

14 June 2010



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 24 JUNE

H & M Hennes & Mauritz AB presents the second quarterly results for 2010 at a press conference on Thursday 24 June at 10.30. There will also be a telephone conference in English at 14.00 the same day.

The six-month results for the period 1 December 2009 to 31 May 2010 are released at approximately **08.00** on 24 June and thereafter published on hm.com.

The **press conference** starts at 10.30 in "Ljussgården" in H&M's premises on Mäster Samuelsgatan 49, 3rd floor, in Stockholm. H&M's CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge will present the six-month results followed by an open Q&A session.

The press conference, held in Swedish, is only open to journalists and analysts.

Participants in the telephone conference can choose to pre-register at <https://eventreg1.conferencing.com/webportal3/reg.html?Acc=236503&Conf=173083> and receive conference pin, user pin and access information.

Participants who instead wish to dial in to the telephone conference use the numbers below and are encouraged to call in at least ten minutes prior to the start of the conference in order to avoid a queue. Please quote ref no. **866706**.

| | |
|--------|---------------------|
| Sweden | +46 (0)8 5052 0110 |
| UK | +44 (0)20 7162 0077 |
| US | +1 334 323 6201 |

Presentation material will be available at hm.com under Investor Relations at approximately 11.30 on 24 June and a **recording** from the telephone conference as of 28 June, at the latest.

Welcome!

All hours are CET.

For further questions, please contact:

Kristina Stenvinkel, Head of Communications
Phone: +46 (0)8 796 39 08
stenvinkel@hm.com

Jenni Tapper-Hoël, Press Officer
Phone: +46 (0)8 796 89 73
jenni.tapper-hoel@hm.com

Please notify participation to:

Sarah Jerngren
Phone: +46 (0)8 517 627 20
sarah.jerngren@hm.com