



PRESS RELEASE
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SALES DEVELOPMENT IN NOVEMBER AND FOURTH QUARTER 2011

In November 2011, H&M group total sales including VAT increased by 9 percent compared to the same month the previous year, in local currencies. In comparable units sales decreased by 1 percent. 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 fourth quarter of 2011, i.e. 1 September to 30 November, sales including VAT increased by 6 percent in local currencies compared to the corresponding quarter last year. Sales in comparable units decreased by 3 percent.

Sales in the fourth quarter converted into SEK amounted to SEK 36,169 m (34,792) including VAT. Sales excluding VAT amounted to SEK 30,921 m (29,711).

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)	8 (-2)
November	7 (-4)	1 (-9)	17 (8)	9 (-1)
Full year	11 (-1)	4 (-5)	15 (5)	8 (-1)

The figures in parenthesis represent the sales development in comparable units.

The total number of stores amounted to 2,472 on 30 November 2011 versus 2,206 on 30 November 2010.

The sales figures for the fourth quarter have not yet been audited by the company's accountants. The full year report will be published on 26 January 2012 together with the percentage sales development for the month of December.

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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 15 December 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 about 2,500 stores in 43 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.