



Press Release
15 May, 2015

Sales development in April 2015

The H&M Group's sales including VAT increased by 10 percent in local currencies in April 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	15
March	26	-4	13	10
April	-1	11	17	10
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 3,610 on 30 April 2015 versus 3,246 on 30 April 2014.

Percentage sales development for the month of May and total revenue in SEK for the second quarter (March to May) will be published in a separate press release on 15 June 2015. The Six-Month Report, covering the period 1 December 2014 to 31 May 2015, will be published on 25 June 2015 at 08.00 (CET).

Karl-Johan Persson, CEO

Contact: Communications and Press Department +46 8 796 53 00.

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 May 2015.