



Press Release  
11 June, 2014

## Sales development in May and second quarter 2014

In May 2014, the H&M Group total sales including VAT increased by 19 percent in local currencies compared to the same month last year.

Sales in May were positively affected by calendar effects of approximately 3 – 4 percentage points. In June, this will be reversed, i.e. sales will be affected by negative calendar effects of 3 – 4 percentage points.

In the second quarter of 2014, i.e. during period 1 March to 31 May, sales including VAT increased by 16 percent in local currencies.

Sales including VAT in the second quarter converted into SEK amounted to SEK 44,181\* m (36,923). Sales excluding VAT amounted to SEK 37,827\* m (31,635).

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	11
March	2	26	-4	13
April	21	-1	11	17
May	12	12	9	19
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 3,285 on 31 May 2014 versus 2,908 on 31 May 2013.

Percentage sales development for the month of June will be published on 15 July 2014.

\* The amounts are provisional and may deviate slightly from the Interim Report that will be released on 18 June 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 11 June 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 3,200 stores in 54 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](http://hm.com).*