



Press Release  
15 September, 2014

## Sales development in August and the third quarter 2014

The H&M Group's sales including VAT increased by 19 percent in local currencies in August 2014 compared to the same month last year.

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

Sales including VAT in the third quarter converted into SEK amounted to SEK 45,259\* m (37,411). Sales excluding VAT amounted to SEK 38,805\* m (32,040).

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	19
September	3	15	7	
October	8	4	11	
November	9	7	21	
Full year	8	11	9	

The total number of stores amounted to 3,341 on 31 August 2014 versus 2,964 on 31 August 2013.

The Nine-Month Report, covering the period 1 December 2013 – 31 August 2014, will be published on 25 September 2014 at 08.00 (CET). Percentage sales development for the month of September will be published on 15 October 2014.

\* The amounts are provisional and may deviate slightly from the Interim Report that will be released on 25 September 2014.

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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 September 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](http://hm.com).*