STOCKHOLM--(BUSINESS WIRE)--Regulatory News:

H & M, Hennes & Mauritz AB (H&M) (STO:HMB), has signed a contract for a store to open in South Africa.

The store is planned to open at the earliest in 2015 and will be a full concept flagship store.

– We are very excited to announce the opening of an H&M store in South Africa. We see great potential for further expansion in this region. We look forward to bringing fashion and quality at the best price to the customers in South Africa, says Karl-Johan Persson, CEO at H&M.

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 8/29/2013.

Press pictures and background information for editorial use can be downloaded from hm.com
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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 & Other Stories, Cheap Monday, COS, Monki and Weekday as well as H&M Home. The H&M Group has around 2,900 stores in 51 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 (http://www.hm.com).

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