



**PRESSRELEASE**  
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## **H&M GROUP SALES DEVELOPMENT IN JANUARY**

In the month of January 2009, sales in local currencies including VAT increased by 9 per cent compared to January 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)	
March	0(-8)	29(17)	3(-8)	
April	9(1)	21(8)	-1(-10)	
May	13(5)	10(-2)	25(14)	
June	9(1)	17(5)	8(-2)	
July	11(2)	14(2)	15(3)	
August	15(5)	11(-1)	8(-3)	
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 1,741\* on 31 January 2009 versus 1,524 on 31 January 2008.

Sales development in the month of February will be published together with the three month report on thursday 26 March 2009 at 08.00 CET.

Rolf Eriksen, Managing Director

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\* Including 25 Monki and Weekday-stores.

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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 1,700 H&M stores on 33 markets. H&M has 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](http://www.hm.com).