



PRESS RELEASE
15 October 2008

H&M GROUP SALES DEVELOPMENT IN SEPTEMBER

In the month of September 2008, sales in local currencies including VAT increased by 10 per cent compared to September 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)	
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 1,659* on 30 September 2008 versus 1,452 on 30 September 2007.

Sales development in the month of October will be published on Monday 17 November 2008 at 08.00 CET.

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* Including 24 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 15 October 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 in 32 countries. 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