



18th April 2006

Press Release
Sales development, March

Turnover increase for the H&M Group was in March 2006 zero per cent compared with the corresponding period last year.

The start of the season has been delayed due to the cold weather in March. The late spring and the fact that Easter does not occur until April have led to very weak sales mainly in Central Europe.

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

	2002/03	2003/04	2004/05	2005/06
December	16	11	13	14(4)
January	18	14	5	15(5)
February	10	13	6	11(2)
March	8	7	20	0(-8)
April	12	13	15	
May	9	7	18	
June	8	15	18	
July	8	14	12	
August	5	15	17	
September	6	10	7	
October	10	9	10	
November	4	24	11	
Whole year	9	12	13	

The figure in paranthesis represents the sales development in comparable stores.

Total number of stores amounted to 1,216 (1,101) on 31 March 2006.

Sales development in the month of April will be published on 15 May 2006 at 8.00 CET.

Rolf Eriksen
Managing Director

Contact person:

Nils Vinge +46-8-796 5250