

— EXPANSION —

H&M in 55 countries

With 3,511 stores in 55 countries and six fashion brands, H&M has a strong global position, and the potential for continued expansion is great.

MARKET OVERVIEW 2014

COUNTRY	NEW STORES NET DURING THE YEAR	NO. OF STORES 30 NOV 2014	COUNTRY	NEW STORES NET DURING THE YEAR	NO. OF STORES 30 NOV 2014
Germany	22	440	Portugal	3	30
USA	51	356	Hungary	2	35
United Kingdom	8	253	South Korea	6	22
France	8	205	Czech Republic	5	43
China	86	291	Ireland	1	20
Sweden	-1	176	Singapore	4	10
Netherlands	5	135	Croatia	1	14
Italy	16	132	Malaysia	11	18
Spain	3	159	Mexico	3	6
Switzerland	6	93	Slovenia	-	12
Norway	4	118	Australia	3	3
Austria	1	73	Slovakia	2	15
Denmark	2	99	Luxembourg	-	10
Belgium	5	78	Bulgaria	5	16
Poland	18	140	Chile	-	1
Japan	12	51	Latvia	3	6
Canada	6	72	Serbia	3	5
Russia	20	71	Estonia	3	6
Finland	2	60	Lithuania	4	6
Greece	3	30	Philippines	3	3
Turkey	10	30	Franchise*	20	130
Romania	10	38	TOTAL	379	3,511

* United Arab Emirates, Kuwait, Qatar, Saudi Arabia, Egypt, Bahrain, Oman, Lebanon, Israel, Morocco, Jordan, Thailand and Indonesia.

STORE COUNT PER BRAND 2014

		<i>& other Stores</i>					GROUP TOTAL
New stores net during the year	325	9	29	13	1	2	379
Number of stores 30 Nov 2014	3,261	17	114	92	22	5*	3,511**

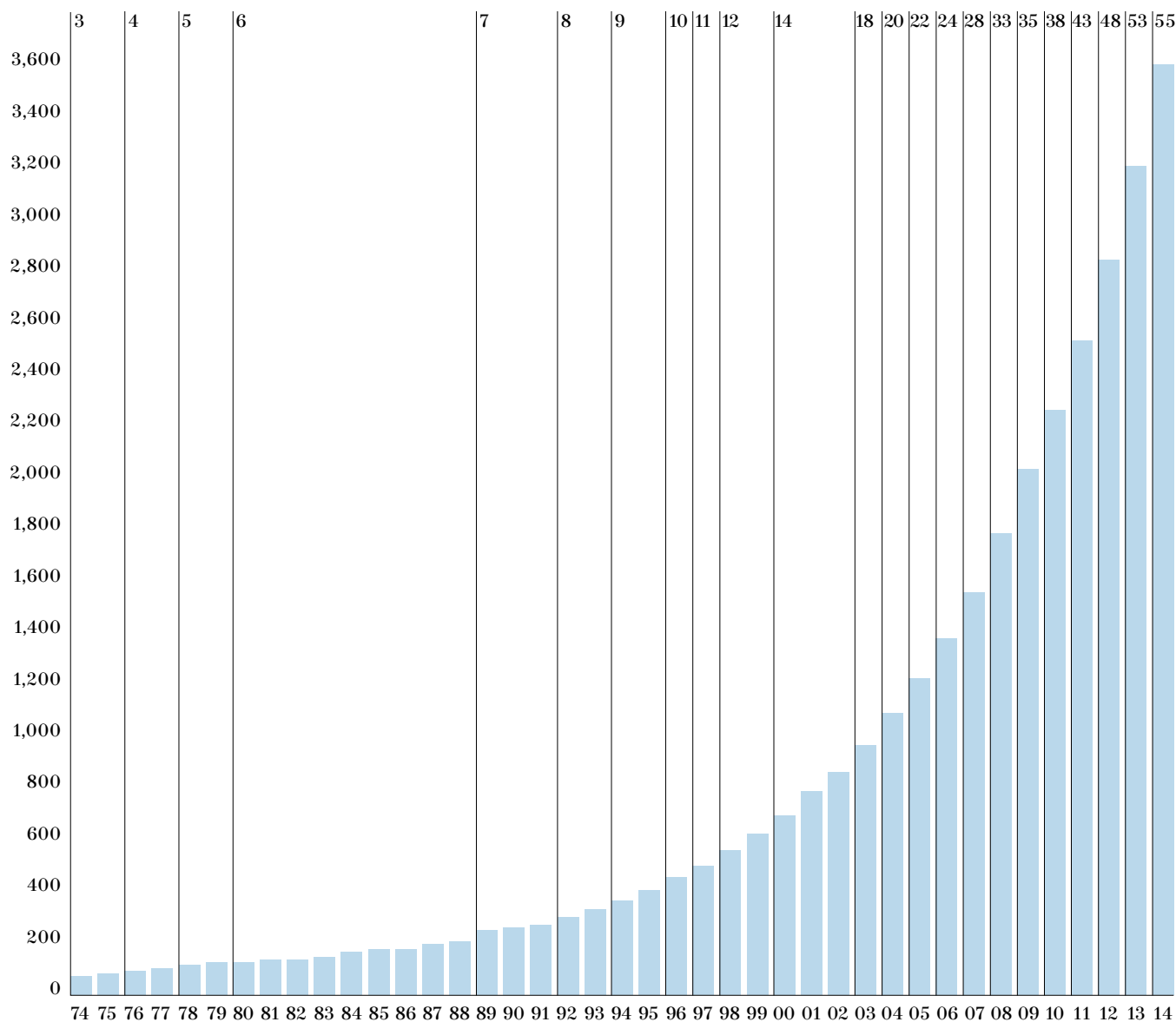
* Cheap Monday is offered mainly via 2,000 retailers in more than 35 countries.

** 130 of the group's stores are franchise stores.

EXPANSION 1974*–2014

NUMBER OF STORES

NUMBER OF MARKETS



* Since IPO 1974.

YEAR