



## Press release

15 September 2016

### Sales development in August and third quarter 2016

#### August 2016

The H&M group's sales including VAT increased by 7 percent in local currencies in August 2016 compared to the same month the previous year. Sales development in August had a very good start. But sales were negatively affected in the second half of the month by exceptionally hot weather in most of the group's markets.

#### Third quarter 2016

In the third quarter of 2016, i.e. during the period 1 June to 31 August, sales including VAT increased by 8 percent in local currencies compared to the corresponding quarter last year. Sales including VAT in the third quarter converted into SEK increased by 6 percent and amounted to SEK 56,802\* m (53,420). Sales excluding VAT amounted to SEK 48,982\* m (46,024), an increase of 6 percent.

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	5
May	9	19	10	9
June	13	12	14	8
July	9	17	16	10
August	14	19	1	7
September	7	8	11	
October	11	14	12	
November	21	10	4	
Full year	9	14	11	

The total number of stores amounted to 4,135 on 31 August 2016 compared to 3,675 on 31 August 2015.

The Nine-Month Report, covering the period 1 December 2015 – 31 August 2016, will be published on 30 September 2016 at 08.00 (CET). Percentage sales development for the month of September will be published on 17 October 2016 at 08.00 (CET).

\*The amounts are provisional and may deviate slightly from the Interim Report that will be released on 30 September 2016.

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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 September 2016. This press release, along with additional information about H&M, is available at [www.hm.com](http://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 4,100 stores in 62 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](http://hm.com).