

PRESS INFORMATION
For Immediate Release



GLOBAL FASHION RETAILER H&M EXPANDS IN MISSOURI
H&M to Open New Location at Premier Shopping Destination, Branson Landing

H & M, Hennes and Mauritz Inc., one of the world's largest fashion retailers' famous for offering fashion-forward apparel at affordable prices in a sustainable way, is thrilled to announce a new location in Branson, Missouri. Measuring approximately 21,000 square feet, the new location at Branson Landing is set to open in summer of 2018. H&M has experienced a warm welcome from customers and fans in Missouri and is happy to continue to expand its store and employee count in the state.

The new H&M location will offer Branson residents a one-stop shopping destination for quality clothing for the whole family, with collections for ladies, men and teens, as well as separate "store within a store" sections for accessories. The Branson Landing location will also carry the H&M Kids collection for newborns to 14 year olds. The breadth and variety of H&M collections make it easier for any consumer to find fashionable products, no matter their personal style. With an emphasis on design, quality, and sustainability, H&M offers inspiring, high fashion at an unbeatable value.

H&M prides itself on its support of local economies by adding jobs with each new location. As a continuously expanding brand, H&M constantly searches for new talent to grow within the company. With the opening of the Branson Landing location, H&M is proud to add employees to the current, ever-expanding total of approximately 16,000 U.S. employees. In 2017, H&M was the highest ranked fashion retailer on Forbes America's Best Employers list and was named on Business of Fashion's list of Best Companies to Work for in Fashion. For available job opportunities, please visit career.hm.com.

Sustainability is an integral part of H&M. The brand is growing and making significant long-term investments for sustainable development. In 2013, H&M launched Garment Collecting, an in-store clothing recycling project and was the first global fashion company to implement such a program. In 2016 alone, H&M U.S. diverted over two million lbs. of unwanted textiles from landfills.

Since H&M opened the doors to its first U.S. store 17 years ago, the U.S. has been one of the retailer's most successful markets. H&M is proud to offer U.S. consumers quality fashion at competitive prices at its 510 locations across the country, and looks forward to continued expansion at the best properties worldwide.

Contacts:

Patrick Shaner
Email: Patrick.shaner@hm.com
Telephone: (347) 803-5391
H&M, 110 Fifth Avenue
New York, NY 10011

*We hope you enjoyed reading about the latest H&M news, but if not please just send an email to Mediarelations.us@hm.com and request to be removed from our media list

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, Weekday and H&M Home as well as ARKET. The H&M group has 41 online markets and more than 4,500 stores in 69 markets including franchise markets. In 2016, sales including VAT were SEK 223 billion. The number of employees amounts to more than 161,000. For further information, visit about.hm.com.