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H&M opens first store in Serbia

The first store in Serbia, in the capital Belgrade, is planned to open during autumn 2013. Other new markets for H&M during 2013 are Chile, Estonia, Lithuania and via franchise in Indonesia.

– We look very much forward to opening the first H&M store in Belgrade. We are excited to be able to offer fashion and quality at the best price to our customers in Serbia from autumn 2013, says Karl-Johan Persson, CEO at H&M.

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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 approximately 2,700 stores in 48 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 www.hm.com.