PRESS RELEASE
15 May 2012

SALES DEVELOPMENT IN APRIL 2012

In April 2012, H&M group total sales including VAT in local currencies decreased by 1 percent compared to the same month the previous year. Sales in comparable units decreased by 10 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

Sales in April have mainly been affected by unfavorable weather but also by a very negative calendar effect.

Sales development per month in percent in local currencies:

	2008/2009		2009/2010		2010/2011		2011/2012	
December	3	(-7)	15	(3)	8	(0)	13	(4)
January	9	(-1)	11	(1)	9	(1)	12	(3)
February	1	(-8)	10	(-1)	9	(1)	13	(2)
March	6	(-3)	21	(9)	2	(-5)	26	(16)
April	19	(8)	4	(-6)	21	(11)	-1	(-10)
May	0	(-9)	6	(-4)	12	(2)		
June	4	(-5)	20	(9)	5	(-4)		
July	7	(-3)	21	(10)	3	(-6)		
August	-3	(-11)	24	(14)	8	(0)		
September	1	(-8)	16	(8)	3	(-7)		
October	7	(-3)	13	(3)	8	(-2)		
November	1	(-9)	17	(8)	9	(-1)		
Full year	4	(-5)	15	(5)	8	(-1)		

The figures in parenthesis represent the sales development in comparable units.

The total number of stores amounted to 2,549 on 30 April 2012 versus 2,264 on 30 April 2011.

Percentage sales development for the month of May and total revenue in SEK for the second quarter (March to May) will be published in a separate press release on 15 June 2012. The Six-Month Report, covering the period 1 December 2011 to 31 May 2012, will be published on 20 June 2012.

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 15 May 2012.

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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 more than 2,500 stores in 44 markets including franchise markets. In 2011, sales including VAT were SEK 128,810 million and the number of employees was more than 94,000. For further information, visit www.hm.com