

21 March 2011



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 31 MARCH

H & M Hennes & Mauritz AB presents the first quarterly results for 2011 at a press conference on Thursday 31 March at 9.30 (Please note the new time). There will also be a telephone conference in English at 14.00 the same day.

The three-month results for the period 1 December 2010 to 28 February 2011 are released at approximately **08.00** on 31 March and thereafter published on hm.com.

The press conference starts at 9.30 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 three-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=187442&Conf=177403> to receive conference pin, user pin and access information.

Participants who choose to dial in on the telephone numbers below are kindly asked to call in at least ten minutes prior to the start of the conference in order to avoid a queue. Please quote ref nr **889714**.

Sweden	+46 8 5052 0110
UK	+44 20 7162 0025
US	+1 334 323 6201

Presentation material will be available at hm.com under Investor Relations at approximately 10.30 on 31 March and a **recording** from the telephone conference as of 1 April.

Welcome!

All hours are CET.

For further questions, please contact

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