



**PRESSRELEASE**

**16 November 2009**

**H&M GROUP SALES DEVELOPMENT IN OCTOBER**

In the month of October 2009, sales in local currencies including VAT increased by 7 percent compared to the same month previous year. The continued recession affected sales differently across H&M's markets. Sales in Scandinavia, Central Europe and Asia were very satisfactory while most other markets, primarily France, Spain and the US, had a continued weak sales development.

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)	1(-8)
October	12(3)	15(3)	9(-2)	7(-3)
November	11(2)	14(1)	7(-4)	
Whole year	11(2)	17(5)	11(-1)	

The figures in parenthesis represent the sales development in comparable units. Comparable units comprise 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 total number of stores amounted to 1,925 on 31 October 2009 compared to 1,702 at the same time last year.

Sales development in the month of November will be published on Tuesday 15 December 2009 at 08.00 CET.

Karl-Johan Persson, Managing Director

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The information in this sales development 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 16 November 2009.

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 more than 1,900 H&M stores in 35 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 and children. The company's fashion collections are created by its own designers, pattern makers and buyers. For further information visit [www.hm.com](http://www.hm.com).