



16th November 2004

Press Release

Turnover for the H&M Group increased in October 2004 by 9 per cent compared with the corresponding period last year.

Sales increase per month in per cent excluding currency rate changes:

	2000/01	2001/02	2002/03	2003/04
December	7	10	16	11
January	22	8	18	14
February	16	16	10	13
March	27	16	8	7
April	15	12	12	13
May	20	11	9	7
June	21	19	8	15
July	18	18	8	14
August	26	16	5	15
September	34	8	6	10
October	18	26	10	9
November	20	14	4	
Whole year	20	14	9	

Sales development in the month of November will be published on 15th December 2004 at 8.30 CET.

Rolf Eriksen
Managing Director

Contact person:

Carl-Henric Enhörning, IR

+46-8-796 5410