



Press Release

15 April, 2016

Sales development in March 2016

As previously announced in conjunction with the three-month report 2016, sales including VAT in March 2016 increased by 2 percent in local currencies for the H&M group compared to the same month last year.

Sales in March, April and May should be viewed together because the Easter holiday falls in different months in different years, and partly also because the weather during this period can vary greatly from year to year. For H&M in general, a late Easter is better than an early Easter. Weather conditions in March last year were favourable for the season, while the opposite is true this year.

Sales development per month in percent in local currencies:

| | Financial year | | | |
|-----------|----------------|-----------|-----------|-----------|
| | 2012/2013 | 2013/2014 | 2014/2015 | 2015/2016 |
| December | 8 | 10 | 15 | 10 |
| January | 5 | 15 | 14 | 7 |
| February | 5 | 11 | 15 | 10 |
| March | -4 | 13 | 10 | 2 |
| April | 11 | 17 | 10 | |
| May | 9 | 19 | 10 | |
| June | 13 | 12 | 14 | |
| July | 9 | 17 | 16 | |
| August | 14 | 19 | 1 | |
| September | 7 | 8 | 11 | |
| October | 11 | 14 | 12 | |
| November | 21 | 10 | 4 | |
| Full year | 9 | 14 | 11 | |

The total number of stores amounted to 3,997 on 31 March 2016 compared to 3,580 on 31 March 2015.

Percentage sales development for the month of April will be published in a press release at 08.00 (CET) on 16 May 2016.

Karl-Johan Persson, CEO

Contact: Nils Vinge, Head of IR, +46 8 796 5250

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 April 2016.

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 approximately 4,000 stores in 61 markets including franchise markets. In 2015, sales including VAT were SEK 210 billion and the number of employees is more than 148,000. For further information, visit hm.com.