



## Press release

15 December 2016

### Sales development 2016

#### November 2016

The H&M group's sales including VAT increased by 9 percent in local currencies in November 2016 compared to the same month last year.

#### Fourth quarter 2016

In the fourth quarter of 2016, i.e. during the period 1 September to 30 November, sales including VAT increased by 7 percent in local currencies. Converted into SEK, sales including VAT amounted to SEK 61,053\* m (56,477) in the fourth quarter, an increase of 8 percent. Sales excluding VAT amounted to SEK 52,682\* m (48,694).

#### Financial year 2016

In the financial year 2016, i.e. 1 December 2015 to 30 November 2016, sales including VAT increased by 7 percent in local currencies. Converted into SEK, sales including VAT amounted to SEK 222,820\* m (209,921) for the full-year, an increase of 6 percent. Sales excluding VAT amounted to SEK 192,229\* m (180,861).

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	1
October	11	14	12	10
November	21	10	4	9
Full year	9	14	11	7

The total number of stores amounted to 4,351 on 30 November 2016 compared to 3,924 on 30 November 2015, an increase of 427 stores.

Percentage sales development for the month of December will be published at 08.00 (CET) on 16 January 2017. The Full-year Report, covering the period 1 December 2015 – 30 November 2016, will be published at 08.00 (CET) on 31 January 2017.

\*The amounts are provisional and have not yet been audited by the company's auditors: the amounts may deviate slightly from the Full-year Report that will be released on 31 January 2017.

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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 December 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 4,300 stores in 64 markets including franchise markets. In 2016, sales including VAT were SEK approximately 223 billion. The number of employees amounts to more than 148,000. For further information, visit [hm.com](http://hm.com).