



## PRESS RELEASE

15 June 2012

### SALES DEVELOPMENT IN MAY AND THE SECOND QUARTER 2012

In May 2012, H&M Group total sales including VAT in local currencies increased by 12 percent compared to the same month the previous year. Sales in comparable units increased by 3 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

In the second quarter of 2012, i.e. during period 1 March to 31 May, sales including VAT increased by 12 percent in local currencies. Sales in comparable units increased by 2 percent.

Sales including VAT in the second quarter converted into SEK amounted to SEK 36,947 m (32,400), an increase of 14 percent. Sales excluding VAT amounted to SEK 31,658 m (27,632), an increase of 15 percent.

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)	-1	(-10)
May	0	(-9)	6	(-4)	12	(2)	12	(3)
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 in the table represent the sales development in comparable units.

The total number of stores amounted to 2,575 on 31 May 2012 versus 2,297 on 31 May 2011.

Percentage sales development for the month of June will be published on 16 July 2012.

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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 June 2012.

*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 more than 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](http://www.hm.com)*