



24 June 2010

## H&M GROUP SALES DEVELOPMENT IN MAY

In the month of May 2010, sales in local currencies including VAT increased by 6 per cent compared to May previous year.

Calendar effects are estimated to have had a negative impact of 3-4 percentage units in May 2010.

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)	11(1)
February	15(5)	24(10)	1(-8)	10(-1)
March	29(17)	3(-8)	6(-3)	21(9)
April	21(8)	-1(-10)	19(8)	4(-6)
May	10(-2)	25(14)	0(-9)	6(-4)
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 figure in parenthesis represents the sales development in comparable H&M units. Comparable units mean 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 number of stores amounted to 2,062 on 31 May 2010 versus 1,822 on 31 May 2009.

Sales development in the month of June will be published on Thursday 15 July 2010 at 08.00 CET.

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