



PRESS RELEASE
16 May 2011

H&M GROUP SALES DEVELOPMENT IN APRIL

In the month of April 2011, H&M group total sales increased by 21 per cent compared to the same month previous year, calculated in local currencies including VAT. In comparable units sales increased by 11 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 in April 2011 was affected by a positive Easter effect and favourable weather.

Sales development per month in percent in local currencies:

	<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)	2 (-5)
April	-1 (-10)	19 (8)	4 (-6)	21 (11)
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 figures in parenthesis represent the sales development in comparable units.

The total number of stores amounted to 2,264 on 30 April 2011 versus 2,037 on 30 April 2010.

Percentage sales development for the month of May and total revenue in SEK for the second quarter (March to May) will be published in a separate press release on 15 June 2011. The Six-Month Report, covering the period 1 December 2010 to 31 May 2011, will be published on 22 June 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 16 May 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 40 markets, including franchise markets. In 2010, sales including VAT were SEK 126,966 million and the number of employees is more than 87,000. For further information, visit www.hm.com.