

21 September 2010



INVITATION TO PRESS AND TELEPHONE CONFERENCE ON 29 SEPTEMBER

H & M Hennes & Mauritz AB presents the third quarterly results for 2010 at a press conference on Wednesday 29 September at 10.30. There will also be a telephone conference in English at 14.00 the same day.

The nine-month results for the period 1 December 2009 to 31 August 2010 are released at approximately **08.00** on 29 September and thereafter published on hm.com.

The press conference starts at 10.30 in "Ljusgården" in H&M's premises, Mäster Samuelsgatan 49, 3rd floor, in Stockholm. H&M's CEO Karl-Johan Persson and Head of Investor Relations Nils Vinge will present the nine-month results followed by an open Q&A session.

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

Participants in the telephone conference can pre-register at <https://eventreg1.conferencing.com/webportal3/reg.html?Acc=187442&Conf=174440> and receive login details.

Participants who prefer to dial in are kindly asked to call in at least ten minutes prior to the start of the conference in order to avoid a queue. Please quote ref no. **874331**.

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Presentation material will be available at hm.com under Investor Relations at approximately 11.30 on 29 September and a **recording** from the telephone conference as of 30 September, at the latest.

Welcome!

All hours are CET.

For further questions, please contact:

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