



Press Release

16 May, 2016

Sales development in April 2016

The H&M Group's sales including VAT increased by 5 percent in local currencies in April 2016 compared to the same month the previous year.

The cold spring which continued into April in several of H&M's large markets has had an unfavourable impact on sales of transitional garments.

Sales development per month in percent in local currencies:

	Financial year			
	2012/2013	2013/2014	2014/2015	2015/2016
December	8	10	15	10
January	5	15	14	7
February	5	11	15	10
March	-4	13	10	2
April	11	17	10	5
May	9	19	10	
June	13	12	14	
July	9	17	16	
August	14	19	1	
September	7	8	11	
October	11	14	12	
November	21	10	4	
Full year	9	14	11	

The total number of stores amounted to 4,035 on 30 April 2016 compared to 3,610 on 30 April 2015.

Percentage sales development for the month of May and total revenue in SEK for the second quarter (March to May) will be published in a separate press release on 15 June 2016. The Six-Month Report, covering the period 1 December 2015 to 31 May 2016, will be published on 22 June 2016 at 08.00 (CET).

Karl-Johan Persson, CEO

Contact: Nils Vinge, Head of IR, +46 8 796 5250

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 May 2016.

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea 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 4,000 stores in 61 markets including franchise markets. In 2015, sales including VAT were SEK 210 billion and the number of employees is more than 148,000. For further information, visit hm.com.