



Press Release

16 December 2013

Sales development in November 2013 and Fourth Quarter 2013

The H&M Group total sales including VAT increased by 21 percent in local currencies in November. Sales in comparable units increased by 10 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. The strong sales development in November has been positively affected by calendar effects of approximately 3 per cent and by favourable weather.

In the fourth quarter of 2013, i.e. 1 September to 30 November, sales including VAT increased by 13 percent in local currencies compared to the corresponding quarter last year. Sales in comparable units increased by 3 percent in the fourth quarter.

Sales in the fourth quarter converted into SEK amounted to SEK 42,593 m (37,930) including VAT. Sales excluding VAT amounted to SEK 36,480 m (32,502).

Sales development per month in percent in local currencies:

	2009/2010	2010/2011	2011/2012	2012/2013
December	15 (3)	8 (0)	13 (4)	8 (-2)
January	11 (1)	9 (1)	12 (3)	5 (-4)
February	10 (-1)	9 (1)	13 (2)	5 (-3)
March	21 (9)	2 (-5)	26 (16)	-4 (-12)
April	4 (-6)	21 (11)	-1 (-10)	11 (1)
May	6 (-4)	12 (2)	12 (3)	9 (0)
June	20 (9)	5 (-4)	13 (3)	13 (3)
July	21 (10)	3 (-6)	11 (2)	9 (-1)
August	24 (14)	8 (0)	6 (-4)	14 (4)
September	16 (8)	3 (-7)	15 (6)	7 (-2)
October	13 (3)	8 (-2)	4 (-5)	11 (1)
November	17 (8)	9 (-1)	7 (-1)	21 (10)
Full year	15 (5)	8 (-1)	11 (1)	9 (0)

The figures in parenthesis in the table represent the approximate sales development in comparable units.

The total number of stores amounted to 3,132 on 30 November 2013 versus 2,776 on 30 November 2012.

The sales figures for the fourth quarter have not yet been audited by the company's accountants. The percentage sales development for the month of December will be published on 15 January 2014 and the full year report for the financial year 2012/2013 will be published on 30 January 2014.

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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 December 2013.

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 3,000 stores in 53 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 104,000. For further information, visit hm.com.