



PRESSRELEASE

15 May 2008

H&M GROUP SALES DEVELOPMENT IN APRIL

In the month of April 2008, sales in local currencies including VAT decreased by 1 per cent compared to April previous year. Considerably colder weather in most markets compared to April 2007 led to substantially weaker sales. The negative sales trend ended with warmer weather in the beginning of May. Sales during the first two weeks of May have been very satisfying.

Sales increase per month in per cent excl. 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)	24(10)
March	20	0(-8)	29(17)	3(-8)
April	15	9(1)	21(8)	-1(-10)
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 1,560 on 30 April 2008 versus 1,407 on 30 April 2007.

Sales development in the month of May will be published together with the six month report on Wednesday 18 June 2008 at 8.00 CET.

Rolf Eriksen, Managing Director

Contact person: Nils Vinge, Head of IR +46-8-796 5250

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

The information in this sales development 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 May 2008.

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.