



H&M GROUP SALES DEVELOPMENT IN AUGUST

In the month of August 2008, sales in local currencies including VAT increased by 8 per cent compared to August 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)	
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 extends from 1 December to 30 November.

The number of stores amounted to 1,618 on 31 August 2008 versus 1,432 on 31 August 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 September will be published on Wednesday 15 October 2008 at 08.00 CET.

Rolf Eriksen, Managing Director

Contact person: Nils Vinge, Head of IR +46-8-796 5250

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 1600 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.