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## PRESS RELEASE 15 February 2013

## SALES DEVELOPMENT IN JANUARY 2013

In January 2013, H&M Group total sales including VAT in local currencies increased by 5 percent compared to the same month the previous year. Sales in comparable units decreased by 4 percent. Comparable units comprise the stores and the internet and catalogue sales countries that have been in operation for at least a financial year.

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

Sales development per month in percent in local currencies:

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

8 (-1)

The total number of stores amounted to 2,808 on 31 January 2013 versus 2,488 on 31 January 2012.

Percentage sales development for the month of February and the total sales in SEK for the first quarter (December-February) will be published in a separate press release on 15 March 2013 at 08.00 (CET). The Three-Month Report, covering the period 1 December 2012 to 28 February 2013, will be published on 21 March 2013.

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Karl-Johan Persson, Managing Director

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Full year

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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 February 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. In 2012, sales including VAT were SEK 140,948 million and the number of employees is more than 104,000. For further information, visit hm.com.