



PRESS RELEASE
15 November 2011

SALES DEVELOPMENT IN OCTOBER 2011

In October 2011, H&M group total sales including VAT increased by 8 percent compared to the same month the previous year, in local currencies. In comparable units sales decreased by 2 percent. 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 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) | 12 (2) |
| June | 8 (-2) | 4 (-5) | 20 (9) | 5 (-4) |
| July | 15 (3) | 7 (-3) | 21 (10) | 3 (-6) |
| August | 8 (-3) | -3 (-11) | 24 (14) | 8 (0) |
| September | 10 (-2) | 1 (-8) | 16 (8) | 3 (-7) |
| October | 9 (-2) | 7 (-3) | 13 (3) | 8 (-2) |
| 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 2,410 on 31 October 2011 versus 2,143 on 31 October 2010.

Percentage sales development for the month of November and total revenue in SEK for the fourth quarter (September to November) will be published in a separate press release on 15 December 2011 at 08.00 (CET). The Full-year Report, covering the period 1 December 2010 to 30 November 2011, will be published on 26 January 2012.

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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 November 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 2,400 stores in 41 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.