



PRESS RELEASE
28 January 2010

H&M GROUP SALES DEVELOPMENT IN DECEMBER

In the month of December 2009, sales in local currencies including VAT increased by 15 percent compared to the same month previous year.

Sales development per month in percent excl. currency rate changes:

| | 2006/07 | 2007/08 | 2008/09 | 2009/10 |
|------------|---------|---------|---------|---------|
| December | 16(5) | 10(-1) | 3(-7) | 15(3) |
| January | 16(5) | 17(3) | 9(-1) | |
| February | 15(5) | 24(10) | 1(-8) | |
| March | 29(17) | 3(-8) | 6(-3) | |
| April | 21(8) | -1(-10) | 19(8) | |
| May | 10(-2) | 25(14) | 0(-9) | |
| June | 17(5) | 8(-2) | 4(-5) | |
| July | 14(2) | 15(3) | 7(-3) | |
| August | 11(-1) | 8(-3) | -3(-11) | |
| September | 25(12) | 10(-2) | 1(-8) | |
| October | 15(3) | 9(-2) | 7(-3) | |
| November | 14(1) | 7(-4) | 1(-9) | |
| Whole year | 17(5) | 11(-1) | 4(-5) | |

The figures in parenthesis represent the sales development in comparable units. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. H&M's financial year is 1 December to 30 November.

The total number of stores amounted to 1,988 on 31 December 2009 compared to 1,738 at the same time last year.

Sales development for January will be published on 15 February 2010 at 08.00 CET.

Karl-Johan Persson, CEO

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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 07.30 (CET) on 28 January 2009.

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 approximately 2,000 stores in 35 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was more than 74,000. For further information, visit www.hm.com.