



PRESSRELEASE
15 July 2009

H&M GROUP SALES DEVELOPMENT IN JUNE

In the month of June 2009, sales in local currencies including VAT increased by 4 per cent compared to June previous year.

Sales increase per month in per cent excl. currency rate changes:

	2005/06	2006/07	2007/08	2008/09
December	14(4)	16(5)	10(-1)	3(-7)
January	15(5)	16(5)	17(3)	9(-1)
February	11(2)	15(5)	24(10)	1(-8)
March	0(-8)	29(17)	3(-8)	6(-3)
April	9(1)	21(8)	-1(-10)	19(8)
May	13(5)	10(-2)	25(14)	0(-9)
June	9(1)	17(5)	8(-2)	4(-5)
July	11(2)	14(2)	15(3)	
August	15(5)	11(-1)	8(-3)	
September	9(0)	25(12)	10(-2)	
October	12(3)	15(3)	9(-2)	
November	11(2)	14(1)	7(-4)	
Whole year	11(2)	17(5)	11(-1)	

The figure in parenthesis represents the sales development in comparable H&M units. Comparable units mean the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. H&M's financial year is 1 December to 30 November.

The number of stores amounted to 1.827 on 30 June 2009 versus 1.600 on 30 June 2008.

Sales development in the month of July will be published on Monday 17 August 2009 at 08.00 CET.

Karl-Johan Persson, Managing Director

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

The information in this sales development 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 July 2009.

H & M Hennes & Mauritz AB (H&M) was founded in Sweden 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on NASDAQ OMX Nordic. The H&M Group has around 1,800 stores in 34 markets. H&M has around 73,000 employees and achieved sales including VAT in 2008 of MSEK 104,041. For further information visit www.hm.com