



PRESS RELEASE
15 February 2010

H&M GROUP SALES DEVELOPMENT IN JANUARY

In the month of January 2010, sales in local currencies including VAT increased by 11 percent compared to the same month previous year. This month's figure was negatively impacted by calendar effects of approximately 3 percentage units.

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

	2006/07	2007/08	2008/09	2009/10
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)	
March	29(17)	3(-8)	6(-3)	
April	21(8)	-1(-10)	19(8)	
May	10(-2)	25(14)	0(-9)	
June	17(5)	8(-2)	4(-5)	
July	14(2)	15(3)	7(-3)	
August	11(-1)	8(-3)	-3(-11)	
September	25(12)	10(-2)	1(-8)	
October	15(3)	9(-2)	7(-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 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 total number of stores amounted to 1,987 on 31 January 2010 compared to 1,741 at the same time last year.

Sales development in the month of February will be published together with the three month report on Thursday 8 April 2010 at 08.00 CET.

Karl-Johan Persson, CEO

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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 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 around 2,000 stores in 35 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was more than 74,000. For further information, visit www.hm.com.