



PRESS RELEASE

15 January 2013

SALES DEVELOPMENT IN DECEMBER 2012

In December 2012, H&M Group total sales including VAT in local currencies increased by 8 percent compared to the same month the previous year. Sales in comparable units decreased by 2 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 December were affected by a negative calendar effect of approximately 3 percentage points.

Sales development per month in percent in local currencies:

	2009/2010	2010/2011	2011/2012	2012/2013
December	15 (3)	8 (0)	13 (4)	8 (-2)
January	11 (1)	9 (1)	12 (3)	
February	10 (-1)	9 (1)	13 (2)	
March	21 (9)	2 (-5)	26 (16)	
April	4 (-6)	21 (11)	-1 (-10)	
May	6 (-4)	12 (2)	12 (3)	
June	20 (9)	5 (-4)	13 (3)	
July	21 (10)	3 (-6)	11 (2)	
August	24 (14)	8 (0)	6 (-4)	
September	16 (8)	3 (-7)	15 (6)	
October	13 (3)	8 (-2)	4 (-5)	
November	17 (8)	9 (-1)	7 (-1)	
Full year	15 (5)	8 (-1)	11 (1)	

The figures in parenthesis in the table represent the sales development in comparable units.

The total number of stores amounted to 2,809 on 31 December 2012 versus 2,490 on 31 December 2011.

The full year report for the financial year of 2011/2012 will be published on 30 January 2013

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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 January 2013.

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 2,800 stores in 48 markets including franchise markets. For further information, visit hm.com.