



PRESSRELEASE
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H&M GROUP SALES DEVELOPMENT IN JANUARY

In the month of January 2008, sales in local currencies including VAT increased by 17 per cent compared to January previous year.

Sales increase per month in per cent excluding currency rate changes:

	2004/05	2005/06	2006/07	2007/08
December	13	14(4)	16(5)	10(-1)
January	5	15(5)	16(5)	17(3)
February	6	11(2)	15(5)	
March	20	0(-8)	29(17)	
April	15	9(1)	21(8)	
May	18	13(5)	10(-2)	
June	18	9(1)	17(5)	
July	12	11(2)	14(2)	
August	17	15(5)	11(-1)	
September	7	9(0)	25(12)	
October	10	12(3)	15(3)	
November	11	11(2)	14(1)	
Whole year	13	11(2)	17(5)	

The figure in parenthesis represents the sales development in comparable H&M units. Comparable units mean the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. H&M's financial year extends from 1 December to 30 November.

The number of stores amounted to 1,524 on 31 January 2008 versus 1,346 on 31 January 2007.

Sales development in the month of February will be published together with the three month report on Thursday 27 March 2008 at 8.00 CET.

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Press pictures and background information for editorial use can be downloaded from www.hm.com

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on the OMX Nordic Exchange Stockholm. Today there are over 1,500 H&M stores in 28 countries. H&M has 68,000 employees and achieved sales including VAT in 2007 of SEK 92,123 million. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern makers and buyers. For further information visit www.hm.com.