



PRESS RELEASE

15 March 2018

The H&M group's sales development in the first quarter 2018

In the first quarter of 2018, i.e. during the period 1 December 2017 to 28 February 2018, the H&M group's sales including VAT were unchanged in local currencies compared to the first quarter the previous year. Converted into SEK, sales amounted to SEK 53,554* m (54,369). Sales excluding VAT amounted to SEK 46,181* m (46,985).

The total number of stores in the group amounted to 4,743 on 28 February 2018 compared to 4,393 stores at the same time the previous year.

The three-month report to be published on 27 March 2018

The three-month report, covering the period 1 December 2017 – 28 February 2018 will be published at 08:00 CET on 27 March 2018. A telephone conference for the financial market and media will be held in English at 09:00 CET, hosted by CEO Karl-Johan Persson, CFO Jyrki Tervonen and Head of Investor Relations Nils Vinge.

For login details please register at:

<http://emea.directeventreg.com/registration/5092023>

These login details are also available at about.hm.com.

To book interviews with CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge related to the three-month report, please contact:

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*The amounts are provisional and may deviate slightly from the three-month report, covering the period 1 December 2017 – 28 February 2018, that will be published on 27 March 2018.

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 15 March 2018. This press release, along with additional information about H&M, is available at about.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 COS, Monki, Weekday, Cheap Monday, & Other Stories and H&M Home as well as ARKET. The H&M group has 44 online markets and more than 4,700 stores in 69 markets including franchise markets. In 2017, sales including VAT were SEK 232 billion. The number of employees amounts to more than 171,000. For further information, visit about.hm.com.