



**PRESS RELEASE**  
15 February 2011

**H&M GROUP SALES DEVELOPMENT IN JANUARY**

In the month of January 2011, H&M group total sales increased by 9 per cent compared to the same month previous year, calculated in local currencies including VAT. In comparable units sales increased by 1 per cent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

Sales development per month in percent in local currency:

|            | <u>2007/2008</u> | <u>2008/2009</u> | <u>2009/2010</u> | <u>2010/2011</u> |
|------------|------------------|------------------|------------------|------------------|
| December   | 10 (-1)          | 3 (-7)           | 15 (3)           | 8 (0)            |
| January    | 17 (3)           | 9 (-1)           | 11 (1)           | 9 (1)            |
| February   | 24 (10)          | 1 (-8)           | 10 (-1)          |                  |
| March      | 3 (-8)           | 6 (-3)           | 21 (9)           |                  |
| April      | -1 (-10)         | 19 (8)           | 4 (-6)           |                  |
| May        | 25 (14)          | 0 (-9)           | 6 (-4)           |                  |
| June       | 8 (-2)           | 4 (-5)           | 20 (9)           |                  |
| July       | 15 (3)           | 7 (-3)           | 21 (10)          |                  |
| August     | 8 (-3)           | -3 (-11)         | 24 (14)          |                  |
| September  | 10 (-2)          | 1 (-8)           | 16 (8)           |                  |
| October    | 9 (-2)           | 7 (-3)           | 13 (3)           |                  |
| November   | 7 (-4)           | 1 (-9)           | 17 (8)           |                  |
| Whole year | 11 (-1)          | 4 (-5)           | 15 (5)           |                  |

The total number of stores amounted to 2,210 on 31 January 2011 versus 1,987 on 31 January 2010.

Sales development in the month of February will be published in connection with the three months report on 31 March 2011

Karl-Johan Persson, Managing Director

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

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 15 February 2011.

---

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 2,200 stores in 38 markets, including franchise markets. In 2010, sales including VAT were SEK 126,966 million and the number of employees was around 87,000. For further information, visit [www.hm.com](http://www.hm.com).