



Press release

15 June, 2016

Sales development in May and second quarter 2016

May 2016

The H&M group's sales including VAT increased by 9 percent in local currencies in May 2016 compared to the same month the previous year. Adjusted for calendar effects, sales increased by 11 percent.

Second quarter 2016

In the second quarter of 2016, i.e. during period 1 March to 31 May, sales including VAT increased by 5 percent in local currencies compared to the corresponding quarter last year. Sales including VAT converted into SEK increased by 2 percent and amounted to SEK 54,341* m (53,233). Sales excluding VAT amounted to SEK 46,874* m (45,867).

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	9
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 4,077 on 31 May 2016 compared to 3,639 on 31 May 2015.

Percentage sales development for the month of June will be published on 15 July 2016 at 08.00 (CET).

*The amounts are provisional and may deviate slightly from the Interim Report that will be released on 22 June 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 15 June 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 62 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.