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CORPORATE GOVERNANCE REPORT 2010

H & M HENNES & MAURITZ AB

Good corporate governance is basically about ensuring that companies are run as efficiently as possible in the interests of the shareholders.

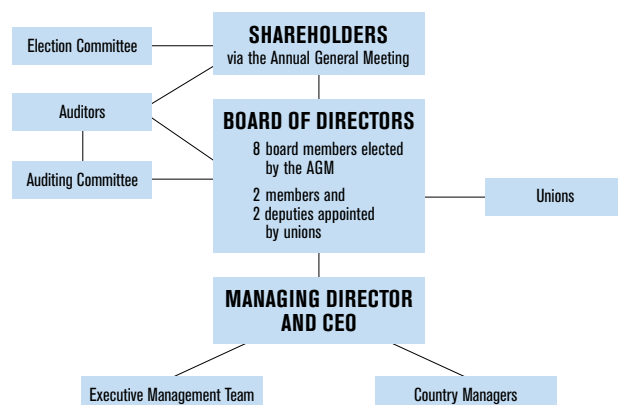
H&M applies the Swedish Code of Corporate Governance (the Code) and has therefore prepared this corporate governance report in accordance with the Annual Accounts Act and the Code (available from www.bolagsstyrning.se). This corporate governance report for 2010 describes H&M's corporate governance, management and administration as well as internal control over financial reporting. H&M has chosen to have the corporate governance report as a separate document to the Annual Report in accordance with Chapter 6 § 8 of the Swedish Annual Accounts Act. The information that must be provided under Chapter 6 § 6 item 3–6 of the Annual Accounts Act is included in the administration report on page 7 of H&M in Figures 2010 and is therefore not included in this corporate governance report. In accordance with Chapter 6 § 9 of the Annual Accounts Act the company's auditors have issued a statement on the corporate governance report that is placed on page 12.

The Code is based on the principle of "comply or explain", which means that companies applying the Code may deviate from individual rules provided they give an explanation of the deviation, describe the chosen alternative and provide the reasons for the deviation.

Deviation from section 2.4 of the Code:

- The Chairman of the Board is the chairman of the Election Committee. The reason for this is described in the section on the Election Committee.

OUR CORPORATE GOVERNANCE STRUCTURE



H&M's corporate governance is regulated by both external regulations and internal control documents.

Examples of external regulations:

- the Swedish Companies Act
- accounting legislation including the Swedish Bookkeeping Act and Annual Accounts Act

- NASDAQ OMX Stockholm AB Rules for Issuers
- Swedish Code of Corporate Governance

Examples of internal control documents:

- Articles of Association instructions and work plan for the Board of Directors and the Managing Director
- Code of Ethics
- policies, guidelines and manuals

SHAREHOLDERS AND ANNUAL GENERAL MEETING

The general meeting is the company's highest decision-making body and is the forum in which shareholders exercise their right to decide on the company's affairs. The shareholders registered directly in the register of shareholders who have given notice of their attendance on time are entitled to participate in the meeting and vote for the total number of shares they hold. Shareholders who cannot be present in person may be represented by proxy. Notice of the general meeting is published on the company's website and also by advertisements in Post- och Inrikes Tidningar, Svenska Dagbladet and Dagens Nyheter.

The general meeting is convened once a year in order to carry out tasks such as adopting the Annual Accounts and Consolidated Accounts, discharging the members of the Board of Directors and the Managing Director from liability and deciding how the profit for the past financial year is to be allocated. This meeting is called the Annual General Meeting (AGM) and elects the Board of Directors and, when necessary, auditors for the forthcoming period of office. Extraordinary general meetings may be convened where there is a particular need to do so, as took place on 20 October 2010 in connection with a proposed incentive programme for all employees of the H&M Group. At the end of the financial year H&M had 193,035 shareholders.

H&M's share is listed on NASDAQ OMX Stockholm AB. Information material from H&M's most recent annual general meetings and extraordinary general meetings is published on the company's website under section Corporate Governance. Here there is also information about the right of shareholders to raise matters at the meeting and when such requests must be received by H&M so that the matter is certain to be included on the agenda in the notice to attend. The e-mail address is also given for those shareholders who wish to submit their questions in advance to H&M.

ANNUAL GENERAL MEETING 2010

H&M's Annual General Meeting 2010 was held on 29 April in Victoriahallen at the Stockholm International Fairs. 1,438 shareholders were represented at the meeting, representing 81.9 percent of the votes and 62.7 percent of the capital. H&M's Board of Directors, executive management and Election Committee as well as the company's auditors attended the meeting.

The main resolutions passed were the following:

- Lawyer Sven Unger was elected as chairman of the meeting.
- The balance sheets and income statements for the parent company and for the Group were adopted.
- A dividend to shareholders of SEK 8.00* per share was approved.
- The Board members and the Managing Director were discharged from liability for the 2008/2009 financial year.

* Adjusted in accordance with 2:1 share split.

- The number of Board members elected by the meeting to serve until the next AGM was set at eight, with no deputies.
- Anders Dahlvig and Christian Sievert were elected to the Board for the first time. Mia Brunell Livfors, Lottie Knutson, Sussi Kvarf, Bo Lundquist, Stefan Persson and Melker Schörling were re-elected as ordinary members by the AGM. Stig Nordfelt had declined re-election.
- Stefan Persson was re-elected as Chairman of the Board.
- The fees paid to the Board members until the next AGM were set at SEK 4,250,000 in total, to be distributed as follows: Chairman of the Board SEK 1,350,000; Board members SEK 375,000; members of the Auditing Committee an extra SEK 75,000; and the chairman of the Auditing Committee an extra SEK 125,000.
- The proposed principles for the Election Committee were approved and members of the Election Committee were elected.
- Resolution on share split and amendment of the Articles of Association.
- The proposed guidelines for remuneration to senior executives were approved.

The minutes of the Annual General Meeting were published on the website within two weeks of the meeting. Material from the meeting, such as the notice to attend the meeting, the Board's statement concerning the proposed allocation of profits, the Managing Director's address and presentation and the minutes, etc. were translated into English and also published on the website.

Votes and capital represented at H&M's Annual General Meeting

YEAR	% OF VOTES	% OF CAPITAL
2007	80.9	60.7
2008	80.9	60.7
2009	81.3	61.5
2010	81.9	62.7

ELECTION COMMITTEE

The Election Committee is the general meeting's body that prepares the necessary information as a basis for decisions at the general meeting as regards election of the Board of Directors, Chairman of the Board, auditors and the chairman of the Annual General Meeting, as well as fees to the Board and auditors, and principles for the Election Committee. An account of the work of the Election Committee ahead of each AGM is available in a separate document on the website. Starting from the 2008 Annual General Meeting, the members of H&M's Election Committee are elected by the general meeting.

COMPOSITION AND WORK OF THE ELECTION COMMITTEE IN 2010/2011

The members of the Election Committee were elected by the 2010 AGM. The Election Committee was elected on the basis of its principles, which, in brief, state that the Election Committee shall be made up of the Chairman of the Board and four other members, each representing one of the four biggest shareholders as of 28 February 2010, apart from the shareholder that the Chairman of the Board represents. The principles include a procedure for replacing any

member who leaves the Election Committee before the Committee's work is complete. To read the principles in full, see the document "Account of the work of H&M's Election Committee 2010" under Election Committee under section Corporate Governance at www.hm.com.

The composition of the Election Committee following the 2010 AGM was:

- Stefan Persson, Chairman of the Board
- Lottie Tham, representing Lottie Tham
- Liselott Ledin, representing Alecta
- Jan Andersson, representing Swedbank Robur Fonder
- Anders Oscarsson*, representing AMF Pension

* Peter Lindell was elected at the AGM, but left AMF shortly afterwards and was therefore replaced by Anders Oscarsson of AMF Pension with effect from June 2010.

The composition of the Election Committee meets the Code's requirements with respect to independent members.

H&M deviated from Code rule 2.4 which states, among other things, that the Chairman of the Board shall not be the chairman of the Election Committee. The Election Committee appointed Chairman of the Board Stefan Persson as chairman of the Election Committee during the year on the grounds that this is deemed an obvious choice in view of the ownership structure of H&M.

Since the 2010 AGM the Election Committee has held one meeting at which minutes were taken and the Committee was also in contact at other times. At the Election Committee's meeting Stefan Persson gave a verbal account of the work of the Board during the year. The conclusion was that the Board had worked effectively over the course of the year.

The Board's work is presented so that the Election Committee can make the best possible assessment of the Board's competence and experience. The Election Committee also discussed the size of the Board, its composition and fees for Board members.

The Election Committee provided the following grounds for its proposed composition of the Board before the 2010 AGM:

"The Election Committee judges that the proposed composition of the Board of Directors accords well with section 4.1 of the Swedish Code of Corporate Governance, i.e. that the proposed Board is characterised by diversity and breadth of expertise, experience, background and equal gender distribution. It is judged that the new members proposed will bring in wide-ranging expertise and additional experience from similar operations as well as from other areas of retail, both nationally and internationally."

The proposed composition met the applicable requirements concerning the independence of members and stock market experience.

No fees were paid to the Election Committee's chairman or to any of the other members of the Election Committee.

The Election Committee's work in preparation for the next AGM is not yet complete and more information will be presented before and at the 2011 AGM.

EXTRAORDINARY GENERAL MEETING HELD ON 20 OCTOBER 2010

On 20 October 2010 H&M held an Extraordinary General Meeting in the Grönwald Hall at the Stockholm Concert Hall. The meeting

ANNUAL GENERAL MEETING 2011

H&M's Annual General Meeting 2011 will be held on Thursday, 28 April in Victoriahallen at the Stockholm International Fairs. To register to attend the 2011 AGM, see H&M in Figures 2010 page 50 or at www.hm.com/arsstamma

was occasioned by the proposal for the H&M Incentive Program.

722 shareholders were represented at the meeting, representing 78.4 percent of the votes and 55.6 percent of the capital.

The meeting resolved to mandate the Board of Directors to introduce an incentive programme known as the H&M Incentive Program, which will cover all employees of the H&M Group based on the same principles. The Board was further mandated to draw up the necessary detailed rules of the programme and otherwise to take the action required to implement the programme.

The meeting approved the Board's proposal to supplement the guidelines on remuneration to senior executives with the following statement: "Senior executives are entitled to the benefits provided under the H&M Incentive Program".

THE BOARD OF DIRECTORS

The task of the Board of Directors is to manage the company's affairs on behalf of the shareholders. The Board members are elected by the shareholders at the Annual General Meeting for the period up until the next AGM. Under Swedish law, trade unions have the right to appoint employee representatives with deputies to the company's Board.

In addition to laws and recommendations, H&M's Board work is regulated by the Board's work plan which contains rules on the distribution of work between the Board, its committees and the Managing Director, financial reporting, investments and financing. The work plan, which also includes a work plan for the Auditing Committee, is established once a year.

According to the Articles of Association, H&M's Board is to consist of at least three but no more than twelve members elected by the AGM and no more than the same number of deputies.

The Annual General Meeting determines the exact number of Board members. Since the 2010 AGM the Board has consisted of eight ordinary members elected by the AGM and no deputies. There are also two employee representatives and two deputies for these positions. The Board is comprised of seven women and five men. Only the employee representatives are employed by the company. Stig Nordfelt had declined re-election to the Board before the 2010 AGM. Anders Dahlvig and Christian Sievert were elected to the Board for the first time. The other Board members were re-elected. Stefan Persson was re-elected as Chairman of the Board.

For facts about H&M's Board members, see page 8–9. The Board members are to devote the time and attention that their assignment for H&M requires. New Board members receive introductory training which, among other things, includes meetings with the heads of various functions.

During the financial year H&M normally holds six regular Board meetings, one of which is the statutory Board meeting. Extraordinary Board meetings are held when the need arises. The Managing Director attends all Board meetings, except when the Managing

Director's work is being evaluated. The Managing Director reports to the Board on the operational work within the Group and ensures that the Board is given relevant and objective information on which to base its decisions. Other members of the management team, such as the CFO and Chief Accountant, also attend in order to provide the Board with financial information. The Board is assisted by a secretary who is not a member of the Board.

WORK OF THE BOARD IN 2009/2010

H&M's Board held ten Board meetings during the financial year, one of which was the statutory meeting.

The attendance of the Board members is reported in the table entitled "Composition of the Board of Directors and Attendance during the Year". The Managing Director Karl-Johan Persson attended all the Board meetings held in 2010.

The Board meetings begin with a discussion of the company's financial situation, with sales, costs and results as the main focus. The Board takes decisions on the interim reports and the Annual Report. Accounting and auditing matters are prepared within the Auditing Committee and reported to the Board.

Matters dealt with at the Board meetings held during the financial year included the company's main aims for the year, sales development, costs, the incentive programme for all employees, guidelines for remuneration to senior executives, the rate of expansion and the results of expansion into markets such as South Korea, Turkey and, via franchise, Israel. The Board of Directors proposed a 2:1 share split to the AGM and subsequently determined a record date for the split. The share split was effected at the beginning of June 2010.

The Board also examined the executive management's updated risk assessment. In addition, the Managing Director reported on improvements in the customer offering, organisational changes, COS, H&M Home, the integration of FaBric Scandinavien AB and the acquisition of the remaining shares in the company. The Managing Director also reported on developments in the buying process and in internet and catalogue sales, marketing campaigns, the refurbishment of stores, developments in and outsourcing of IT support, and preparations for expansion into Romania, Croatia, Singapore and – via franchise – Morocco and Jordan.

The Board has kept itself informed of the company's CSR and environmental work.

Decisions taken by the Board during the 2009/2010 financial year included the following:

- new financial policy
- proposal to the AGM for a dividend of SEK 8.00* per share for the 2008/2009 financial year
- the number of new stores for full-year 2010
- investments in the total number of stores and the level of these investments
- proposal to the AGM for a 2:1 share split
- proposal to the Extraordinary General Meeting for an incentive programme covering all employees of the H&M Group on the same principles
- continuation of the present model for monitoring internal control – see page 11

* Adjusted in accordance with 2:1 share split.

COMPOSITION OF THE BOARD AND ATTENDANCE IN 2010

NAME	YEAR ELECTED	INDEPENDENT ¹⁾	INDEPENDENT ²⁾	FEES (SEK) ³⁾	BOARD MEETINGS	AUDITING COMMITTEE	SHAREHOLDING	SHARES HELD BY RELATED PARTIES
Stefan Persson ⁴⁾ , Chairman	1979	No	No	1,350,000	10/10	3/3	372,548,800	194,400,000 ⁵⁾ 6,400,000 ⁶⁾
Mia Brunell Livfors	2008	Yes	Yes	375,000	10/10			600 ⁷⁾
Anders Dahlvig ⁸⁾	2010	Yes	Yes		6/6		9,000	
Lottie Knutson	2006	Yes	Yes	375,000	10/10		1,200	
Sussi Kvart	1998	Yes	Yes	450,000	10/10	4/4	4,400	1,700
Bo Lundquist	1995	Yes	Yes	450,000	10/10	4/4		40,000 ⁹⁾
Stig Nordfelt ¹⁰⁾	1987	Yes	Yes	500,000	5/5	1/1		
Melker Schörling	1998	Yes	Yes	375,000	10/10			228,000 ¹¹⁾
Christian Sievert ⁸⁾	2010	Yes	Yes		6/6		22,600	600
Marianne Broman, employee rep.	1995				10/10		140	290
Margareta Welinder, employee rep.	2007				9/10			
Tina Jäderberg, deputy employee rep.	2007				10/10			
Agneta Ramberg, deputy employee rep.	1997				10/10			

1) Independent of the company and company management in accordance with the Swedish Code of Corporate Governance.

2) Independent of major shareholders in the company in accordance with the Swedish Code of Corporate Governance.

3) Fees as resolved at the 2009 Annual General Meeting. This means that the fees relate to the period until the next AGM is held, i.e. for the period 4 May 2009 to 29 April 2010. The amount was paid out after the 2010 AGM.

4) Stefan Persson was elected as a member of the Auditing Committee at the statutory Board meeting held on 29 April 2010.

5) Class A shares owned through Ramsbury Invest AB.

6) Class B shares owned through Ramsbury Invest AB.

7) Shares held together with related parties.

8) Anders Dahlvig and Christian Sievert were elected to the Board at the AGM held on 29 April 2010. Board fees of SEK 375,000 per person for the period 29 April 2010 to 28 April 2011 will be paid out after the 2011 AGM.

9) Shares owned through Bo Lundquist's company Caboran AB.

10) Stig Nordfelt resigned from the Board at the 2010 AGM.

11) Shares owned through Melker Schörling AB.

There are no outstanding share or share price related incentive programmes for the Board of Directors.

During the year the Board also discussed strategic matters such as competition, external factors and development opportunities.

In connection with the Board's review of the proposed Annual Report for 2008/2009, auditor Erik Åström gave an account of the year's audit work.

INDEPENDENCE OF BOARD MEMBERS

The composition of H&M's Board during the year met the independence requirements set out in sections 4.4 and 4.5 of the Code. This means that the majority of the Board members elected by the general meeting are independent of the company and company management. At least two of these are also independent of the company's major shareholders.

FINANCIAL REPORTING

H&M's financial reporting is carried out in compliance with the laws, statutes, regulations and recommendations that apply to companies listed on NASDAQ OMX Stockholm AB. It falls to the Board of Directors to ensure the quality of financial reporting with the help, for example, of the Auditing Committee (see text below). More information is available in the section on internal control over financial reporting.

AUDITING COMMITTEE

The Board's Auditing Committee is the main channel of communication between the Board and the company's auditors.

The Auditing Committee monitors the company's financial reporting, which includes monitoring the effectiveness of the company's internal control and risk management. Its work includes handling auditing issues and financial reports published by the company. The Auditing Committee also keeps itself informed as regards the audit of the Annual Accounts and the Consolidated Accounts. The Auditing Committee also reviews and monitors the impartiality and independence of the auditor and regulates which assignments the accounting firm may conduct in addition to the audit. The Committee also assists the Election Committee with any proposals to the AGM concerning the election of auditors.

H&M's Auditing Committee is made up of three Board members, at least two of whom have expertise in accounting or auditing and are independent in relation to the company, its management and its major shareholders. The Committee is appointed annually by the Board of Directors at the statutory Board meeting held in conjunction with the AGM.

Since the statutory meeting held in conjunction with the 2010 AGM, the Auditing Committee has consisted of chairman Bo Lundquist and members Sussi Kvart and Stefan Persson. The committee held four meetings at which minutes were taken in 2010.

Authorised Public Accountant Erik Åström attended the Auditing Committee meetings and reported on the auditing assignments. The meetings were also attended by Jyrki Tervonen, CFO and Anders Jonasson, Chief Accountant, among others. The Committee's

meetings are minuted and the minutes are then distributed to the Board members.

During the year the Committee addressed issues concerning the company's financial reporting including interim reports and the Annual Report. The Auditing Committee checked that the company is carrying out its internal control and risk management processes effectively and also reviewed the overall risk analysis for the Group. During the year the Auditing Committee also discussed the monitoring of the company's internal pricing model and gathered information on the scope and focus of auditing assignments, as well as on the results of reviews performed.

AUDITORS

The auditors are appointed by the shareholders at the Annual General Meeting every four years. The auditors scrutinise the company's financial statements, the consolidated statements and the accounts, and the management of the company by the Board and Managing Director.

At the 2009 AGM the registered accounting firm Ernst & Young AB was elected as auditor of H&M for a four-year period, i.e. until the end of the 2013 Annual General Meeting. Authorised Public Accountant Erik Åström from Ernst & Young holds the main responsibility for auditing assignments.

As previously, the 2010 AGM resolved that the auditors' fees should be paid based on the invoices submitted.

Ernst & Young AB is a member of a global network used for auditing assignments for most of the Group companies and meets H&M's requirements with respect to competence and geographical coverage. The auditors' independent status is guaranteed partly by legislation and professional ethics rules, partly by the accounting firm's internal guidelines and partly by the Auditing Committee's guidelines regulating which assignments the accounting firm is permitted to conduct in addition to the audit.

Authorised Public Accountant Erik Åström conducts auditing assignments for a number of listed companies, such as Hakon Invest, Modern Times Group, Saab, Svenska Handelsbanken and Apoteket.

The fees invoiced by the auditors over the past three financial years are as follows:

AUDIT FEES (SEK M)

	GROUP		PARENT COMPANY	
	2010	2009	2010	2009
Ernst & Young				
Audit assignments	15.9	16.7	2.4	2.2
Auditing other than audit assignments	1.1	–	0.1	–
Tax consultancy	10.9	15.2	0.1	0.1
Other auditors				
Audit assignments	3.2	3.2	–	–
Auditing other than audit assignments	0.2	–	–	–
Tax consultancy	1.3	1.8	–	–
Total	32.6	36.9	2.6	2.3

MANAGING DIRECTOR

The Managing Director is appointed by the Board of Directors and is responsible for the daily management of the company as directed by the Board. This means that the Managing Director must focus in particular on recruitment of senior executives, buying and logistics matters, the customer offering, pricing strategy and sales, marketing, expansion, development of the store network and of internet and catalogue sales and IT development. The Managing Director reports to the Board on H&M's development and makes the necessary preparations for taking decisions on investments, expansion, etc. The role of Managing Director includes contact with the financial market, the media and the authorities.

INFORMATION ABOUT THE MANAGING DIRECTOR

Karl-Johan Persson, born in 1975, has been the Managing Director and Chief Executive Officer of H & M Hennes & Mauritz AB since 1 July 2009.

Before taking over as Managing Director Karl-Johan Persson held an operational role within H&M from 2005, including working as head of expansion, business development, brand and new business. Since 2000 Karl-Johan Persson has been a member of the boards of H&M's subsidiaries in Denmark, Germany, the USA and the UK. Between the years 2006 and 2009 he was also a member of the Board of H&M's parent company.

Between 2001 and 2004 Karl-Johan Persson was CEO of European Network. Karl-Johan holds a BA in Business Administration from the European Business School in London.

His current external board assignments are the Swedish Chamber of Commerce in the UK and the GoodCause foundation. Karl-Johan Persson's H&M shareholding amounts to 12,132,334 shares.

EXECUTIVE MANAGEMENT TEAM AND COUNTRY MANAGERS

H&M has a matrix organisation in which country managers and the members of the executive management team report directly to the Managing Director (see section on control environment). The matrix organisation consists of the sales countries, headed by the country managers, and the Group functions/central departments for which the executive management team is responsible.

GUIDELINES FOR REMUNERATION TO SENIOR EXECUTIVES

In accordance with the Swedish Companies Act the 2010 Annual General Meeting adopted guidelines for remuneration of senior executives within H&M. To view the full guidelines please refer to the Administration Report on page 7 of H&M in Figures 2010 including the Annual Accounts and Consolidated Accounts.

H&M has no remuneration committee since the Board of Directors deems it more appropriate for the entire Board to carry out the tasks of a remuneration committee. The Board prepares proposals for guidelines for remuneration to senior executives and these proposals are presented at the Annual General Meetings.

The Board decides on the Managing Director's salary according to the guidelines adopted at the 2010 AGM. The terms of employment for other senior executives are decided by the Managing Director and the Chairman of the Board. No severance pay agreements exist within H&M other than for the Managing Director.

H&M's BOARD OF DIRECTORS



MARIANNE BROMAN
Employee representative

MARGARETA WELINDER
Employee representative

BO LUNDQUIST
*Board member and
Chairman of the
Auditing Committee*

CHRISTIAN SIEVERT
Board member

SUSSI KVART
*Board member
and member of the
Auditing Committee*

STEFAN PERSSON
*Chairman of the
Board and member
of the Auditing
Committee*



AGNETA RAMBERG
*Deputy employee
representative*

ANDERS DAHLVIG
Board member

MIA BRUNELL LIVFORS
Board member

TINA JÄDERBERG
*Deputy employee
representative*

MELKER SCHÖRLING
Board member

LOTTIE KNUTSON
Board member

FACTS ON BOARD MEMBERS

STEFAN PERSSON

Chairman of the Board and member of the Auditing Committee.
Born 1947.

PRIMARY OCCUPATION:

Chairman of the Board of H&M.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Member of the board of MSAB and board assignments in family-owned companies.

EDUCATION:

Stockholm University and Lund University, 1969–1973.

WORK EXPERIENCE:

1976–1982 Country Manager for H&M in the UK and responsible for H&M's expansion abroad.
1982–1998 Managing Director and Chief Executive Officer of H&M.
1998– Chairman of the Board of H&M.

MIA BRUNELL LIVFORS

Board member. Born 1965.

PRIMARY OCCUPATION:

Managing Director and Chief Executive Officer of Investment AB Kinnevik.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Member of the boards since:

2006 Metro International S.A., Tele2 AB,
Transcom WorldWide S.A., Korsnäs AB
2007 Modern Times Group MTG AB
Millicom International Cellular S.A.
2008 Efva Attling Stockholm AB
2010 CDON AB

EDUCATION:

Studies in Business Administration at Stockholm University.

WORK EXPERIENCE:

1989–1992 Consensus AB.
1992–2006 Various managerial positions within Modern Times Group MTG AB and Chief Financial Officer 2001–2006.
2006– Managing Director and CEO, Investment AB Kinnevik.

ANDERS DAHLVIG

Board member. Born 1957.

PRIMARY OCCUPATION:

Board assignments.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Chairman of New Wave Group, member of the boards of Kingfisher plc, Oriflame SA, Axel Johnson AB.

EDUCATION:

Bachelor of Science in Business Administration, Lund University, 1980 and Master of Arts from the University of California, Santa Barbara, 1982.

WORK EXPERIENCE:

1983–1993 Various roles within IKEA in Sweden, Germany, Switzerland and Belgium.
1993–1997 Managing Director of IKEA UK.
1997–1999 Vice President of IKEA Europe.
1999–2009 President and CEO of the IKEA Group.

LOTTIE KNUTSON

Board member. Born 1964.

PRIMARY OCCUPATION:

Marketing Director at Fritidsresor Group Nordic with responsibility for communications as well as corporate social responsibility.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

No positions other than as member of the Board of H&M.

EDUCATION:

Université de Paris III, Diplôme de Culture Française, 1985–1986.
Theatre History, Stockholm University, 1989. Department of Journalism at Stockholm University, 1987–1989.

WORK EXPERIENCE:

1988–1989 Journalist, Svenska Dagbladet.
1989–1995 Communications Department, SAS Group.
1995–1996 PR Consultant, Johansson & Co.
1996–1998 PR and Communications Consultant, Bates Sweden.
1998–1999 Communications Consultant, JKL.
1999– Marketing Director at Fritidsresor Group Nordic.

SUSSI KVART

Board member and member of the Auditing Committee.
Born 1956.

PRIMARY OCCUPATION:

Consulting, with a focus on strategic business advice, corporate governance and board procedures.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Chairman of Kvinvest AB. Member of the boards of Healthcare Provision – Stockholm County Council, Stockholms Stadshus AB, Transparency International Sweden and DGC One AB.

EDUCATION:

Bachelor of Laws from Lund University, 1980.

WORK EXPERIENCE:

1981–1983 Mölndal District Court, court clerk.
1983–1989 Lagerlöf law firm (now Linklaters),
as lawyer from 1986.

1989–1991 Political Expert, Riksdagen (Swedish parliament), parliamentary office of the Swedish Liberal Party.
 1991–1993 Political Expert, Swedish Cabinet Office.
 1993–1999 Company lawyer, LM Ericsson.
 1997–2001 Member of Aktiebolagskommittén (Swedish Companies Act Committee).
 2000–2001 Lawyer and Business Developer, LM Ericsson, Corporate Marketing and Strategic Business Development.
 2002– Sussi Kvart AB.

BO LUNDQUIST

Board member and Chairman of the Auditing Committee.
 Born 1942.

PRIMARY OCCUPATION:

Head of family-owned investment company. Board assignments.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Chairman of the boards of Stockholm University College of Physical Education and Sports (GIH) and Teknikmagasinet AB (unlisted company), and member of the board of Frans Svanström AB (unlisted company). Member of the board of the Anders Wall Foundation for Free Enterprise.

EDUCATION:

MSc in Engineering from Chalmers University of Technology, Gothenburg, 1968.

WORK EXPERIENCE:

1970–1974 Administrative Director, Luleå University.
 1975–1978 Divisional Manager, SSAB.
 1978–1982 Sales Manager, Sandvik.
 1982–1984 Managing Director, Bulten.
 1984–1990 Vice President, Trelleborg.
 1991–1998 Managing Director and Chief Executive Officer, Esselte.
 1994–1998 Involved in various central trade and industry organisations, including as Chairman of the Federation of Swedish Commerce and Trade.

MELKER SCHÖRLING

Board member. Born 1947.

PRIMARY OCCUPATION:

Founder and owner of MSAB.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Chairman of MSAB, AarhusKarlshamn AB, Hexagon AB, Hexpol AB and Securitas AB.

EDUCATION:

MSc in Business and Economics from the School of Business, Economics and Law, Gothenburg University, 1970.

WORK EXPERIENCE:

1970–1975 Controller, LM Ericsson, Mexico.
 1975–1979 Controller, ABB Fläkt, Stockholm.
 1979–1983 Managing Director, Essef Service, Stockholm.
 1984–1987 Managing Director, Crawford Door, Lund.
 1987–1992 Managing Director and CEO, Securitas AB, Stockholm.
 1993–1997 Managing Director and CEO, Skanska AB, Stockholm.

CHRISTIAN SIEVERT

Board member. Born: 1969.

PRIMARY OCCUPATION:

CEO of Segulah, a venture capital company.

OTHER SIGNIFICANT BOARD ASSIGNMENTS:

Member of the boards of AB Segulah, Segulah Advisor AB, Gunnebo Industrier, Kemetyl and deputy member of the board of Infocare.

EDUCATION:

MSc in Business Administration from the School of Economics, Stockholm, 1994.

WORK EXPERIENCE:

1994–1997 Bain & Company, Consultant, Stockholm and San Francisco, USA.
 1997–2003 Investment Manager and Partner, Segulah.
 2003– CEO/Managing Partner of Segulah.

MARIANNE BROMAN

Employee representative on the H&M Board since 1995.
 Born 1944.

MARGARETA WELINDER

Employee representative on the H&M Board since 2007.
 Born 1962.

TINA JÄDERBERG

Deputy employee representative on the H&M Board since 2007.
 Born 1974.

AGNETA RAMBERG

Deputy employee representative on the H&M Board since 1997.
 Born 1946.

INTERNAL CONTROL

This description of H&M's internal control and risk management for financial reporting has been prepared in accordance with Chapter 6 § 6 of the Swedish Annual Accounts Act and section 7.4 of the Swedish Code of Corporate Governance.

The Board of Directors is responsible for the company's internal control, the overall aim of which is to safeguard the company's assets and thereby its shareholders' investment. Internal control and risk management are part of the Board's and the management's control and follow-up responsibilities, the purpose of which is to ensure that the business is managed in the most appropriate and effective manner possible.

H&M uses the COSO framework as a basis for internal control over financial reporting. The COSO framework, which is issued by the Committee of Sponsoring Organizations of the Treadway Commission, is made up of five components: control environment, risk assessment, control activities, information and communication as well as monitoring.

CONTROL ENVIRONMENT

The control environment forms the basis of internal control, because it includes the culture that the Board and management communicate and by which they work. The control environment is made up primarily of ethical values and integrity, expertise, management philosophy, organisational structure, responsibility and authority, policies and guidelines, as well as routines.

Of particular importance is that management documents such as internal policies, guidelines and manuals exist in significant areas and that these provide the employees with solid guidance. Within H&M there exists above all a Code of Ethics; a policy that permeates the entire company since it describes the way in which the employees should act within the company and in business relations with suppliers.

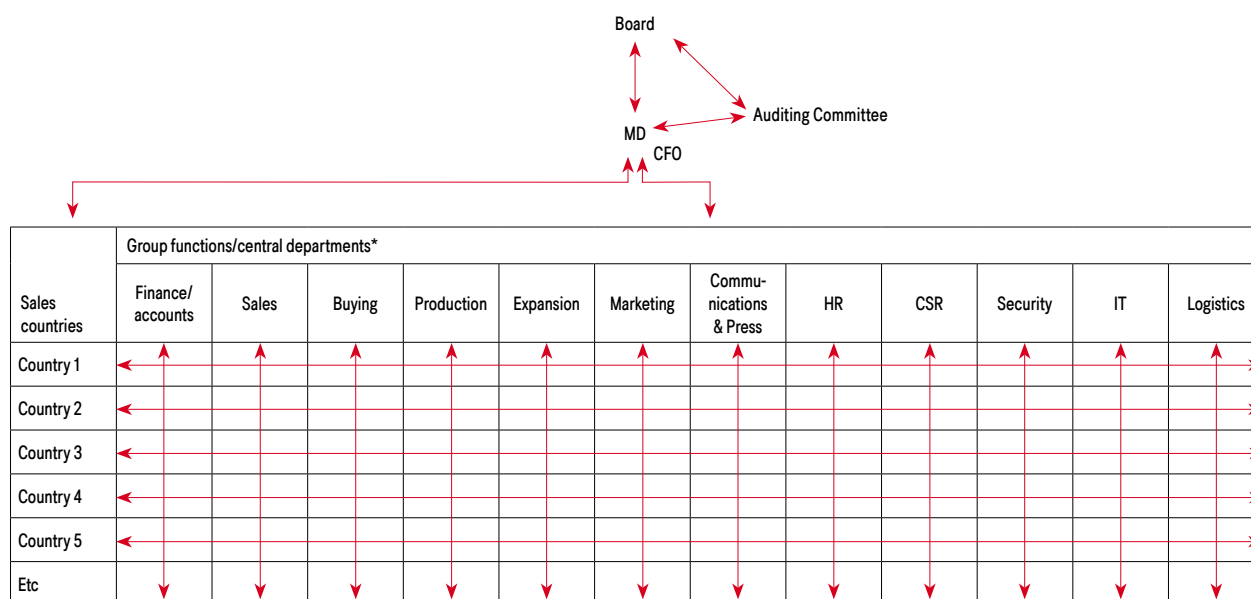
H&M's internal control structure is based on:

- The division of work between the Board of Directors, the Auditing Committee and the Managing Director, which is clearly described in the Board's formal work plan. The executive management team and the Auditing Committee report regularly to the Board based on established routines.
- The company's organisation and way of carrying on business, in which roles and the division of responsibility are clearly defined.
- Policies, guidelines and manuals; of these, the Code of Ethics, the financial policy, the information policy, the communications policy and the store instructions are examples of important overall policies.
- Awareness among the employees of the maintenance of effective control over financial reporting.
- Control activities, checks and balances, analysis, reporting.

H&M has a matrix organisation, which means that those on the executive management team are responsible for performance within their function in each country (the vertical arrows). The country managers are responsible for profitability in their country and thereby have overall responsibility for all the functions within their operations (the horizontal arrows). The country organisation is in turn divided into regions, with a number of stores in each region.

All the companies within the H&M Group have the same structure and accounting system with the same chart of accounts. This simplifies the creation of appropriate routines and control systems, which facilitates internal control and comparisons between the various companies.

There are detailed instructions for the store staff that control daily work in the stores. Many other guidelines and manuals are also available within the Group. In most cases these are drawn up in the central departments at the head office in Stockholm and



* Those responsible for Group functions are members of the executive management team. In addition to the functions mentioned above and the Managing Director, the areas of Business Development, IR and New Business are also included in the executive management team.

then communicated to the respective department in the country offices. Each central department regularly reviews its guidelines and manuals to see which ones need updating and whether new guidelines need to be developed.

RISK ASSESSMENT

H&M carries out regular risk analysis to review the risks of errors within its financial reporting. At the end of each financial year the main risks within financial reporting are updated in a group-wide document. The same is done for operational risk. These documents are reviewed by the Auditing Committee and then sent on to the Board of Directors.

Operational risks are also documented on an ongoing basis. During the year the overall risk analysis was updated in order to obtain a general idea of the main risks within each function as well as the systems and methods that are in place to minimise any impact of a risk.

For a more detailed description of H&M's risks see the Administration Report, page 8, and Note 2 Financial risks, page 22 in H&M in Figures 2010 including the Annual Accounts and Consolidated Accounts.

To limit the risks there are appropriate policies and guidelines as well as processes and controls within the business.

CONTROL ACTIVITIES

There are a number of control activities built into every process to ensure that the business is run effectively and that financial reporting on every reporting occasion provides a fair and true picture. The control activities, which aim to prevent, find and correct inaccuracies and non-compliance, are at all levels and in all parts of the organisation. Within H&M the control activities include effective control and analysis of sales statistics, account reconciliation and monthly accounts, as well as analysis of these. H&M's financial statements are analysed, and both manual controls and feasibility assessments are made.

IT systems are scrutinised regularly during the year to ensure the validity of H&M's IT systems with respect to financial reporting. In 2010 general IT controls for certain selected systems were scrutinised by an external party together with those responsible for systems and system areas within H&M.

INFORMATION AND COMMUNICATION

Policies and guidelines are of particular importance for accurate accounting, reporting and provision of information, and also define the control activities to be carried out.

H&M's policies and guidelines relating to financial reporting are updated on an ongoing basis. This takes place primarily within each central function and is communicated to the sales countries via e-mail and intranet as well as at meetings.

H&M has a communications policy providing guidelines for communication with external parties. The purpose of the policy is to ensure that all information obligations are met and that the information provided is accurate and complete.

Financial communication is provided via:

- H&M's Annual Report
- Interim reports, the full year report and monthly sales reports
- Press releases on events and circumstances that may impact the share price
- H&M's website www.hm.com

MONITORING

As part of the company's 2010 internal control work, the central departments carried out assessments of their respective functions in the sales countries using the COSO model based partly on general issues and partly on department-specific issues. This work resulted in a plan of action for each central department containing the areas that should be improved to further strengthen internal control. The functions also followed up on the assessments made in the previous year.

At the stores, annual controls are performed by internal shop controllers with the aim of determining the strengths and weaknesses of the stores and how any shortcomings can be corrected. Follow-up and feedback with respect to any non-compliances found during the assessment of internal control constitute a central part of internal control work.

The Board of Directors and the Auditing Committee continuously evaluate the information provided by the executive management team, including information on internal control. The Auditing Committee's task of monitoring the efficiency of internal control by the management team is of particular interest to the Board. This work includes checking that steps are taken with respect to any problems detected and suggestions made during the assessment by the central departments and internal shop controllers as well as by external auditors. The work on internal control further increases awareness of the importance of effective internal control within the Group and improvements are made on a continuous basis.

INTERNAL AUDIT

In accordance with section 7.4 of the Swedish Code of Corporate Governance, during the year the Board assessed the need for a specific internal audit department. The Board concluded that H&M's present model of monitoring internal control is the most appropriate for the company. In the Board's opinion, the assessment and monitoring of internal control carried out in the sales countries by all the central departments – such as Accounts, Communications, Security, Logistics, Production, etc. – as well as the work carried out by internal shop controllers are well in line with the work performed in other companies by an internal audit department. The issue of a specific internal audit department will be reviewed again in 2011.

Stockholm, January 2011

The Board of Directors

More information on H&M's corporate governance work can be found in the section on Corporate Governance at www.hm.com.

**AUDITORS' STATEMENT ON THE CORPORATE
GOVERNANCE REPORT**

To the Annual General Meeting of H & M Hennes & Mauritz AB
(publ), corporate identity number 556042-7220

ASSIGNMENT AND DIVISION OF RESPONSIBILITY

We have reviewed the corporate governance report for the year 2010 on pages 1–11. The corporate governance report is the responsibility of the Board of Directors, which is responsible for the report being prepared in accordance with the Swedish Annual Accounts Act. Our responsibility is to express an opinion on the corporate governance report based on our review.

ORIENTATION AND SCOPE OF REVIEW

Our review was conducted in accordance with RevU 16, Auditors' review of the corporate governance report. This means that we planned and performed the audit in order to obtain a high, but not absolute, degree of assurance that the corporate governance report is free from material misstatement. An audit includes examining, on a test basis, evidence supporting the information in the corporate governance report. We believe that our audit provides a reasonable basis for our opinion set out below.

STATEMENT

A corporate governance report has been prepared. The corporate governance report is consistent with the annual report and the consolidated accounts.

Stockholm, 26 January 2011

Ernst & Young AB

Erik Åström
Authorised Public Accountant