**PRESS RELEASE**
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## H&M GROUP SALES DEVELOPMENT IN NOVEMBER

In the month of November 2010, sales in local currencies including VAT increased by 17 per cent compared to the same month previous year. In comparable units sales increased by 8 percent.

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

| | 2006/2007 | 2007/2008 | 2008/2009 | 2009/2010 |
|---|---|---|---|---|
| December | 16 (5) | 10 (-1) | 3 (-7) | 15 (3) |
| January | 16 (5) | 17 (3) | 9 (-1) | 11 (1) |
| February | 15 (5) | 24 (10) | 1 (-8) | 10 (-1) |
| March | 29 (17) | 3 (-8) | 6 (-3) | 21 (9) |
| April | 21 (8) | -1 (-10) | 19 (8) | 4 (-6) |
| May | 10 (-2) | 25 (14) | 0 (-9) | 6 (-4) |
| June | 17 (5) | 8 (-2) | 4 (-5) | 20 (9) |
| July | 14 (2) | 15 (3) | 7 (-3) | 21 (10) |
| August | 11 (-1) | 8 (-3) | -3 (-11) | 24 (14) |
| September | 25 (12) | 10 (-2) | 1 (-8) | 16 (8) |
| October | 15 (3) | 9 (-2) | 7 (-3) | 13 (3) |
| November | 14 (1) | 7 (-4) | 1 (-9) | 17 (8) |
| Whole year | 17 (5) | 11 (-1) | 4 (-5) | 15 (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 2,206 on 30 November 2010 versus 1,988 on 30 November 2009.

Sales development in the month of December will be published together with the full year results on Thursday 27 January 2010 at 08.00 CET.

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