



**PRESS RELEASE**  
15 October 2010

## **H&M GROUP SALES DEVELOPMENT IN SEPTEMBER**

In the month of September 2010, sales in local currencies including VAT increased by 16 per cent compared to the same month previous 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)   | 4(-6)   |
| May        | 10(-2)  | 25(14)  | 0(-9)   | 6(-4)   |
| June       | 17(5)   | 8(-2)   | 4(-5)   | 20(9)   |
| July       | 14(2)   | 15(3)   | 7(-3)   | 21(10)  |
| August     | 11(-1)  | 8(-3)   | -3(-11) | 24(14)  |
| September  | 25(12)  | 10(-2)  | 1(-8)   | 16(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 number of stores amounted to 2,111 on 30 September 2010 versus 1,869 on 30 September 2009.

Sales development in the month of October will be published on Monday 15 November 2010 at 08.00 CET.

Karl-Johan Persson, Managing Director

**Contact person:** Nils Vinge, Head of IR +46-8-796 5250

The information in this sales development 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 15 October 2010.

H & M Hennes & Mauritz AB (publ) was founded 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. The H&M Group has more than 2,100 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](http://www.hm.com).