

PRESS INFORMATION
2010-11-22



SINGAPORE BECOMES NEW H&M-MARKET

H & M Hennes & Mauritz AB takes the first step into South East Asia by opening a store at the best business location on Orchard Road in Singapore's most central shopping area.

The store will be located in Orchard Building, Singapore, and will have a sales area of approximately 3,000 square metres. The store is planned to open during the autumn of 2011.

– We look forward to opening our first store in South East Asia. There is great potential for expansion in this highly populated and fashion conscious region, and Orchard Road in Singapore is the perfect first step for this, says Karl-Johan Persson, CEO at H&M.

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Press pictures and background information for editorial use can be down loaded from www.hm.com

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 22/11/2010.

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 2,000 stores in 38 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was over 76,000. For further information, visit www.hm.com.