



## Press Release

16 November, 2015

### Sales development in October 2015

The H&M group's sales including VAT increased by 12 percent in local currencies in October 2015 compared to the same month last 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        | 1         |
| September | 15             | 7         | 8         | 11        |
| October   | 4              | 11        | 14        | 12        |
| November  | 7              | 21        | 10        |           |
| Full year | 11             | 9         | 14        |           |

The total number of stores amounted to 3,807 on 31 October 2015 compared to 3,437 on 31 October 2014.

Percentage sales development for the month of November and total revenue in SEK for the fourth quarter (September to November) will be published in a separate press release at 08.00 (CET) on 15 December 2015. The Full-year Report, covering the period 1 December 2014 to 30 November 2015, will be published on 28 January 2016.

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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 16 November 2015.