



31 March 2011

## H&M GROUP SALES DEVELOPMENT IN FEBRUARY

In the month of February 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)	9 (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 2,212 on 28 February 2011 versus 1,992 on 28 February 2010.

Sales development in the month of March will be published on 15 April 2011

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