



Press Release

15 August, 2014

Sales development in July 2014

The H&M Group's sales including VAT increased by 17 percent in local currencies in July 2014 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	11
March	2	26	-4	13
April	21	-1	11	17
May	12	12	9	19
June	5	13	13	12
July	3	11	9	17
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 3,314 on 31 July 2014 versus 2,940 on 31 July 2013.

Percentage sales development for the month of August and total revenue in SEK for the third quarter (June to August) will be published in a separate press release on 15 September 2014.

The Nine-Month Report, covering the period 1 December 2013 – 31 August 2014, will be published on 25 September 2014 at 08.00 (CET).

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 15 August 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 3,300 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.