

**PRESS RELEASE**  
**February 11, 2009**



**KARL-JOHAN PERSSON APPOINTED CEO OF H & M HENNES & MAURITZ AB AS OF JULY 1, 2009**

**The Board of Directors of H & M Hennes & Mauritz AB has appointed Karl-Johan Persson as new CEO replacing Rolf Eriksen who, as previously announced, will retire during 2009. Karl-Johan Persson has had an operational role within H&M since 2005 and is today Head of Expansion, Business development and Brand and new business. Karl-Johan Persson assumes the CEO position July 1, 2009.**

A committee within the Board of Directors, consisting of Stefan Persson, Melker Schörling and Bo Lundquist, has reviewed the CEO question during a number of months. The Board of Directors has concluded that Karl-Johan Persson has the background, qualifications and experience that are required to manage H&M going forward. Karl-Johan Persson has in depth knowledge of the company, understands the corporate culture and has excellent leadership qualities.

– I have a strong commitment to H&M and a long-term view of the company. H&M's development since it started over 60 years ago has been fantastic and there is still much to do. H&M's business concept works internationally and we are well prepared for continued growth. I am looking forward to continuing to develop H&M by constantly strengthening our customer offerings, developing H&M on existing markets as well as entering new markets. With our business concept, our strong corporate culture and our talented colleagues we have all conditions to continue to be successful, says Karl-Johan Persson.

Karl-Johan Persson has been a board member of H&M's subsidiaries in Denmark, Germany, the US and the UK since 2000 and in 2006 he was elected board member of H&M's parent company. During the spring Karl-Johan Persson will be working in close cooperation with Rolf Eriksen.

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Press pictures and background information for editorial use can be downloaded at [www.hm.com](http://www.hm.com)

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 February 11, 2009.

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on NASDAQ OMX Nordic. The H&M Group has around 1,700 stores in 33 markets. H&M has over 70,000 employees and achieved sales including VAT in 2008 of MSEK 104,041. For further information visit [www.hm.com](http://www.hm.com)