H&M Group

Press release

17 June, 2019

# The H&M group's sales development in the second quarter 2019

In the second quarter of 2019, i.e. during the period 1 March 2019 to 31 May 2019, the H&M group's net sales increased by 11 percent and amounted to SEK 57,474 m (51,984). In local currencies, net sales increased by 6 percent.

The rapid changes in the fashion industry continue and we can see that our own transformation work is taking us in the right direction, although hard work and many challenges still remain. As customer satisfaction and sales increase, we have intensified our transformation work even further.

## Communication in conjunction with the six-month report

The six-month report for 2019, i.e. 1 December 2018 – 31 May 2019, will be published at 08:00 CET on 27 June 2019, followed by a press conference at 09:30 CET hosted by CEO Karl-Johan Persson and Head of IR Nils Vinge. The press conference for the financial market and media will be held in Swedish at H&M's head office in Stockholm, Ljusgården, Mäster Samuelsgatan 49, 3rd floor. The presentation material will be available at hmgroup.com/investors.

A telephone conference for the financial market and media will be held in English at 14:00 CET, hosted by CEO Karl-Johan Persson, CFO Jyrki Tervonen and Head of IR Nils Vinge. For login details to the telephone conference please register at hmgroup.com or via this link:

http://emea.directeventreg.com/registration/7690038

To book interviews with CEO Karl-Johan Persson and Head of IR Nils Vinge in conjunction with the six-month report on 27 June, please contact: Kristina Stenvinkel, Communications Director, telephone: +46 8 796 39 08, e-mail: stenvinkel@hm.com.

Karl-Johan Persson, CEO

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*The amounts are provisional and may deviate slightly from the six-month report, covering the period 1 December 2018 – 31 May 2019, that will be published on 27 June 2019.*