



PRESS RELEASE
15 November 2007

H&M GROUP SALES DEVELOPMENT IN OCTOBER

In the month of October 2007, sales in local currencies including VAT increased by 15 per cent compared to October previous year.

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

	2003/04	2004/05	2005/06	2006/07
December	11	13	14(4)	16(5)
January	14	5	15(5)	16(5)
February	13	6	11(2)	15(5)
March	7	20	0(-8)	29(17)
April	13	15	9(1)	21(8)
May	7	18	13(5)	10(-2)
June	15	18	9(1)	17(5)
July	14	12	11(2)	14(2)
August	15	17	15(5)	11(-1)
September	10	7	9(0)	25(12)
October	9	10	12(3)	15(3)
November	24	11	11(2)	
Whole year	12	13	11(2)	

The figure in parenthesis represents the sales development in comparable stores. A store is comparable if it has been open and has had an unchanged sales area for at least a financial year. H&M's financial year extends from 1 December to 30 November.

The number of stores amounted to 1,490 on 31 October 2007 versus 1,321 on 31 October 2006.

Sales development in the month of November will be published on 17 December 2007 at 8.00 CET.

Rolf Eriksen, Managing Director

Contact person:

Nils Vinge, Head of Investor Relations +46-8-796 5250

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 Stockholm Stock Exchange. Today there are around 1,400 H&M stores in 28 countries. H&M has more than 60,000 employees and achieved sales including VAT in 2006 of SEK 80,081 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.