



PRESS RELEASE

16 July 2012

SALES DEVELOPMENT IN JUNE 2012

In June 2012, H&M Group total sales including VAT in local currencies increased by 13 percent compared to the same month the previous year. Sales in comparable units increased by 3 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:

	2008/2009		2009/2010		2010/2011		2011/2012	
December	3	(-7)	15	(3)	8	(0)	13	(4)
January	9	(-1)	11	(1)	9	(1)	12	(3)
February	1	(-8)	10	(-1)	9	(1)	13	(2)
March	6	(-3)	21	(9)	2	(-5)	26	(16)
April	19	(8)	4	(-6)	21	(11)	-1	(-10)
May	0	(-9)	6	(-4)	12	(2)	12	(3)
June	4	(-5)	20	(9)	5	(-4)	13	(3)
July	7	(-3)	21	(10)	3	(-6)		
August	-3	(-11)	24	(14)	8	(0)		
September	1	(-8)	16	(8)	3	(-7)		
October	7	(-3)	13	(3)	8	(-2)		
November	1	(-9)	17	(8)	9	(-1)		
Full year	4	(-5)	15	(5)	8	(-1)		

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

The total number of stores amounted to 2,596 on 30 June 2012 versus 2,305 on 30 June 2011.

Percentage sales development for the month of July will be published on 15 August 2012.

Karl-Johan Persson, Managing Director

Contact: The Press department +46-8-796 5300

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 16 July 2012.

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 close to 2,600 stores in 44 markets including franchise markets. In 2011, sales including VAT were SEK 128,810 million and the number of employees was more than 94,000. For further information, visit www.hm.com