



PRESS RELEASE

March 11, 2003

H&M to open stores in Italy

H & M Hennes & Mauritz AB has signed a contract for the first store in Italy. The store is situated in very attractive premises in central Milan and will open in September 2003.

H&M is planning to open additional stores in Italy during 2004.

Contact:

Carl-Henric Enhörning, Head of IR +46 8 796 54 10
Leif Persson, CFO +46 8 796 13 00

H&M switchboard +46 8 796 55 00

For background information about H&M and downloadable press pictures, please go to www.hm.com.