



26 January 2012

SALES DEVELOPMENT IN DECEMBER 2011

In December 2011, H&M group total sales including VAT increased by 13 percent compared to the same month the previous year, in local currencies. In comparable units sales increased by 4 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>2008/2009</u>	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>
December	3 (-7)	15 (3)	8 (0)	13 (4)
January	9 (-1)	11 (1)	9 (1)	
February	1 (-8)	10 (-1)	9 (1)	
March	6 (-3)	21 (9)	2 (-5)	
April	19 (8)	4 (-6)	21 (11)	
May	0 (-9)	6 (-4)	12 (2)	
June	4 (-5)	20 (9)	5 (-4)	
July	7 (-3)	21 (10)	3 (-6)	
August	-3 (-11)	24 (14)	8 (0)	
September	1 (-8)	16 (8)	3 (-7)	
October	7 (-3)	13 (3)	8 (-2)	
November	1 (-9)	17 (8)	9 (-1)	
Full year	4 (-5)	15 (5)	8 (-1)	

The figures in parenthesis represent the sales development in comparable units.

The total number of stores amounted to 2,490 on 31 December 2011 versus 2,209 on 31 December 2010.

Percentage sales development for the month of January will be published on 15 February 2012 at 08.00 (CET).

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