



Press release

18 April 2017

Sales development in March 2017

As previously communicated in conjunction with the three-month report 2017, the H&M group's sales including VAT during 1 March – 28 March 2017 increased by 7 percent in local currencies compared to the same period last year. For the whole month of March, sales increased by 6 percent compared to the same month last year.

Sales in March, April and May should be viewed together, partly because the Easter holiday falls in different months in different years and partly because the weather during this period can vary greatly from year to year.

Sales development per month in percent in local currencies:

	Financial year			
	2013/2014	2014/2015	2015/2016	2016/2017
December	10	15	10	6
January	15	14	7	8
February	11	15	10	-1
March	13	10	2	6
April	17	10	5	
May	19	10	9	
June	12	14	8	
July	17	16	10	
August	19	1	7	
September	8	11	1	
October	14	12	10	
November	10	4	9	
Full year	14	11	7	

The total number of stores in the group amounted to 4,426 on 31 March 2017 compared to 3,997 stores on 31 March 2016.

Percentage sales development for the month of April will be published in a press release at 08.00 (CET) on 8 May 2017.

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 the EU Market Abuse Regulation (596/2014 /EU). The information was submitted for publication by the abovementioned person at 08.00 CET on 18 April 2017. This press release, along with additional information about H&M, is available at www.hm.com.

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 4,400 stores in 65 markets including franchise markets. In 2016, sales including VAT were SEK 223 billion. The number of employees amounts to more than 161,000. For further information, visit hm.com.