



PRESS RELEASE
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H&M GROUP SALES DEVELOPMENT IN NOVEMBER

In the month of November 2009, sales in local currencies including VAT increased by 1 percent compared to the same month previous year.

Sales in December had a satisfactory start with an increase of approximately 11 percent during the first two weeks compared to the same period previous year.

Sales development per month in percent excl. currency rate changes:

	2005/06	2006/07	2007/08	2008/09
December	14(4)	16(5)	10(-1)	3(-7)
January	15(5)	16(5)	17(3)	9(-1)
February	11(2)	15(5)	24(10)	1(-8)
March	0(-8)	29(17)	3(-8)	6(-3)
April	9(1)	21(8)	-1(-10)	19(8)
May	13(5)	10(-2)	25(14)	0(-9)
June	9(1)	17(5)	8(-2)	4(-5)
July	11(2)	14(2)	15(3)	7(-3)
August	15(5)	11(-1)	8(-3)	-3(-11)
September	9(0)	25(12)	10(-2)	1(-8)
October	12(3)	15(3)	9(-2)	7(-3)
November	11(2)	14(1)	7(-4)	1(-9)
Whole year	11(2)	17(5)	11(-1)	4(-5)

The figures in parenthesis represent the sales development in comparable units. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. H&M's financial year is 1 December to 30 November.

The total number of stores amounted to 1,988 on 30 November 2009 compared to 1,738 at the same time last year.

Sales development for the complete month of December will be published together with the full year results on Thursday 28 January 2010 at 07.30 CET.

Karl-Johan Persson, CEO

Contact person: Nils Vinge, Head of IR +46-8-796 5250

The information in this sales development 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 2009.

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 2,000 stores in 35 markets. In 2008, sales including VAT were SEK 104,041 million and the number of employees was approximately 73,000. For further information, visit www.hm.com.