



PRESS RELEASE

15 March 2012

SALES DEVELOPMENT IN FEBRUARY AND FIRST QUARTER 2012

In February 2012, H&M group total sales including VAT in local currencies increased by 13 percent compared to the same month the previous year. Sales in comparable units increased by 2 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 February were positively affected by approximately 3 percentage points due to the leap day on 29 February 2012.

In the first quarter, i.e. 1 December 2011 to 29 February 2012, sales including VAT increased by 13 percent in local currencies compared to the corresponding quarter last year. Sales in comparable units increased by 3 percent.

Sales in the first quarter converted into SEK amounted to SEK 32,503 m (28,708) including VAT. Sales excluding VAT amounted to SEK 27,832 m (24,503).

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)		
April	19	(8)	4	(-6)	21	(11)		
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 2,491 on 29 February 2012 versus 2,212 on 28 February 2011.

Percentage sales development for the month of March will be published on 16 April 2012 at 08.00 (CET).

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 March 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 around 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