



Press release

17 July 2017

Sales development in June 2017

The H&M group's sales including VAT increased by 7 percent in local currencies in June 2017 compared to the same month the previous year. Converted into SEK sales increased by 10 percent.

The total number of stores in the group amounted to 4,517 on 30 June 2017 compared to 4,095 stores on 30 June 2016.

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	-1
March	13	10	2	6
April	17	10	5	7
May	19	10	9	4
June	12	14	8	7
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 H&M group has decided to arrange Capital Markets Days during which more in-depth information about the business will be given and has also decided – in consultation with its large institutional shareholders – to publish the group's sales development per quarter instead of per month. Just as previously, sales for the quarter will be published ahead of each interim report as the percentage change in local currencies and in Swedish kronor as well as in absolute figures in Swedish kronor, both including and excluding VAT.

The reasoning is that a month is far too short a period over which to assess how sales are developing; in fact, a single month's sales can actually be misleading, since calendar and weather effects – among other things – may significantly affect the outcome. Instead sales development should be viewed over a longer period of time, such as over a season or a quarter. This is also the reason why the majority of companies in fashion retail currently report their sales quarterly rather than monthly.

Following the publication of sales development for June 2017, the H&M group will typically publish quarterly sales figures on the 15th of the month in which an interim report is presented. Third quarter sales will therefore be published on 15 September 2017. Sales figures for the fourth quarter will be published on 15 December 2017. More information on Capital Markets Days will be provided at a later date.

Karl-Johan Persson, CEO

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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 July 2017. 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 & Other Stories, Cheap Monday, COS, Monki and Weekday as well as H&M Home. The H&M group has more than 4,500 stores in 66 markets including franchise markets. In 2016, sales including VAT were SEK 223 billion. The number of employees amounts to more than 161,000. For further information, visit about.hm.com.