

## Press release

17 December 2018

## The H&M group's sales development for the full-year 2018 including the fourth quarter 2018

The H&M group continued to grow globally during 2018 in a rapidly changing fashion industry. The H&M group's sales including VAT increased by 5 percent to SEK 244,266\* m (231,771) in the financial year of 2018. Sales excluding VAT increased to SEK 210,415\* m (200,004). In local currencies, sales including VAT increased by 3 percent.

In the fourth guarter of 2018, i.e. during the period 1 September 2018 to 30 November 2018, sales including VAT increased to SEK 65,449\* m (58,481). Sales excluding VAT increased to SEK 56,429\* m (50,407), an increase of 12 percent compared to the corresponding quarter last year. In local currencies, sales including VAT increased by 6 percent.

## Communication in conjunction with the full-year report

The full-year report for 2018, i.e. 1 December 2017 to 30 November 2018, will be published at 08:00 CET on 31 January 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.

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. The presentation material will be available at about.hm.com/investors.

To book interviews with CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge in conjunction with the full-year report on 31 January 2019, please contact: Kristina Stenvinkel, Communications Director, telephone: +46 8 796 39 08, e-mail: stenvinkel@hm.com.

Karl-Johan Persson, CEO

## Contact persons:

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Effective from the full-year report, which will be published on 31 January 2019, and in future interim reports and sales development press releases, only sales excluding VAT will be reported as a measure of sales.

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 17 December 2018. This press release, along with additional information about the H&M group, is available at about.hm.com.

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdag 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 COS, Monki, Weekday, Cheap Monday, & Other Stories, H&M Home and ARKET as well as Afound. The H&M group has 47 online markets and more than 4,900 stores in 71 markets including franchise markets. In 2018, sales including VAT were SEK 244\* billion. The number of employees amounts to more than 171,000. For further information, visit about.hm.com.

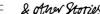












<sup>\*</sup>The amounts are provisional and may deviate slightly from the full-year report, covering the period 1 December 2017 – 30 November 2018, that will be published on 31 January 2019.