



PRESS RELEASE
15 November 2010

H&M GROUP SALES DEVELOPMENT IN OCTOBER

In the month of October 2010, sales in local currencies including VAT increased by 13 per cent compared to the same month previous year. In comparable units sales increased by 3 percent.

Sales development per month in percent excl. currency rate changes:

	<u>2006/2007</u>	<u>2007/2008</u>	<u>2008/2009</u>	<u>2009/2010</u>
December	16 (5)	10 (-1)	3 (-7)	15 (3)
January	16 (5)	17 (3)	9 (-1)	11 (1)
February	15 (5)	24 (10)	1 (-8)	10 (-1)
March	29 (17)	3 (-8)	6 (-3)	21 (9)
April	21 (8)	-1 (-10)	19 (8)	4 (-6)
May	10 (-2)	25 (14)	0 (-9)	6 (-4)
June	17 (5)	8 (-2)	4 (-5)	20 (9)
July	14 (2)	15 (3)	7 (-3)	21 (10)
August	11 (-1)	8 (-3)	-3 (-11)	24 (14)
September	25 (12)	10 (-2)	1 (-8)	16 (8)
October	15 (3)	9 (-2)	7 (-3)	13 (3)
November	14 (1)	7 (-4)	1 (-9)	
Whole year	17 (5)	11 (-1)	4 (-5)	

The figures in parenthesis represent the sales development in comparable units. Comparable units comprise the stores and the distance selling countries that have been in operation for at least a financial year. H&M's financial year is 1 December to 30 November.

The total number of stores amounted to 2,143 on 31 October 2010 versus 1,925 on 31 October 2009.

Sales development in the month of November will be published on Wednesday 15 December 2010 at 08.00 CET.

Karl-Johan Persson, Managing Director

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 November 2010.

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 and Cheap Monday as well as H&M Home. The H&M Group has more than 2,100 stores in 38 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was around 76,000. For further information, visit www.hm.com.