	12	12	9	
June	5	13	13	
July	3	11	9	
August	8	6	14	
September	3	15	7	
October	8	4	11	
November	9	7	21	
Full year	8	11	9	

The total number of stores amounted to 3,184 on 31 January 2014 versus 2,808 on 31 January 2013.

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 17 March 2014 at 08.00 (CET). The Three-Month Report, covering the period 1 December 2013 to 28 February 2014, will be published on 27 March 2014.

Karl-Johan Persson, CEO

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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 17 February 2014.

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 3,100 stores in 53 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 116,000. For further information, visit hm.com.