



## Press Release

15 March, 2016

### Sales development in February and first quarter 2016

The H&M group's sales including VAT increased by 10 percent in local currencies in February 2016 compared to the same month last year. Sales in February were positively affected by approximately 2 percentage points due to the leap day on 29 February 2016.

In the first quarter, i.e. 1 December 2015 to 29 February 2016, sales including VAT increased by 9 percent in local currencies compared to the corresponding quarter last year. Sales including VAT in the first quarter converted into SEK increased by 8 percent and amounted to SEK 50,624 m (46,791). Sales excluding VAT amounted to SEK 43,691 m (40,276).

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	
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 3,970 on 29 February 2016 compared to 3,551 on 28 February 2015.

Percentage sales development for the month of March will be published in a press release at 08.00 (CET) on 15 April 2016.

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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 March 2016.

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 3,900 stores in 61 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](http://hm.com).