



Stockholm, September 20, 2004

Invitation to press and telephone conference September 30

H & M Hennes & Mauritz AB presents the nine month results 2004 and invites to a press conference on Thursday September 30 at 10.30. There will also be a telephone conference in English the same day at 14.00.

The nine month results for the period December 1, 2003 to August 31, 2004 will be released at approximately 08.30 on September 30. The results will then be published on www.hm.com.

The press conference starts at 10.30 in the Aula, Salénhuset, Norrlandsgatan 15 in Stockholm. CEO Rolf Eriksen and Head of Investor Relations Carl-Henric Enhörning present the results for the nine months period. The presentation is followed by a question and answer session. The press conference, which is held in Swedish, is open for journalists and analysts.

The telephone conference, which is held in English, takes place between 14.00 and 15.00. The telephone number for access is +46 8 505 201 14 (Sweden), +44 (0) 207 162 0181 (UK) or +1 334 323 6203 (US). Please call in at least ten minutes prior the start of the conference to avoid a queue.

There is also an opportunity to listen to a replay of the telephone conference. The replay is available approximately one hour after the conference has ended and until October 14. The replay number is +44 (0) 20 8288 4459, access code 632312. If you're calling from the US, the replay number is +1 334 323 6222, access code 632312. You can also listen to the replay on www.hm.com.

The press conference material can be found on www.hm.com under Investor Relations from approximately 11.30 on September 30.

Welcome!
All hours are CET.

For questions, contact:

Annacarin Björne, Press Officer
Phone: +46 8 796 5757, +46 70 796 5550
E-mail: annacarin.bjorne@hm.com

Liv Asarnej, Press contact.
Phone: +46 8 796 5382, +46 70 796 5270
E-mail: liv.asarnej@hm.com

Participation is notified to:

Anna-Maria Mohlin. Phone: +46 8 796 5452
E-mail: anna-maria.mohlin@hm.com