



PRESS RELEASE
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H&M GROUP SALES DEVELOPMENT IN OCTOBER

In the month of October 2008, sales in local currencies including VAT increased by 9 per cent compared to October previous year.

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)	25(14)
June	18	9(1)	17(5)	8(-2)
July	12	11(2)	14(2)	15(3)
August	17	15(5)	11(-1)	8(-3)
September	7	9(0)	25(12)	10(-2)
October	10	12(3)	15(3)	9(-2)
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 is 1 December to 30 November.

The number of stores amounted to 1,702* on 31 October 2008 versus 1,490 on 31 October 2007.

Sales development in the month of November will be published on Monday 15 December 2008 at 08.00 CET.

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* Including 25 Monki and Weekday-stores.

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 17 November 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 around 1,600 H&M stores on 33 markets. 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.