

17 January 2011



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 27 JANUARY

H & M Hennes & Mauritz AB presents the full year results for 2010 and invites to a press conference on Thursday 27 January at 10.30. A telephone conference in English is held at 14.00 the same day.

The full year results for the period 1 December 2009 to 30 November 2010 is released at approximately 8.00 on 27 January and thereafter published on www.hm.com.

The press conference starts at 10.30 in Ljusgården in H&M's premises, Mäster Samuelsgatan 49, 3rd floor in Stockholm.

H&M's CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge will present the full year results, followed by an open Q&A session.

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

The telephone conference, held in English, takes place at 14.00.

Participants in the telephone conference can either choose to pre-register at <https://eventreg1.conferencing.com/webportal3/reg.html?Acc=187442&Conf=176226> or dial in using the telephone numbers below, stating **ref no 884025**. Please call in at least ten minutes prior to the start of the conference in order to avoid a queue.

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

Presentation material will be available at www.hm.com under Investor Relations at approximately 11.30 on 27 January and a **recording** from the telephone conference on 28 January at the latest.

Welcome!

All hours are CET.

For further questions, please contact:

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