



Press Release

16 February, 2015

Sales development in January 2015

The H&M Group's sales including VAT increased by 14 percent in local currencies in January 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	
March	26	-4	13	
April	-1	11	17	
May	12	9	19	
June	13	13	12	
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 3,541 on 31 January 2015 versus 3,184 on 31 January 2014.

Percentage sales development for the month of February and the total sales in SEK for the first quarter (December-February) will be published in a separate press release on 16 March 2015 at 08.00 (CET). The Three-Month Report, covering the period 1 December 2014 to 28 February 2015, will be published on 24 March 2015 at 08.00 (CET).

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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 February 2015.