



PRESS RELEASE
17 December 2012

SALES DEVELOPMENT IN NOVEMBER AND THE FOURTH QUARTER 2012

In November 2012, H&M Group total sales including VAT in local currencies increased by 7 percent compared to the same month the previous year. Sales in comparable units 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 2012, i.e. 1 September to 30 November, sales including VAT increased by 9 percent in local currencies compared to the corresponding quarter last year. Sales in comparable units were unchanged.

Sales in the fourth quarter converted into SEK amounted to SEK 37,928 m (36,191) including VAT. Sales excluding VAT amounted to SEK 32,497 m (30,952).

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)	6	(-4)
September	1	(-8)	16	(8)	3	(-7)	15	(6)
October	7	(-3)	13	(3)	8	(-2)	4	(-5)
November	1	(-9)	17	(8)	9	(-1)	7	(-1)
Full year	4	(-5)	15	(5)	8	(-1)	11	(1)

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

The total number of stores amounted to 2,776 on 30 November 2012 versus 2,472 on 30 November 2011.

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 30 January 2013 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 17 December 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 approximately 2,800 stores in 48 markets, including franchise markets. For further information, visit www.hm.com.