Press release
15 February 2017

Sales development in January 2017

The H&M group's sales including VAT increased by 8 percent in local currencies in January 2017 compared to the same month last year. Sales in January were negatively affected by approximately 2 percentage points.

Sales development per month in percent in local currencies:

	Financial year			
	2013/2014	2014/2015	2015/2016	2016/2017
December	10	15	10	6
January	15	14	7	8
February	11	15	10	
March	13	10	2	
April	17	10	5	
May	19	10	9	
June	12	14	8	
July	17	16	10	
August	19	1	7	
September	8	11	1	
October	14	12	10	
November	10	4	9	
Full year	14	11	7	

The total number of stores amounted to 4,380 on 31 January 2017 compared to 3,958 on 31 January 2016.

Percentage sales development for the month of February and the total sales in SEK for the first quarter (December-February) will be published in a separate press release at 08.00 (CET) on 15 March 2017.
The Three-Month Report, covering the period 1 December 2016 – 28 February 2017, will be published at 08.00 (CET) on 30 March 2017.

Karl-Johan Persson, CEO

Contact: Nils Vinge, Head of IR, +46 8 796 55 00