



PRESS RELEASE
15 February 2012

SALES DEVELOPMENT IN JANUARY 2012

In January 2012, H&M group total sales including VAT in local currencies increased by 12 percent compared to the same month the previous year. Sales in comparable units increased by 3 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

Sales development per month in percent in local currencies:

| | 2008/2009 | | 2009/2010 | | 2010/2011 | | 2011/2012 | |
|-----------|-----------|-------|-----------|------|-----------|------|-----------|-----|
| December | 3 | (-7) | 15 | (3) | 8 | (0) | 13 | (4) |
| January | 9 | (-1) | 11 | (1) | 9 | (1) | 12 | (3) |
| February | 1 | (-8) | 10 | (-1) | 9 | (1) | | |
| March | 6 | (-3) | 21 | (9) | 2 | (-5) | | |
| April | 19 | (8) | 4 | (-6) | 21 | (11) | | |
| May | 0 | (-9) | 6 | (-4) | 12 | (2) | | |
| June | 4 | (-5) | 20 | (9) | 5 | (-4) | | |
| July | 7 | (-3) | 21 | (10) | 3 | (-6) | | |
| August | -3 | (-11) | 24 | (14) | 8 | (0) | | |
| September | 1 | (-8) | 16 | (8) | 3 | (-7) | | |
| October | 7 | (-3) | 13 | (3) | 8 | (-2) | | |
| November | 1 | (-9) | 17 | (8) | 9 | (-1) | | |
| Full year | 4 | (-5) | 15 | (5) | 8 | (-1) | | |

The figures in parenthesis represent the sales development in comparable units.

The total number of stores amounted to 2,488 on 31 January 2012 versus 2,210 on 31 January 2011.

Percentage sales development for the month of February and the total sales in SEK for the first quarter (December-February) will be published in a separate press release on 15 March 2012 at 08.00 (CET). The Three-Month Report, covering the period 1 December 2011 to 29 February 2012, will be published on 29 March 2012.

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 February 2012.

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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 around 2,500 stores in 43 markets including franchise markets. In 2011, sales including VAT were SEK 128,810 million and the number of employees was more than 94,000. For further information, visit www.hm.com