

PRESS RELEASE
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H&M TAKES THE STEP INTO JAPAN

H & M Hennes & Mauritz AB has signed a contract for its first store in Japan. The store will be located in the best business location in one of Tokyo's prime shopping districts, Harajuku. The building is under construction and the opening is expected in the autumn of 2008. The selling surface will be around 1,500 square meters. H&M is negotiating for other contracts in Tokyo.

– Japan is an exciting market for H&M with fashion conscious consumers with great spending power. With a population of 128 million of which almost 13 million in Tokyo, we see great opportunities for expansion in this part of the world says Rolf Eriksen, CEO of H&M.

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A sketch of the store and press pictures for editorial use can be downloaded from 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 Stockholm Stock Exchange. Today there are more than 1,300 H&M stores in 24 countries. H&M has more than 50,000 employees and achieved sales including VAT in 2005 of SEK 71,886 million. H&M 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 makers and buyers. For further information visit www.hm.com.