



PRESSRELEASE
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H&M GROUP SALES DEVELOPMENT IN SEPTEMBER

In the month of September 2009, sales in local currencies including VAT increased by 1 percent compared to September previous year. Sales were affected by the recession and unusually warm weather in September in most of H&M's markets. Sales were satisfactory where the weather conditions were more normal.

Sales increase per month in per cent excl. currency rate changes:

	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>
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)	6(-3)
April	9(1)	21(8)	-1(-10)	19(8)
May	13(5)	10(-2)	25(14)	0(-9)
June	9(1)	17(5)	8(-2)	4(-5)
July	11(2)	14(2)	15(3)	7(-3)
August	15(5)	11(-1)	8(-3)	-3(-11)
September	9(0)	25(12)	10(-2)	1(-8)
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 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 1,869 on 30 September 2009 versus 1,659 on 30 September 2008.

Sales development in the month of October will be published on Monday 16 November 2009 at 08.00 CET.

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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 is quoted on the OMX Nordic Exchange Stockholm. Today there are around 1,800 H&M stores in 34 markets. H&M has around 73,000 employees and achieved sales including VAT in 2008 of SEK 104,041 million. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern makers and buyers. For further information visit www.hm.com.