



## Press Release

15 January, 2016

### Sales development in December 2015

The H&M group's sales including VAT increased by 10 percent in local currencies in December 2015 compared to the same month last 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	
February	5	11	15	
March	-4	13	10	
April	11	17	10	
May	9	19	10	
June	13	12	14	
July	9	17	16	
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 3,957 on 31 December 2015 compared to 3,537 on 31 December 2014.

The Full-year Report, covering the period 1 December 2014 – 30 November 2015, will be published at 08.00 (CET) on 28 January 2016. Percentage sales development for the month of January will be published at 08.00 (CET) on 15 February 2016.

Karl-Johan Persson, CEO

**Contact:** Nils Vinge, IR Manager +46-8-796 52 50

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 January 2016.