

18-01-2005



INVITATION TO PRESS- AND TELEPHONE CONFERENCE JANUARY 28

H & M Hennes & Mauritz AB presents the full-year results for 2004 and invites to a press conference on Friday January 28 at 10.30. There will also be a telephone conference in English the same day at 14.00.

The full-year report for the period December 1, 2003 to November 30, 2004 will be released at approximately 08.30 on January 28. The results will then be published on www.hm.com.

The press conference starts at 10.30 in Salénhuset, Norrlandsgatan 15 in Stockholm. **Please note that this time the press conference will be held in conference room Olympia.** CEO Rolf Eriksen and Head of Investor Relations Carl-Henric Enhörning present the results for the full year 2004. 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 (0) 8 50 520 114 (Sweden), +44 (0) 20 7162 0185 (UK) or +1 334 420 4951 (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 February 11. The replay number from Sweden is +46 (0) 8 50 520 333, access code 640935 from UK the number is +44 (0) 20 7031 4064, access code 640935. If you're calling from the US, the replay number is +1 954 334 0342, access code 640935. 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 January 28.

Welcome!
All hours are CET.

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