



## Press Release

17 August, 2015

### Sales development in July 2015

The H&M Group's sales including VAT increased by 16 percent in local currencies in July 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	10
May	12	9	19	10
June	13	13	12	14
July	11	9	17	16
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 3,649 on 31 July 2015 versus 3,314 on 31 July 2014.

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 2015.

The Nine-Month Report, covering the period 1 December 2014 – 31 August 2015, will be published on 24 September 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 17 August 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](http://hm.com).