



Press Release  
15 December, 2014

## Sales development in November and the fourth quarter 2014

The H&M Group's sales including VAT increased by 10 percent in local currencies in November 2014 compared to the same month last year.

In the fourth quarter of 2014, i.e. during the period 1 September to 30 November, sales including VAT increased by 11 percent in local currencies.

Sales including VAT in the fourth quarter converted into SEK amounted to SEK 49,609\* m (42,610). Sales excluding VAT amounted to SEK 42,605\* m (36,495).

Sales development per month in percent in local currencies:

	Financial year			
	2010/2011	2011/2012	2012/2013	2013/2014
December	8	13	8	10
January	9	12	5	15
February	9	13	5	11
March	2	26	-4	13
April	21	-1	11	17
May	12	12	9	19
June	5	13	13	12
July	3	11	9	17
August	8	6	14	19
September	3	15	7	8
October	8	4	11	14
November	9	7	21	10
Full year	8	11	9	14

The total number of stores amounted to 3,511 on 30 November 2014 versus 3,132 on 30 November 2013.

Percentage sales development for the month of December will be published at 08.00 (CET) on 15 January 2015. The Full-year Report, covering the period 1 December 2013 – 30 November 2014, will be published at 08.00 (CET) on 28 January 2015. Please note that a new date, 24 March 2015, has been set for the Three-month Report covering the period 1 December 2014 – 28 February 2015 instead of the previously communicated date of 26 March 2015.

\* The amounts are provisional and have not yet been audited by the company's auditors: the amounts may deviate slightly from the Full-year Report that will be released on 28 January 2015.

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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 December 2014.

*H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company's business concept is to offer fashion and quality at the best price. In addition to H&M, the Group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories as well as H&M Home. The H&M Group has more than 3,500 stores in 55 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 116,000. For further information, visit [hm.com](http://hm.com).*