



PRESS RELEASE
16 April 2007

H&M GROUP SALES DEVELOPMENT IN MARCH

In the month of March 2007, sales in local currencies including VAT increased by 29 per cent compared to March previous year. Sales in March have been favoured by warmer weather than in the corresponding month last year. Furthermore, the calendar effect is estimated to account for around three percentage units of the sales increase.

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)	
May	7	18	13(5)	
June	15	18	9(1)	
July	14	12	11(2)	
August	15	17	15(5)	
September	10	7	9(0)	
October	9	10	12(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 1,386 on 31 March 2007 versus 1,216 on 31 March 2006.

Sales development in the month of April will be published on Tuesday 15 May 2007 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) grundades i Sverige 1947. Företagets affärsidé är att erbjuda mode och kvalitet till bästa pris. H&M är noterat på Stockholmsbörsen. I dagsläget finns det mer än 1.300 H&M-butiker i 28 länder. H&M har drygt 60.000 anställda och omsättningen inklusive moms 2006 uppgick till MSEK 80.081. H&M har ett brett sortiment som är uppdelat i ett antal koncept för dam, herr, ungdom, barn och kosmetik. Företagets klädkollektioner skapas av egna designers, mönsterkonstruktörer och inköpare. Ytterligare information finns på www.hm.com.