



PRESS RELEASE
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H&M GROUP SALES DEVELOPMENT IN JULY

In the month of July 2010, sales in local currencies including VAT increased by 21 per cent 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)	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)	20 (9)
July	14 (2)	15 (3)	7 (-3)	21 (10)
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 number of stores amounted to 2 066 on 31 July 2010 versus 1 828 on 31 July 2009.

Sales development in the month of August will be published together with the nine month report on Wednesday 29 September 2010 at 08.00 CET.

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The information in this sales development 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 16 August 2010.

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 around 2,000 stores in 37 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was around 76,000. For further information, visit www.hm.com.