



## Press release

15 June 2017

### Sales development in May and second quarter 2017

#### May 2017

The H&M group's sales including VAT increased by 4 percent in local currencies in May 2017 compared to the same month the previous year. Converted into SEK sales increased by 8 percent. In the first half of the month sales were affected by tough market conditions in several countries. Sales improved considerably in the second half of the month.

#### Second quarter 2017

In the second quarter of 2017, i.e. during period 1 March to 31 May, sales including VAT increased by 5 percent in local currencies compared to the corresponding quarter the previous year. Converted into SEK sales including VAT increased by 10 percent and amounted to SEK 59,538\* m (54,341). Sales excluding VAT amounted to SEK 51,383\* m (46,874), an increase of 10 percent.

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	7
May	19	10	9	4
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 4,498 on 31 May 2017 compared to 4,077 stores on 31 May 2016.

\*The amounts are provisional and may deviate slightly from the six-month report, covering the period 1 December 2016 to 31 May 2017, that will be released on 29 June 2017 at 08.00 (CET).

Percentage sales development for the month of June will be published in a press release on 17 July at 08.00 (CET).

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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 15 June 2017. This press release, along with additional information about H&M, is available at [about.hm.com](http://about.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 approximately 4,500 stores in 66 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 [about.hm.com](http://about.hm.com).