

29th March 2005



INVITATION TO PRESS- AND TELEPHONE CONFERENCE APRIL 6

H & M Hennes & Mauritz AB presents the results for the first quarter and invites to a press conference on Wednesday April 6 at 10.30. There will also be a telephone conference in English the same day at 14.00.

The three months Interim report for the period December 1, 2004 to February 28, 2005 will be released at approximately 08.30 on April 6. The results will then be published on www.hm.com.

The press conference starts at 10.30 in Stockholm. **Please note that this time the press conference will be held in IVA's Conference centre on Grev Turegatan 16 in the Wallenberg room.** CEO Rolf Eriksen and Head of Investor Relations Carl-Henric Enhörning present the results for the first quarter. 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) 8 505 201 14 (Sweden), +44 (0) 20 7162 0181 (UK) or +1 334 420 4950 (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 April 20. The replay number from Sweden is +46 (0) 8 505 203 33, access code 652450 and from UK the number is +44 (0) 20 7031 4064, access code 652450. If you are calling from the US, the replay number is +1 954 334 0342, access code 652450. 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 April 6.

Welcome!
All hours are CET.

For questions, contact:

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