



Press information 29-08-2012

H&M signs contract for first store in South America

H & M, Hennes & Mauritz AB (H&M), takes the first step into South America by opening its first store in Santiago de Chile, Chile.

The store will be a full concept flagship store at the best business location at the shopping mall Costanera Center, and is planned to open during the first half year of 2013.

– We are very excited to announce the opening of the first H&M store in South America, in Santiago de Chile, Chile. It is our first step into the Southern hemisphere, and we see great potential for further expansion in this fashion conscious region. We look forward to bringing fashion and quality at the best price to the Chilean customers, 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 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 29/08/2012.

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 2,600 stores in 44 markets, including franchise markets. In 2011, sales including VAT were SEK 128,810 million and the number of employees is more than 94,000. For further information, visit hm.com