



PRESSRELEASE
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H&M GROUP SALES DEVELOPMENT IN JULY

In the month of July 2009, sales in local currencies including VAT increased by 7 per cent compared to July 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)	
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 1,828 on 31 July 2009 versus 1,601 on 31 July 2008.

Sales development in the month of August will be published together with the nine month report on Thursday 24 September 2009 at 08.00 CET.

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