



27 January 2011

H&M GROUP SALES DEVELOPMENT IN DECEMBER

In the month of December 2010, sales in local currencies including VAT increased by 8 per cent compared to the same month previous year. In comparable units sales were in line with previous year.

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

	<u>2007/2008</u>	<u>2008/2009</u>	<u>2009/2010</u>	<u>2010/2011</u>
December	10 (-1)	3 (-7)	15 (3)	8 (0)
January	17 (3)	9 (-1)	11 (1)	
February	24 (10)	1 (-8)	10 (-1)	
March	3 (-8)	6 (-3)	21 (9)	
April	-1 (-10)	19 (8)	4 (-6)	
May	25 (14)	0 (-9)	6 (-4)	
June	8 (-2)	4 (-5)	20 (9)	
July	15 (3)	7 (-3)	21 (10)	
August	8 (-3)	-3 (-11)	24 (14)	
September	10 (-2)	1 (-8)	16 (8)	
October	9 (-2)	7 (-3)	13 (3)	
November	7 (-4)	1 (-9)	17 (8)	
Whole year	11 (-1)	4 (-5)	15 (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 2,209 on 31 December 2010 versus 1,988 on 31 December 2009.

Sales development in the month of January will be published together with the full year results on Tuesday 15 February 2011 at 08.00 CET.

Karl-Johan Persson, Managing Director

Contact person: Nils Vinge, Head of IR +46-8-796 5250

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 2,200 stores in 38 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.