



Press Release

15 June, 2015

Sales development in May and second quarter 2015

The H&M Group's sales including VAT increased by 10 percent in local currencies in May 2015 compared to the same month the previous year. Sales in May have been negatively affected by calendar effects of approximately 3 percentage points.

In the second quarter of 2015, i.e. during period 1 March to 31 May, sales including VAT increased by 10 percent in local currencies. Sales in the quarter were negatively affected by calendar effects of approximately 2 percentage points. Sales including VAT in the second quarter converted into SEK increased by 20 percent and amounted to SEK 53,233* m (44,181). Sales excluding VAT amounted to SEK 45,867* m (37,827), an increase of 21 percent. The substantial difference between the sales increase in local currencies and in SEK is due to the weakness of the Swedish krona against most sales currencies in the group.

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	10
May	12	9	19	10
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 3,639 on 31 May 2015 versus 3,285 on 31 May 2014.

Percentage sales development for the month of June will be published on 15 July 2015.

* The amounts are provisional and may deviate slightly from the Interim Report that will be released on 25 June 2015.

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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 June 2015.