



PRESS RELEASE
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SALES DEVELOPMENT IN AUGUST AND THIRD QUARTER 2011

In August 2011, H&M group total sales including VAT increased by 8 percent compared to the same month the previous year, in local currencies. In comparable units sales were unchanged. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

In the third quarter of 2011, i.e. 1 June to 31 August, sales including VAT increased by 5 percent in local currencies compared to the corresponding quarter last year. Sales in comparable units decreased by 3 percent.

Sales in the third quarter converted into SEK amounted to SEK 31,511 m (31,475) including VAT. Sales excluding VAT amounted to SEK 26,912 m (26,893).

Sales development per month in percent in local currencies:

	<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)	9 (1)
February	24 (10)	1 (-8)	10 (-1)	9 (1)
March	3 (-8)	6 (-3)	21 (9)	2 (-5)
April	-1 (-10)	19 (8)	4 (-6)	21 (11)
May	25 (14)	0 (-9)	6 (-4)	12 (2)
June	8 (-2)	4 (-5)	20 (9)	5 (-4)
July	15 (3)	7 (-3)	21 (10)	3 (-6)
August	8 (-3)	-3 (-11)	24 (14)	8 (0)
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.

The total number of stores amounted to 2,325 on 31 August 2011 versus 2,078 on 31 August 2010.

Percentage sales development for the month of September will be published on 17 October 2011.

Karl-Johan Persson, Managing Director

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

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 September 2011.

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 2,300 stores in 41 markets, including franchise markets. In 2010, sales including VAT were SEK 126,966 million and the number of employees is more than 87,000. For further information, visit www.hm.com.