

PRESS RELEASE

11 May 2010



Record date decided for 2:1 share split at H & M Hennes & Mauritz AB

The Annual General Meeting (AGM) of H & M Hennes & Mauritz AB on 29 April 2010 resolved to implement a 2:1 share split, such that each existing share is split into two shares of the same class. On the basis of the authorisation from the AGM, the Board of Directors has now set a date for effecting the split as follows.

The record date for the split will be 3 June 2010, which means that the last day of trading prior to the split will be 31 May 2010. The first day of trading in the split shares will be 1 June 2010. The shares obtained through the split are expected to be entered in securities accounts on 4 June 2010, which is the day after the record date.

The split will be carried out automatically by Euroclear and shareholders need take no action. After the split the number of shares in the company will amount to 1,655,072,000, of which 194,400,000 will be series A shares and 1,460,672,000 series B shares.

The Board of Directors

H & M Hennes & Mauritz AB

Contact person:

Nils Vinge, Head of Investor Relations

+46 8 -796 52 50

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 14:00 (CET) on 11 May 2010.

H & M Hennes & Mauritz AB (publ) was established 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. Today the H&M Group has more than 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.