



PRESS RELEASE
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H&M GROUP SALES DEVELOPMENT IN OCTOBER

In the month of October 2006, sales in local currencies including VAT increased by 12 per cent compared to October previous year.

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

| | 2002/03 | 2003/04 | 2004/05 | 2005/06 |
|------------|---------|---------|---------|---------|
| December | 16 | 11 | 13 | 14 (4) |
| January | 18 | 14 | 5 | 15 (5) |
| February | 10 | 13 | 6 | 11 (2) |
| March | 8 | 7 | 20 | 0 (-8) |
| April | 12 | 13 | 15 | 9 (1) |
| May | 9 | 7 | 18 | 13 (5) |
| June | 8 | 15 | 18 | 9 (1) |
| July | 8 | 14 | 12 | 11 (2) |
| August | 5 | 15 | 17 | 15 (5) |
| September | 6 | 10 | 7 | 9 (0) |
| October | 10 | 9 | 10 | 12 (3) |
| November | 4 | 24 | 11 | |
| Whole year | 9 | 12 | 13 | |

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 1,321 on 31 October 2006 versus 1,182 on 31 October 2005.

Sales development in the month of November will be published on Friday 15 December 2006 at 08.00 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 O-list of the Stockholm Stock Exchange. Today there are more than 1,300 H&M stores in 24 countries. H&M has more than 50,000 employees and achieved sales including VAT in 2005 of SEK 71,886 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.