PRESS RELEASE
15 February 2007

H&M GROUP SALES DEVELOPMENT IN JANUARY

In the month of January 2007, sales in local currencies including VAT increased by 16 per cent compared to January 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)	
March	7	20	0(-8)	
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 1,346 on 31 January 2007 versus 1,191 on 31 January 2006.

Sales development in the month of February will be published together with the three month report on Wednesday 28 March 2007 at 8.00 CET.

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

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