



**PRESS RELEASE**  
**15 November 2013**

**SALES DEVELOPMENT IN OCTOBER 2013**

In October 2013, H&M Group total sales including VAT in local currencies increased by 11 percent compared to the same month the previous year. Sales in comparable units increased by approximately 1 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

Sales development per month in percent in local currencies:

	2009/2010	2010/2011	2011/2012	2012/2013
December	15 (3)	8 (0)	13 (4)	8 (-2)
January	11 (1)	9 (1)	12 (3)	5 (-4)
February	10 (-1)	9 (1)	13 (2)	5 (-3)
March	21 (9)	2 (-5)	26 (16)	-4 (-12)
April	4 (-6)	21 (11)	-1 (-10)	11 (1)
May	6 (-4)	12 (2)	12 (3)	9 (0)
June	20 (9)	5 (-4)	13 (3)	13 (3)
July	21 (10)	3 (-6)	11 (2)	9 (-1)
August	24 (14)	8 (0)	6 (-4)	14 (4)
September	16 (8)	3 (-7)	15 (6)	7 (-2)
October	13 (3)	8 (-2)	4 (-5)	11 (1)
November	17 (8)	9 (-1)	7 (-1)	
Full year	15 (5)	8 (-1)	11 (1)	

The figures in parenthesis in the table represent the approximate sales development in comparable units.

The total number of stores amounted to 3,081 on 31 October 2013 versus 2,715 on 31 October 2012.

Percentage sales development for the month of November and total revenue in SEK for the fourth quarter (September to November) will be published in a separate press release on 16 December 2013. The Full-year Report, covering the period 1 December 2012 to 30 November 2013, will be published on 30 January 2014.

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The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under Sweden's Securities Market Act. It was released for publication at 08.00 (CET) on 15 November 2013.
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*H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company's business concept is to offer fashion and quality at the best price. In addition to H&M, the Group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories as well as H&M Home. The H&M Group has more than 3,000 stores in 53 markets. In 2012, sales including VAT were SEK 140,948 million and the number of employees more than 104,000. For further information, visit [hm.com](http://hm.com).*