



8 April 2010

H&M GROUP SALES DEVELOPMENT IN MARCH

In the month of March 2010, sales in local currencies including VAT increased by 21 percent compared to the same month previous year. Sales in March were positively affected by calendar effects of approximately 2 percentage units and by a somewhat positive effect from the fact that Easter occurred one week earlier this year compared to last year.

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)	10(-1)
March	29(17)	3(-8)	6(-3)	21(9)
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 2,018 on 31 March 2010 compared to 1,767 at the same time last year.

Sales development in the month of April will be published on Monday 17 May 2010 at 08.00 CET.

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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 idea 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 37 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was around 76,000. For further information, visit www.hm.com.