



Press Release

15 July, 2015

Sales development in June 2015

The H&M Group's sales including VAT increased by 14 percent in local currencies in June 2015 compared to the same month the previous year. Sales in June have been positively affected by calendar effects of approximately 3 percentage points.

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	14
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 3,642 on 30 June 2015 versus 3,301 on 30 June 2014.

Percentage sales development for the month of July will be published on 17 August 2015.

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 July 2015.

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business concept is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands & Other Stories, Cheap Monday, COS, Monki and Weekday as well as H&M Home. The H&M Group has more than 3,600 stores in 59 markets, including franchise markets. In 2014, sales including VAT were SEK 176,620 million and the number of employees is more than 132,000. For further information, visit hm.com.