



PRESS RELEASE
15 December 2008

H&M GROUP SALES DEVELOPMENT IN NOVEMBER

In the month of November 2008, sales in local currencies including VAT increased by 7 per cent compared to November 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) | 7(-4) |
| Whole year | 13 | 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 1,738* on 30 November 2008 versus 1,522 on 30 November 2007.

Sales development in the month of December will be published together with the full year results on Thursday 29 January 2009 at 08.00 CET.

Rolf Eriksen, Managing Director

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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 15 December 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 1,700 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.