

H&M Group

Press release

16 December 2019

The H&M group's sales development for the full-year 2019 including the fourth quarter 2019

The H&M group continued to grow globally during 2019 in a rapidly changing fashion industry. The H&M group's net sales increased by 11 percent to SEK 232,764 m (210,400) in the financial year of 2019. In local currencies, net sales increased by 6 percent.

In the fourth quarter of 2019, i.e. during the period 1 September 2019 to 30 November 2019, the H&M group's net sales increased by 9 percent to SEK 61,704 m (56,414). In local currencies, net sales increased by 5 percent.

Sales development for the quarter compared with the previous year was affected by calendar effects, mainly because Black Friday this year fell a week later, i.e. just before the end of the month of November. Therefore some of the big Black Friday online sales will not be recognised until December. The amount in question is expected to be approximately SEK 500 m. Adjusted for this amount, sales in SEK in the fourth quarter 2019 increased by 10 percent and in local currencies by 6 percent compared with the previous year.

Communication in conjunction with the full-year report

The full-year report for 2019, i.e. 1 December 2018 – 30 November 2019, will be published at 08:00 CET on 30 January 2020, 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, Ljussgården, Mäster Samuelsgatan 49, 3rd floor. The presentation material will be available at hmgroup.com.

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.

To book interviews with CEO Karl-Johan Persson and Head of IR Nils Vinge in conjunction with the full-year report on 30 January 2020, 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 full-year report, covering the period 1 December 2018 – 30 November 2019, that will be published on 30 January 2020.

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 16 December 2019. This press release, along with additional information about the H&M group, is available at hmgroup.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 COS, Monki, Weekday, & Other Stories, H&M Home and ARKET as well as Afound. The H&M group has 51 online markets and more than 5,000 stores in 74 markets, including franchise markets. In 2019, net sales were SEK 232 billion. For further information, visit hmgroup.com.