



## Press Release

15 December, 2015

### Sales development in 2015

#### November 2015

The H&M group's sales including VAT increased by 4 percent in local currencies in November 2015 compared to the same month last year. Sales in November were negatively affected by the unseasonably mild weather in North America and in many of the H&M group's large sales markets in Europe.

In the month of November 2015, the H&M group opened 117 (74) new stores net. The total number of stores thus amounted to 3,924 on 30 November 2015 compared to 3,511 on 30 November 2014, an increase of 413 stores.

#### Fourth quarter 2015

In the fourth quarter of 2015, i.e. during the period 1 September to 30 November, sales including VAT increased by 9 percent in local currencies. Converted into SEK, sales including VAT amounted to SEK 56,477\* m (49,656) in the fourth quarter, an increase of 14 percent. Sales excluding VAT amounted to SEK 48,692\* m (42,644).

#### Financial year 2015

In the financial year 2015, i.e. 1 December 2014 to 30 November 2015, sales including VAT increased by 11 percent in local currencies. Converted into SEK, sales including VAT amounted to SEK 209,921\* m (176,620) for the full-year, an increase of 19 percent. Sales excluding VAT amounted to SEK 180,859\* m (151,419).

Sales development per month in percent in local currencies:

|           | Financial year |           |           |           |
|-----------|----------------|-----------|-----------|-----------|
|           | 2011/2012      | 2012/2013 | 2013/2014 | 2014/2015 |
| December  | 13             | 8         | 10        | 15        |
| January   | 12             | 5         | 15        | 14        |
| February  | 13             | 5         | 11        | 15        |
| March     | 26             | -4        | 13        | 10        |
| April     | -1             | 11        | 17        | 10        |
| May       | 12             | 9         | 19        | 10        |
| June      | 13             | 13        | 12        | 14        |
| July      | 11             | 9         | 17        | 16        |
| August    | 6              | 14        | 19        | 1         |
| September | 15             | 7         | 8         | 11        |
| October   | 4              | 11        | 14        | 12        |
| November  | 7              | 21        | 10        | 4         |
| Full year | 11             | 9         | 14        | 11        |

Percentage sales development for the month of December will be published at 08.00 (CET) on 15 January 2016. The Full-year Report, covering the period 1 December 2014 – 30 November 2015, will be published at 08.00 (CET) on 28 January 2016.

\*The amounts are provisional and have not yet been audited by the company's auditors: the amounts may deviate slightly from the Full-year Report that will be released on 28 January 2016.

Karl-Johan Persson, CEO

**Contact:** Nils Vinge, IR Manager

+46-8-796 52 50

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 December 2015.

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 3,900 stores in 61 markets including franchise markets. In 2015, sales including VAT were SEK 210\* billion. The number of employees is more than 132,000. For further information, visit [hm.com](http://hm.com).