



PRESS RELEASE
15 November 2012

SALES DEVELOPMENT IN OCTOBER 2012

In October 2012, H&M Group total sales including VAT in local currencies increased by 4 percent compared to the same month the previous year. Sales in comparable units decreased by 5 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) | 4 (-5) |
| 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 2,715 on 31 October 2012 versus 2,410 on 31 October 2011.

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 17 December 2012. The Full-year Report, covering the period 1 December 2011 to 30 November 2012, will be published on 30 January 2013.

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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 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 2,700 stores in 48 markets including franchise markets. In 2011, sales including VAT were SEK 128,810 million and the number of employees is more than 94,000. For further information, visit hm.com.