



H&M GROUP SALES DEVELOPMENT IN FEBRUARY

In the month of February 2009, sales in local currencies including VAT increased by 1 per cent compared to February 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)	
April	9(1)	21(8)	-1(-10)	
May	13(5)	10(-2)	25(14)	
June	9(1)	17(5)	8(-2)	
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 1,748 on 28 February 2009 versus 1,529 on 29 February 2008.

Sales development in the month of March will be published on Wednesday 15 April 2009 at 08.00 CET.

Rolf Eriksen, Managing Director

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* The month of February 2008 had 29 days due to leap year.

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M's share is quoted on Stockholm Exchange, NASDAQ OMX Stockholm AB. The H&M Group has over 1,700 H&M stores on 34 markets. H&M has 73,000 employees and achieved sales including VAT in 2008 of SEK 104,041 million.