



Press Release  
15 May 2014

## Sales development in April 2014

In April, the H&M Group total sales including VAT increased by 17 percent in local currencies compared to the same month last year.

Sales development per month in percent in local currencies:

	Financial year			
	2010/2011	2011/2012	2012/2013	2013/2014
December	8	13	8	10
January	9	12	5	15
February	9	13	5	11
March	2	26	-4	13
April	21	-1	11	17
May	12	12	9	
June	5	13	13	
July	3	11	9	
August	8	6	14	
September	3	15	7	
October	8	4	11	
November	9	7	21	
Full year	8	11	9	

The total number of stores amounted to 3,246 on 30 April 2014 versus 2,881 on 30 April 2013.

Percentage sales development for the month of May and total revenue in SEK for the second quarter (March to May) will be published in a separate press release on 11 June 2014. The Six-Month Report, covering the period 1 December 2013 to 31 May 2014, will be published on 18 June at 08.00 (CET).

Karl-Johan Persson, CEO

Contact person: Nils Vinge, Head of IR +46-8-796 5250

The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under Sweden's Securities Market Act. It was released for publication at 08.00 (CET) on 15 May 2014.

*H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The company's business concept is to offer fashion and quality at the best price. In addition to H&M, the Group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories as well as H&M Home. The H&M Group has more than 3,200 stores in 54 markets. In 2013, sales including VAT were approximately SEK 150 billion. The number of employees amounts to more than 116,000. For further information, visit [hm.com](http://hm.com).*