



PRESS RELEASE
15 August 2011

SALES DEVELOPMENT IN JULY 2011

In July 2011, H&M group total sales including VAT increased by 3 percent compared to the same month previous year, calculated in local currencies. In comparable units sales decreased by 6 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:

	<u>2007/2008</u>	<u>2008/2009</u>	<u>2009/2010</u>	<u>2010/2011</u>
December	10 (-1)	3 (-7)	15 (3)	8 (0)
January	17 (3)	9 (-1)	11 (1)	9 (1)
February	24 (10)	1 (-8)	10 (-1)	9 (1)
March	3 (-8)	6 (-3)	21 (9)	2 (-5)
April	-1 (-10)	19 (8)	4 (-6)	21 (11)
May	25 (14)	0 (-9)	6 (-4)	12 (2)
June	8 (-2)	4 (-5)	20 (9)	5 (-4)
July	15 (3)	7 (-3)	21 (10)	3 (-6)
August	8 (-3)	-3 (-11)	24 (14)	
September	10 (-2)	1 (-8)	16 (8)	
October	9 (-2)	7 (-3)	13 (3)	
November	7 (-4)	1 (-9)	17 (8)	
Whole year	11 (-1)	4 (-5)	15 (5)	

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

The total number of stores amounted to 2,306 on 31 July 2011 versus 2,066 on 31 July 2010.

Percentage sales development for the month of August and total revenue in SEK for the third quarter (June to August) will be published in a separate press release on 15 September 2011.

The Nine-Month Report, covering the period 1 December 2010 to 31 August 2011, will be published on 29 September 2011.

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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 August 2011.

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 approximately 2,300 stores in 40 markets, including franchise markets. In 2010, sales including VAT were SEK 126,966 million and the number of employees is more than 87,000. For further information, visit www.hm.com.