



24 September 2009

H&M GROUP SALES DEVELOPMENT IN AUGUST

In the month of August 2009, sales in local currencies including VAT decreased by 3 per cent compared to August previous year.

Sales increase per month in per cent excl. currency rate changes:

| | 2005/06 | 2006/07 | 2007/08 | 2008/09 |
|------------|---------|---------|---------|---------|
| December | 14(4) | 16(5) | 10(-1) | 3(-7) |
| January | 15(5) | 16(5) | 17(3) | 9(-1) |
| February | 11(2) | 15(5) | 24(10) | 1(-8) |
| March | 0(-8) | 29(17) | 3(-8) | 6(-3) |
| April | 9(1) | 21(8) | -1(-10) | 19(8) |
| May | 13(5) | 10(-2) | 25(14) | 0(-9) |
| June | 9(1) | 17(5) | 8(-2) | 4(-5) |
| July | 11(2) | 14(2) | 15(3) | 7(-3) |
| August | 15(5) | 11(-1) | 8(-3) | -3(-11) |
| September | 9(0) | 25(12) | 10(-2) | |
| October | 12(3) | 15(3) | 9(-2) | |
| November | 11(2) | 14(1) | 7(-4) | |
| Whole year | 11(2) | 17(5) | 11(-1) | |

The figure in parenthesis represents the sales development in comparable H&M units. Comparable units mean 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 number of stores amounted to 1,840 on 31 August 2009 versus 1,618 on 31 August 2008.

Sales development in the month of September will be published on Thursday 15 October 2009 at 08.00 CET.

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H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on the OMX Nordic Exchange Stockholm. Today there are around 1,800 H&M stores in 34 markets. H&M has around 73,000 employees and achieved sales including VAT in 2008 of SEK 104,041 million. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern makers and buyers. For further information visit www.hm.com.