

PRESS RELEASE

3 March 2010



THE BOARD OF DIRECTORS PROPOSES SPLIT 2:1

The Board of Directors of H & M Hennes & Mauritz AB (publ) has decided to propose to the annual general meeting that the Company carries out a stock split whereby each existing share would be divided into two new shares of the same class of shares. As a result of the stock split, the number of shares in the Company would increase from 97,200,000 A-shares and 730,336,000 B-shares to 194,400,000 A-shares and 1,460,672,000 B-shares.

The annual general meeting of H&M will be held on 29 April 2010. Provided that the general meeting resolves on a dividend for 2009 in accordance with the Board's proposal, the dividend is expected to be paid out on 7 May 2010.

The Board proposes that the annual general meeting resolves to authorize the Board to decide a date during the period 20 May – 18 June 2010 when the stock split shall be effected. The stock split will thus not become effective until after the dividend payment following the annual general meeting.

The Board of Directors

H & M Hennes & Mauritz AB

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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 3 March 2010.

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 around 2,000 stores in 36 markets. In 2009, sales including VAT were SEK 118,697 million and the number of employees was around 76,000. For further information, visit www.hm.com.