



## Press Release

15 April, 2015

### Sales development in March 2015

The H&M Group's sales including VAT increased by 10 percent in local currencies in March 2015 compared to the same month the previous year.

Sales development per month in percent in local currencies:

	Financial year			
	2011/2012	2012/2013	2013/2014	2014/2015
December	13	8	10	15
January	12	5	15	14
February	13	5	11	15
March	26	-4	13	10
April	-1	11	17	
May	12	9	19	
June	13	13	12	
July	11	9	17	
August	6	14	19	
September	15	7	8	
October	4	11	14	
November	7	21	10	
Full year	11	9	14	

The total number of stores amounted to 3,580 on 31 March 2015 versus 3,216 on 31 March 2014.

Percentage sales development for the month of April will be published in a press release on 15 May 2015 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 April 2015.