

PRESS RELEASE

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H&M OPENS THE FIRST STORE IN TURKEY

H & M Hennes & Mauritz AB has signed a contract to open its first store in Turkey. The store is in the best location in Forum Istanbul, one of the largest shopping centres in Turkey.

The store has a sales area of approximately 2,300 square metres and the opening is planned for November 2010.

- We are very pleased to open our first store in Turkey. It is an interesting market with a large, young and fashion-conscious population, which offers great potential for future expansion. Since long, we have business relations with Turkey through our production office. Now we are looking forward to offering customers in Turkey fashion and quality at the best price, says Karl-Johan Persson, CEO of H&M.

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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 1 June 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 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.