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H&M GROUP SALES DEVELOPMENT IN MARCH

In the month of March 2009, sales in local currencies including VAT increased by 6 per cent compared to March previous year.

Sales increase per month in per cent excl. currency rate changes:

	2005/06	2006/07	2007/08	2008/09
December	14(4)	16(5)	10(-1)	3(-7)
January	15(5)	16(5)	17(3)	9(-1)
February	11(2)	15(5)	24(10)	1(-8)
March	0(-8)	29(17)	3(-8)	6(-3)
April	9(1)	21(8)	-1(-10)	
May	13(5)	10(-2)	25(14)	
June	9(1)	17(5)	8(-2)	
July	11(2)	14(2)	15(3)	
August	15(5)	11(-1)	8(-3)	
September	9(0)	25(12)	10(-2)	
October	12(3)	15(3)	9(-2)	
November	11(2)	14(1)	7(-4)	
Whole year	11(2)	17(5)	11(-1)	

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 1,767 on 31 March 2009 versus 1,546 on 31 March 2008.

Sales development in the month of April will be published on Friday 15 May 2009 at 08.00 CET.

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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 15 April 2009.

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 1,700 H&M stores on 34 markets. H&M has 73,000 employees and achieved sales including VAT in 2008 of SEK 104,041 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.