



Stockholm, June 14, 2004

Invitation to press and telephone conference June 23

H & M Hennes & Mauritz AB presents the results for the first half-year 2004 and invites to a press conference on Wednesday June 23 at 10.30. There will also be a telephone conference in English the same day at 14.00.

The Half-Year report for the period December 1, 2003 – May 31, 2004 will be released at app. 08.30 on June 23. The results will then be published on www.hm.com.

The press conference starts at 10.30 in the Aula, Salénhuset, Norrlandsgatan 15 in Stockholm. CEO Rolf Eriksen and Head of Investor Relations Carl-Henric Enhörning present the results for the first six months. 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 8 505 20 110 (Sweden), +44 207 162 0082 (UK) or +1 334 3236 201 (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 app. one hour after the conference has ended and until July 3. The replay number is +44 20 8288 4459, access code 126672. If you're calling from the US, the replay number is +1 334 323 6222, access code 126672. 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 June 23.

Welcome!

All hours are CET.

For questions, contact:

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