



Press Release
17 March 2014

Sales development in February and first quarter 2014

In February, the H&M Group total sales including VAT increased by 11 percent in local currencies compared to the same month last year.

In the first quarter, i.e. 1 December 2013 to 28 February 2014, sales increased by 12 percent including VAT in local currencies compared to the corresponding quarter last year. Sales in the first quarter converted into SEK increased by 13 percent and amounted to SEK 37,524 m (33,146) including VAT. Sales excluding VAT amounted to SEK 32,143 m (28,392).

Sales development per month in percent in local currencies:

	Financial year			
	2010/2011	2011/2012	2012/2013	2013/2014
December	8	13	8	10
January	9	12	5	15
February	9	13	5	11
March	2	26	-4	
April	21	-1	11	
May	12	12	9	
June	5	13	13	
July	3	11	9	
August	8	6	14	
September	3	15	7	
October	8	4	11	
November	9	7	21	
Full year	8	11	9	

The total number of stores amounted to 3,192 on 28 February 2014 versus 2,818 on 28 February 2013.

Percentage sales development for the month of March will be published on 15 April 2014 at 08.00 (CET).

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 Sweden's Securities Market Act. It was released for publication at 08.00 (CET) on 17 March 2014.

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 3,100 stores in 53 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 116,000. For further information, visit hm.com.