



PRESS RELEASE

15 October 2012

SALES DEVELOPMENT IN SEPTEMBER 2012

In September 2012, H&M Group total sales including VAT in local currencies increased by 15 percent compared to the same month the previous year. Sales in comparable units increased by 6 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:

	2008/2009	2009/2010	2010/2011	2011/2012
December	3 (-7)	15 (3)	8 (0)	13 (4)
January	9 (-1)	11 (1)	9 (1)	12 (3)
February	1 (-8)	10 (-1)	9 (1)	13 (2)
March	6 (-3)	21 (9)	2 (-5)	26 (16)
April	19 (8)	4 (-6)	21 (11)	-1 (-10)
May	0 (-9)	6 (-4)	12 (2)	12 (3)
June	4 (-5)	20 (9)	5 (-4)	13 (3)
July	7 (-3)	21 (10)	3 (-6)	11 (2)
August	-3 (-11)	24 (14)	8 (0)	6 (-4)
September	1 (-8)	16 (8)	3 (-7)	15 (6)
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 in the table represent the sales development in comparable units.

The total number of stores amounted to 2,669 on 30 September 2012 versus 2,363 on 30 September 2011.

Percentage sales development for the month of October will be published on 15 November 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 October 2012.

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 2,600 stores in 47 markets including franchise markets. In 2011, sales including VAT were SEK 128,810 million and the number of employees was more than 94,000. For further information, visit www.hm.com