



15th April 2004

Press Release

Turnover for the H&M Group increased in April 2004 by 7 per cent compared with the corresponding period last year.

The later arrival of spring, compared to last year, has had a restrained effect on sales in March.

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

	2000/01	2001/02	2002/03	2003/04
December	7	10	16	11
January	22	8	18	14
February	16	16	10	13
March	27	16	8	7
April	15	12	12	
May	20	11	9	
June	21	19	8	
July	18	18	8	
August	26	16	5	
September	34	8	6	
October	18	26	10	
November	20	14	4	
Whole year	20	14	9	

Sales development in the month of April will be published on 18th May 2004 at 8.30 CET.

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