



**PRESS RELEASE**  
**15 August 2012**

**SALES DEVELOPMENT IN JULY 2012**

In July 2012, H&M Group total sales including VAT in local currencies increased by 11 percent compared to the same month the previous year. Sales in comparable units increased by 2 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)	11 (2)
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 2,603 on 31 July 2012 versus 2,306 on 31 July 2011.

Percentage sales development for the month of August and total revenue in SEK for the third quarter (June to August) will be published in a separate press release on 17 September 2012. The Nine-Month Report, covering the period 1 December 2011 to 31 August 2012, will be published on 27 September 2012.

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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 August 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 over 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](http://www.hm.com)*