



PRESS RELEASE
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SALES DEVELOPMENT IN SEPTEMBER 2011

In September 2011, H&M group total sales including VAT increased by 3 percent compared to the same month the previous year, in local currencies. In comparable units sales decreased by 7 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

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)	3 (-7)
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 2,363 on 30 September 2011 versus 2,111 on 30 September 2010.

Percentage sales development for the month of October will be published on 15 November 2011 at 08.00 (CET).

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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 08.00 (CET) on 17 October 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.