

18 January 2010



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 28 JANUARY

H & M Hennes & Mauritz AB presents the full year results for 2009 and invites to a press conference on Thursday 28 January at 10.30. A telephone conference in English is held at 14.00 the same day.

The full year results for the period 1 December 2008 to 30 November 2009 is released at approximately **7.30** on 28 January and thereafter published on hm.com.

The press conference starts at 10.30 and is, on this occasion, held in **Sibeliussalen, Finlandshuset** in Stockholm. Address: Snickarbacken 4 - nearest tube stations are Östermalmstorg, exit Stureplan or Hötorget, exit Tunnelgatan.

H&M's CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge will present the full year results, followed by an open Q&A session.

The press conference, held in Swedish, is only open to journalists and analysts.

The telephone conference, held in English, takes place at 14.00.

Participants can pre-register at

<https://eventreg1.conferencing.com/webportal3/reg.html?Acc=236503&Conf=170426>.

Participants can also choose to dial in using the telephone numbers below, **conference ref no 855185**. Please call in at least ten minutes prior to the start of the conference in order to avoid a queue.

+46 8 5052 0110	(Sweden)
+44 20 7162 0077	(UK)
+1 334 323 6201	(US)

Presentation material will be available at hm.com under Investor Relations at approximately 11.30 on 28 January and a **recording** from the telephone conference as of 29 January.

Welcome!

All hours are CET.

For further questions, please contact:

Kristina Stenvinkel, Head of Communications
Phone: +46 8 796 39 08
stenvinkel@hm.com

Jenni Tapper-Hoël, Press Officer
Phone: +46 8 796 89 73
jenni.tapper-hoel@hm.com

Please notify participation to:

Sofie Strandberg
Phone: +46 8 517 627 20
sofie.strandberg@hm.com