



Stockholm, January 19, 2004

Invitation to press and telephone conference January 29

H & M Hennes & Mauritz AB presents the Full Year 2003 results and invites to a press conference on Thursday January 29 at 10.30. There will also be a telephone conference in English the same day at 14.00.

The Full Year 2003 results for the period December 1, 2002 – November 30, 2003 will be released at app. 08.30 on January 29. The results will then be published on www.hm.com.

The press conference will start at 10.30 in the Aula, Salénhuset, Norrlandsgatan 15 in Stockholm. CEO Rolf Eriksen and Head of Investor Relations Carl-Henric Enhörning will present the Full Year results. The presentation will be followed by a question and answer session. The press conference will be held in Swedish and is open for journalists and analysts.

The telephone conference will be held in English and takes place between 14.00 and 15.00. The telephone number for access is +46 8 5052 0114 (Sweden), +44 20 7162 0180 (UK) or +1 334 323 6203 (US). Please call in at least ten minutes prior the start of the conference to avoid a queue.

There will also be an opportunity to listen to a replay of the telephone conference. The replay will be available app. one hour after the conference has ended and until February 12. The replay number is +44 20 8288 4459, access code 799 592. If you're calling from the US, the replay number is +1 334 323 6222, access code 799 592. 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 app. 11.30 on January 29.

Welcome!

All hours are CET.

For questions, contact:

Carl-Henric Enhörning, Head of Investor Relations. Phone: +46 8 796 54 10, +46 70 796 54 10. E-mail: carl-henric.enhorning@hm.com.

Kristina Stenvinkel, Head of Communications. Phone: +46 8 796 39 08, +46 70 796 54 40. E-mail: kristina.stenvinkel@hm.com.

Participation is notified to:

Anna-Maria Mohlin. Phone: +46 8 796 54 52.
E-mail: anna-maria.mohlin@hm.com.