

September 19, 2005



INVITATION TO PRESS- & TELEPHONE CONFERENCE SEPTEMBER 28

H & M Hennes & Mauritz AB presents the results for the first nine months and invites to a press conference on Wednesday September 28 at 10.30. There will also be a telephone conference in English the same day at 14.00.

The nine month Interim report for the period December 1, 2004 to August 31, 2005 will be released at approximately **08.00**, on September 28. The results will then be published on www.hm.com. **Please observe that we from now on release our financial reports at 08.00.**

The press conference starts at 10.30 with a presentation of the nine-month results in Aulan, Salénhuset, Norrlandsgatan 15 in Stockholm. 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 5052 0114 (Sweden), +44 (0) 207 162 0192 (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 October 12. The replay number from Sweden is +46 (0) 8 5052 0333, access code 674872 and from UK the number is +44 (0) 20 7031 4064, access code 674872. If you are calling from the US, the replay number is +1 954 334 0342, access code 674872. 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 28.

Welcome!
All hours are CET.

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