



PRESS INFORMATION 05-09-2011

H&M HAS SIGNED A CONTRACT ON THE FIRST STORE IN BULGARIA

H & M, Hennes & Mauritz AB (H&M), will be opening their first store in Bulgaria during March 2012. The store will be located at the best business location in the fashion conscious mall, The Mall, in the capital city Sofia.

The store will be a full concept store and will have a sales area around 2,200 square meters, distributed on two sales floors.

"We see this as a natural step in our expansion strategy; to now be able to offer our customers in Bulgaria a chance to buy fashion and quality at the best price. We see great potential for expansion in the country," says Karl-Johan Persson, CEO at H&M.

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Press pictures and background information for editorial use can be down loaded from www.hm.com

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 05/9/2011.

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 2,300 stores in 41 markets, including franchise markets. In 2010, sales including VAT were SEK 126,966 million and the number of employees is more than 87,000. For further information, visit www.hm.com