

19 September 2011



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 29 SEPTEMBER

H & M Hennes & Mauritz AB presents the nine-month results for 2011 at a press conference on Thursday 29 September at 9.30. There will also be a telephone conference in English at 14.00 the same day.

The nine-month results for the period 1 December 2010 to 31 August 2011 will be released at approximately 8.00 on 29 September 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 nine-month results followed by an open Q&A session.

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

Participants in the telephone conference can choose to pre-register at <https://eventreg1.conferencing.com/webportal3/reg.html?Acc=236503&Conf=179674> and receive log in details.

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 902198**.

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 29 September and a **recording** from the telephone conference on 30 September at the latest.

Welcome!

All hours are CET.

For further questions, please contact

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