



Press release

17 October 2016

Sales development in September 2016

As previously communicated in the nine-month report on 30 September 2016, the unseasonably warm weather in September had a very negative impact on the H&M group's sales in the month of September. The group's sales in September increased by 1 percent including VAT in local currencies compared to the same month 2015.

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	2
April	11	17	10	5
May	9	19	10	9
June	13	12	14	8
July	9	17	16	10
August	14	19	1	7
September	7	8	11	1
October	11	14	12	
November	21	10	4	
Full year	9	14	11	

The total number of stores amounted to 4,204 on 30 September 2016 compared to 3,733 on 30 September 2015.

Percentage sales development for the month of October will be published on 15 November 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 the EU Market Abuse Regulation (596/2014 /EU). The information was submitted for publication by the abovementioned person at 08.00 CET on 17 October 2016. This press release, along with additional information about H&M, is available at www.hm.com.

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 4,200 stores in 64 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.