



Press release

15 August 2016

Sales development in July 2016

The H&M group's sales including VAT increased by 10 percent in local currencies in July 2016 compared to the same month the previous year.

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	8
July	9	17	16	10
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 4,105 on 31 July 2016 compared to 3,649 on 31 July 2015.

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 2016.

The Nine-Month Report, covering the period 1 December 2015 – 31 August 2016, will be published on 30 September 2016 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 the EU Market Abuse Regulation (596/2014 /EU). The information was submitted for publication by the abovementioned person at 08.00 CET on 15 August 2016. This press release, along with additional information about H&M, is available at www.hm.com.

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 4,100 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.