



15th December 2003

Press Release

Turnover for the H&M Group increased in November 2003 by 4 per cent compared with the corresponding period last year. Calendar adjusted, sales increase amounted to 8 per cent.

Sales of the heavy winter collection, knitwear, coats and jackets, have developed weakly, especially on the German and the Swedish market.

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

| | 1999/00 | 2000/01 | 2001/02 | 2002/03 |
|------------|---------|---------|---------|---------|
| December | 19 | 7 | 10 | 16 |
| January | 13 | 22 | 8 | 18 |
| February | 27 | 16 | 16 | 10 |
| March | 5 | 27 | 16 | 8 |
| April | 18 | 15 | 12 | 12 |
| May | 15 | 20 | 11 | 9 |
| June | 7 | 21 | 19 | 8 |
| July | 10 | 18 | 18 | 8 |
| August | 3 | 26 | 16 | 5 |
| September | 22 | 34 | 8 | 6 |
| October | 5 | 18 | 26 | 10 |
| November | 8 | 20 | 14 | 4 |
| Whole year | 12 | 20 | 14 | 9 |

Sales development in the month of December will be published together with the full year results on 29th January 2004 at 8.30 CET.

Rolf Eriksen
Managing Director

Contact persons:

Carl-Henric Enhörning +46-8-796 5410
Leif Persson +46-8-796 1300