



PRESS RELEASE

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H&M to open stores in Ireland

H & M Hennes & Mauritz AB has signed a contract for the first store in Ireland. The store, which will open in March 2005, will be situated in a shopping centre in Dundrum outside Dublin.

H&M plans to open more stores in Ireland during 2005.

The opening in Ireland implies that H&M will be present in 21 markets.

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For background information about H&M and downloadable press pictures, please go to www.hm.com

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 quoted on the O-list of the Stockholm Stock Exchange and had 996 stores in 19 countries as of July 31, 2004. H&M has more than 40,000 employees and achieved sales including VAT in 2003 of SEK 56,550 million. H&M sells approximately 600 million articles per year and has a wide product range that is divided into a number of different 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. Instead the company buy garments from around 750 suppliers. 60 per cent of the production takes place in Asia and the remaining part mainly in Europe.
For further information visit www.hm.com.

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