



Press release

17 September 2018

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

Sales including VAT in the third quarter, 1 June 2018 – 31 August 2018, amounted to SEK 64,800* m (59,383), an increase of 9 percent compared to the corresponding quarter the previous year. Sales excluding VAT amounted to SEK 55,821* m (51,229). In local currencies sales including VAT increased by 4 percent.

The H&M group's continuous transition, to face the major shift within the industry, has contributed to a gradually improved sales development and increased market share in many markets in the third quarter. However, sales and cost development in some of the group's important markets such as the US, France, Italy and Belgium were in the third quarter considerably affected by the issues that emerged during the implementation of new logistics systems in the spring. The new logistics systems enable a faster and more efficient supply chain as well as a continued integration of store and online.

Communication in conjunction with the nine-month report

The nine-month report for 2018, i.e. 1 December 2017 – 31 August 2018, will be published at 08:00 CET on 27 September 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 IR Nils Vinge. The presentation material will be available at about.hm.com/investors.

Participants for the telephone conference are kindly asked to register at about.hm.com or via this link:

<http://emea.directeventreg.com/registration/9314879>

To book interviews with CEO Karl-Johan Persson and Head of IR Nils Vinge in conjunction with the nine-month report on 27 September, please contact:

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*The amounts are provisional and may deviate slightly from the nine-month report, covering the period 1 December 2017 – 31 August 2018, that will be published at 08:00 CET on 27 September 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 17 September 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, H&M Home, ARKET as well as Afound. The H&M group has 47 online markets and more than 4,800 stores in 70 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.