H&M GROUP SALES DEVELOPMENT IN JULY

In the month of July 2008, sales in local currencies including VAT increased by 15 per cent compared to July previous year.

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

<table>
<thead>
<tr>
<th></th>
<th>2004/05</th>
<th>2005/06</th>
<th>2006/07</th>
<th>2007/08</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>13</td>
<td>14(4)</td>
<td>16(5)</td>
<td>10(-1)</td>
</tr>
<tr>
<td>January</td>
<td>5</td>
<td>15(5)</td>
<td>16(5)</td>
<td>17(3)</td>
</tr>
<tr>
<td>February</td>
<td>6</td>
<td>11(2)</td>
<td>15(5)</td>
<td>24(10)</td>
</tr>
<tr>
<td>March</td>
<td>20</td>
<td>0(-8)</td>
<td>29(17)</td>
<td>3(-8)</td>
</tr>
<tr>
<td>April</td>
<td>15</td>
<td>9(1)</td>
<td>21(8)</td>
<td>-1(-10)</td>
</tr>
<tr>
<td>May</td>
<td>18</td>
<td>13(5)</td>
<td>10(-2)</td>
<td>25(14)</td>
</tr>
<tr>
<td>June</td>
<td>18</td>
<td>9(1)</td>
<td>17(5)</td>
<td>8(-2)</td>
</tr>
<tr>
<td>July</td>
<td>12</td>
<td>11(2)</td>
<td>14(2)</td>
<td>15(3)</td>
</tr>
<tr>
<td>August</td>
<td>17</td>
<td>15(5)</td>
<td>11(-1)</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>7</td>
<td>9(0)</td>
<td>25(12)</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>10</td>
<td>12(3)</td>
<td>15(3)</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>11</td>
<td>11(2)</td>
<td>14(1)</td>
<td></td>
</tr>
<tr>
<td>Whole year</td>
<td>13</td>
<td>11(2)</td>
<td>17(5)</td>
<td></td>
</tr>
</tbody>
</table>

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 extends from 1 December to 30 November.

The number of stores amounted to 1,601 on 31 July 2008 versus 1,422 on 31 July 2007. The number of stores includes 20 stores which were acquired in connection with the take-over of Fabric Scandinavien AB.

Sales development in the month of August will be published together with the nine month report on Tuesday 30 September 2008 at 08.00 CET.

Rolf Eriksen, Managing Director

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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 August 2008.