



PRESS RELEASE

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H&M opens its 1000th store

H&M is about to open its 1000th store and is celebrating with a campaign of special offers in all H&M stores in each of the company's 19 markets around Europe and North America. Store No. 1000 will open in Boulogne-sur-Mer near Lille, north-west France, on 25 August.

H&M is enjoying a rapid rate of expansion. In 2004 around 140 new stores will be added, among them stores in the new markets of Canada, which opened in the spring, and Slovenia, which will become market No. 20 in the autumn. This autumn H&M will be opening a new store every other day. Over the past three years H&M has increased the number of its stores by nearly 40 per cent, increased turnover by nearly 60 per cent and profit after tax by 150 per cent.

Establishing stores in the best location has been an abiding principle of H&M since its inception in Västerås, Sweden in 1947. The company's first store outside Sweden was established in Norway in 1964, followed by a move into Denmark three years later. Expansion beyond the Nordic countries began in 1976 when H&M opened a store in the UK, followed by stores in Switzerland in 1978 and Germany in 1980. Since then H&M has opened stores in a further 13 countries, including the USA and Spain in 2000. Last year H&M stores opened in Poland, the Czech Republic, Portugal and Italy.

H&M's development is described at www.hm.com, About H&M, under Press services → Press releases finance, in the form of statistics on expansion and turnover, a historical briefing and pictures of the first store. To download the images, enter the username *press* and the password *design*.

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H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is listed on the Stockholm exchange's O-list and on 31 July 2004 had 996 stores in 19 countries. H&M has over 40,000 employees and turnover in 2003 including VAT was SEK 56,550 million. H&M sells around 600 million items each year and has a wide range that is divided into a number of concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern designers and buyers. H&M does not own any factories of its own, but instead works with around 750 suppliers. Around 60 percent of goods are produced in Asia and the remainder primarily in Europe. For further information visit www.hm.com.

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