



PRESS RELEASE

16 April 2012

SALES DEVELOPMENT IN MARCH 2012

In March 2012, H&M group total sales including VAT in local currencies increased by 26 percent compared to the same month the previous year. Sales in comparable units increased by 16 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 March were positively affected by, among other things, favorable weather and a positive calendar effect. These factors will have a very negative effect in April.

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)	26	(16)
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 2,517 on 31 March 2012 versus 2,238 on 31 March 2011.

Percentage sales development for the month of April will be published on 15 May 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 16 April 2012.

Karl-Johan Persson, Managing Director

Contact person: Nils Vinge, Head of IR +46-8-796 5250

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