



H & M HENNES & MAURITZ AB

THREE-MONTH REPORT

1 December 2007 – 29 February 2008

- **Sales excluding VAT for the H&M Group for the first three months of the financial year amounted to SEK 19,742 m (16,772), an increase of 18 percent. In local currencies, the increase was 16 percent and in comparable units 3 percent.**
- **Profit after financial items for the first quarter was SEK 4,057 m (3,411), an increase of 19 percent. Group profit after tax was SEK 2,941 m (2,302), corresponding to SEK 3.55 (2.78) per share, an increase of 28 percent.**
- **Gross profit amounted to SEK 11,770 m (9,876), corresponding to a gross margin of 59.6 percent (58.9).**
- **Operating profit amounted to SEK 3,799 m (3,223). The operating margin was 19.2 percent (19.2).**

Sales

Sales excluding VAT for the H&M Group for the first three months of the financial year amounted to SEK 19,742 m (16,772), an increase of 18 percent. In local currencies the increase was 16 percent and 3 percent in comparable units. Sales including VAT amounted to SEK 23,241 m (19,701).

In local currencies, sales including VAT in February 2008 increased by 24 percent compared to the same month last year. Sales in comparable units increased by 10 percent. Calendar effects are estimated to have contributed positively with 5 percentage units.

During the first quarter, the Group opened 11 (9) stores and 4 (3) stores were closed. The total number of stores in the Group thus amounted to 1,529 (1,351) as per 29 February 2008.

Results

Gross profit for the first quarter amounted to SEK 11,770 m (9,876), which corresponds to 59.6 percent (58.9) of sales.

The operating profit after deducting selling and administrative expenses was SEK 3,799 m (3,223). The result corresponds to an operating margin of 19.2 percent (19.2).

Operating profit for the quarter has been charged with depreciation amounting to SEK 578 m (469).

Consolidated net interest income was SEK 258 m (188).

Profit after financial items amounted to SEK 4,057 m (3,411), an increase of 19 percent.

Group profit after tax (estimated average effective tax rate) of 27.5 percent (32.5) for the three month period was SEK 2,941 m (2,302), corresponding to earnings per share of SEK 3.55 (2.78), an increase of 28 percent.

Return on shareholders' equity (rolling 12 months) was 43.6 percent (38.9) and return on capital employed (rolling 12 months) was 60.5 percent (56.9).

All figures within parenthesis refer to the corresponding period or point of time previous year. Comparable units, previously referred to as comparable stores, mean the stores and the internet and catalogue sales countries that have been in operation for at least a financial year. H&M's financial year extends from 1 December to 30 November.

Comments on the first quarter

Sales in the quarter increased by 16 percent in local currencies and by 3 percent in comparable units. The sales increase converted into SEK was 18 percent. The good sales development is mainly due to well composed collections and expanded internet and catalogue sales and a slightly positive calendar effect.

The development of the US dollar exchange rate has led to lower buying costs which has affected the gross margin positively. This has partly been offset by marginally higher level of price reductions and transportation costs. The total effect resulted in a gross margin increase of 0.7 percentage units to 59.6 percent.

Selling and administrative expenses in relation to sales have increased by 0.7 percentage units compared to the same quarter last year. This is, among other things, explained by the strengthening of the organisation in order to support the Group's continued strong expansion with new markets and initiatives. In addition, the ongoing regionalisation of the store logistics has also led to conversion costs.

The profit before tax for the financial year was positively affected by currency translation effects of about SEK 129 m (-125) compared with a recalculation of the result at last year's average exchange rates. These currency translation effects arise because of the development in the exchange rates between the foreign subsidiaries' local currencies and the Swedish Krona.

Financial position and cash flow

Consolidated total assets as per 29 February 2008 compared to the corresponding point of time last year, increased by 15 percent and amounted to SEK 43,746 m (38,164).

During the first three months of the financial year the Group generated a cash flow of SEK -2,525 m (2,272). The running operation generated a positive cash flow of SEK 2,446 m (2,836). Cash flow was among other things affected by investments in fixed assets of SEK -970 m (-662), and by financial investments with a duration of three to twelve months of SEK -4,004 m (112). Liquid funds and short-term investments amounted to SEK 22,450 m (20,931).

The stock-in-trade increased by 10 percent compared to the same time last year and amounted to SEK 7,892 m (7,196). This corresponds to 9.7 percent (10.3) of sales excluding VAT, rolling 12 months. The stock-in-trade was 18.0 percent (18.9) of total assets.

The equity/assets ratio was 79.5 percent (79.7) and the share of risk-bearing capital was 81.0 percent (81.1).

Shareholders' equity apportioned on the outstanding 827,536,000 shares as per 29 February 2008 was SEK 42.06 (36.74).

Expansion

During the second quarter, the Group plans to open 54 stores and close four. Most of the stores are planned for the UK, the USA, Spain, Italy and Germany. During the corresponding period last year 74 stores were opened and five closed. For the financial year 2007/2008 a net contribution of 190 (177) stores is planned.

Taxes

As previously notified in the full-year report, the effective tax rate for the Group for the financial year 2007/2008 is estimated to decline further compared to 29.1 percent for 2006/2007. The expected 2007/2008 Group tax rate is estimated to 27.5 percent as the changed transfer pricing will have full effect and the corporate tax rates will decline in some countries.

The Parent Company

Stores and Internet and catalogue sales operations in Sweden were run up until and during 2007 by the Parent Company. In conjunction with Group restructuring activities, these business units were transferred to two wholly-owned Swedish subsidiaries, namely H & M Hennes & Mauritz Sverige AB and H & M Rowells AB. The external revenue that still remains in the Parent Company in the amount of SEK 29 million refers to remuneration for administrative expenses related to franchising.

The parent company achieved sales excluding VAT during the first three months of the financial year of SEK 29 m (1,963) with an estimated result before balance sheet appropriations of SEK 421 m (376). Net investments in fixed assets amounted to SEK 37 m (26).

Events after the end of the first quarter

As previously announced in a press release issued on 6 March 2008, H&M has signed an agreement to acquire the privately owned Swedish fashion company Fabric Scandinavien AB that is running the store chains Weekday and Monki. The Group also designs and sells fashion through a number of own brands, such as Cheap Monday. H&M acquires 60 percent of the shares in Fabric Scandinavien for SEK 564 million in cash. In connection with the transaction the parties entered into agreement according to which H&M has the possibility/obligation to acquire the remaining shares in the company within three to five years.

The transaction is conditioned by acceptance of relevant competition authorities.

Accounting principles

The Group applies International Financial Reporting Standards (IFRS) as adopted by EU. This Interim Report has been prepared according to IAS 34 Interim Financial Reporting and the Swedish Annual Accounts Act.

The accounting principles applied in this report are described in the Annual Report and Consolidated Financial Statements for 2006/2007, in Note 1 – Accounting principles.

The parent company applies the Swedish Annual Accounts Act and Recommendation RFR 2.1, Accounting for Legal Entities, which essentially means that IFRS is applied. In accordance with Recommendation RFR 2.1, IAS 39 is not applied in the parent company.

Risks and uncertainties

A number of factors may affect H&M's results and business. Most of these can be dealt with through internal routines, while certain others are affected more by external influences. There are risks and uncertainties related to fashions, weather situations, quota systems and exchange rates, but also in connection with expansion into new markets, the launch of new concepts, changes in consumer behaviour or handling of the brand.

For a more detailed description of risks and uncertainties, refer to the Administration Report and to Note 2 in the Annual Report and Consolidated Accounts for 2006/2007. There were no significant changes in risks and uncertainties during the period.

Calendar

| | |
|-------------------|---|
| 8 May 2008 | Annual General Meeting 2008, at 3 p.m, in Victoriahallen, Stockholm International Fairs in Stockholm. |
| 18 June 2008 | Half Year Report, 1 Dec 2007 – 31 May 2008 |
| 30 September 2008 | Nine Month Report, 1 Dec 2007 – 31 August 2008 |
| 29 January 2009 | Full Year Report, 1 Dec 2007 – 30 November 2008 |
| 26 March 2009 | Three Month Report, 1 Dec 2008 – 28 Feb 2009 |
| 4 May 2009 | Annual General Meeting 2009 |

This three month report has not been audited.

Stockholm, 27 March 2008
The Board of Directors

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The information in this Interim Report is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the Securities Exchange and Clearing Operations Act and/or the Financial Instruments Trading Act. It was released for publication at 08:00 (CET) on 27 March 2008.

Information about H&M and press images are available at www.hm.com

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GROUP INCOME STATEMENT (SEK m)

| | 1 Dec. 07- 29 Feb. 08 | 1 Dec. 06- 28 Feb. 07 | 1 Dec. 06- 30 Nov. 07 |
|--|--------------------------|--------------------------|--------------------------|
| Sales including VAT | 23 241 | 19 701 | 92 123 |
| Sales excluding VAT | 19 742 | 16 772 | 78 346 |
| Cost of goods sold | -7 972 | -6 896 | -30 499 |
| GROSS PROFIT | 11 770 | 9 876 | 47 847 |
| Selling expenses | -7 491 | -6 260 | -27 687 |
| Administrative expenses | -480 | -393 | -1 778 |
| OPERATING PROFIT | 3 799 | 3 223 | 18 382 |
| Income from financial investments | | | |
| Interest income | 259 | 189 | 793 |
| Interest expense | -1 | -1 | -5 |
| PROFIT AFTER FINANCIAL ITEMS | 4 057 | 3 411 | 19 170 |
| Tax | -1 116 | -1 109 | -5 582 |
| PROFIT FOR THE PERIOD | 2 941 | 2 302 | 13 588 |
| Earnings per share before and after dilution, SEK | 3.55 | 2.78 | 16.42 |
| No. of shares before and after dilution, (thousands) | 827 536 | 827 536 | 827 536 |
| Depreciation, total | 578 | 469 | 1 814 |
| of which cost of goods sold | 60 | 49 | 203 |
| of which selling expenses | 490 | 397 | 1 505 |
| of which administrative expenses | 28 | 23 | 106 |

GROUP CONSOLIDATED BALANCE SHEET (SEK m)

| | 29 Feb. -08 | 28 Feb. -07 | 30 Nov. -07 |
|-------------------------------------|---------------|---------------|---------------|
| ASSETS | | | |
| Fixed assets | | | |
| Intangible fixed assets | 284 | 220 | 266 |
| Tangible fixed assets | 9 519 | 7 829 | 9 287 |
| Financial assets | 1 103 | 277 | 1 136 |
| Total fixed assets | 10 906 | 8 326 | 10 689 |
| Current assets | | | |
| Stock-in-trade | 7 892 | 7 196 | 7 969 |
| Current receivables | 2 508 | 1 711 | 2 112 |
| Short-term investments, 3-12 months | 8 904 | 8 636 | 4 900 |
| Liquid funds | 13 546 | 12 295 | 16 064 |
| Total current assets | 32 850 | 29 838 | 31 045 |
| Total assets | 43 756 | 38 164 | 41 734 |
| Equity and Liabilities | | | |
| Equity | 34 803 | 30 401 | 32 093 |
| Long-term liabilities* | 817 | 790 | 807 |
| Current liabilities** | 8 136 | 6 973 | 8 834 |
| Total equity and liabilities | 43 756 | 38 164 | 41 734 |

* Only pensions liabilities of SEK 163 m are interest bearing (135 for Q1 2007 and 156 for the Full Year 2007).

** No current liabilities are interest bearing.

| | 29 Feb. -08 | 28 Feb. -07 | 30 Nov. -07 |
|---|-------------|-------------|-------------|
| CHANGE IN EQUITY | | | |
| Shareholders' equity at the beginning of the period | 32 093 | 27 779 | 27 779 |
| Dividend | 0 | 0 | -9 515 |
| Exchange effects etc | -231 | 320 | 241 |
| Profit for the period | 2 941 | 2 302 | 13 588 |
| Shareholders' equity at the end of the period | 34 803 | 30 401 | 32 093 |

GROUP CASH FLOW ANALYSIS (SEK m)

| | 1 Dec. 2007- 29 Feb. 2008 | 1 Dec. 2006- 28 Feb. 2007 |
|--|------------------------------|------------------------------|
| CURRENT OPERATIONS | | |
| Profit after financial items* | 4 057 | 3 411 |
| Provisions for pensions | 7 | 5 |
| Depreciation | 578 | 469 |
| Tax paid | -1 117 | -1 284 |
| Cash flow from current operations before changes in working capital | 3 525 | 2 601 |
| Cash flow from changes in working capital | | |
| Current receivables | -411 | 23 |
| Stock-in-trade | 20 | 150 |
| Current liabilities | -688 | 62 |
| CASH FLOW FROM CURRENT OPERATIONS | 2 446 | 2 836 |
| INVESTMENT ACTIVITIES | | |
| Investment in leasehold rights | -58 | -4 |
| Investment in sale of buildings and land | -912 | -658 |
| Financial investments, 3-12 months | -4 004 | 112 |
| Other investments | 3 | -14 |
| CASH FLOW FROM INVESTMENT ACTIVITIES | -4 971 | -564 |
| CASH FLOW FOR THE PERIOD | -2 525 | 2 272 |
| Liquid funds at the beginning of the year (incl. short-term inv. 0-3 months) | 16 064 | 9 877 |
| Cash flow for the period | -2 525 | 2 272 |
| Exchange rate effect | 7 | 146 |
| Liquid funds at the end of the period (incl. short-term inv. 0-3 months) | 13 546 | 12 295 |

* Interest paid amounts for the Group to SEK 0.7 m (1.1).

FIVE YEAR SUMMARY

| First quarter | 2008 | 2007 | 2006 | 2005 | 2004 |
|--|-------------|-------------|-------------|-------------|-------------|
| Sales including VAT, SEK m | 23 241 | 19 701 | 17 686 | 14 820 | 13 807 |
| Sales excluding VAT, SEK m | 19 742 | 16 772 | 15 071 | 12 610 | 11 756 |
| Change from previous year, % | 17.7 | 11.3 | 19.5 | 7.3 | 9.3 |
| Operating profit, SEK m | 3 799 | 3 223 | 2 574 | 2 204 | 1 701 |
| Operating margin, % | 19.2 | 19.2 | 17.1 | 17.5 | 14.5 |
| Depreciation for the period, SEK m | 578 | 469 | 408 | 336 | 308 |
| Profit after financial items, SEK m | 4 057 | 3 411 | 2 680 | 2 309 | 1 788 |
| Profit after tax, SEK m | 2 941 | 2 302 | 1 809 | 1 501 | 1 162 |
| Liquid funds and short-term investments, SEK m | 22 450 | 20 931 | 17 812 | 15 966 | 13 784 |
| Stock-in-trade, SEK m | 7 892 | 7 196 | 7 073 | 5 395 | 5 130 |
| Equity, SEK m | 34 803 | 30 401 | 27 638 | 23 850 | 21 520 |
| Number of shares (thousand) * | 827 536 | 827 536 | 827 536 | 827 536 | 827 536 |
| Earnings per share, SEK* | 3.55 | 2.78 | 2.19 | 1.81 | 1.40 |
| Shareholders' equity per share, SEK* | 42.06 | 36.74 | 33.40 | 28.82 | 26.00 |
| Share of risk-bearing capital, % | 81.0 | 81.1 | 82.7 | 84.2 | 84.7 |
| Equity/assets ratio, % | 79.5 | 79.7 | 80.8 | 80.8 | 81.2 |
| Total number of stores | 1 529 | 1 351 | 1 196 | 1 069 | 948 |
| Rolling twelve months | | | | | |
| Earnings per share, SEK* | 17.19 | 13.64 | 11.55 | 9.20 | 7.79 |
| Return on shareholders' equity, SEK | 43.6 | 38.9 | 37.1 | 33.6 | 31.1 |
| Return on capital employed, % | 60.5 | 56.9 | 54.0 | 50.7 | 46.8 |

* Before and after dilution

Definition on key figures see Annual Report.

The International Standards (IFRS) are being applied from 2005/2006.

The restatement of the 2004/2005 figures according to IFRS has not involved in any adjustment.

SALES BY COUNTRY AND NUMBER OF STORES

First quarter

| COUNTRY | Sales incl. VAT | | Change in % | | No. of stores 29 Feb. 2008 | Openings during the period | Closings |
|----------------|-----------------|---------------|-------------|----------------|-------------------------------|-------------------------------|----------|
| | Q1-2008 | Q1-2007 | SEK | local currency | | | |
| Sweden | 1 736 * | 1 598 * | 9 | 9 | 124 | | |
| Norway | 1 307 * | 1 162 * | 12 | 6 | 81 | | 1 |
| Denmark | 923 * | 803 * | 15 | 11 | 65 | | |
| United Kingdom | 1 655 | 1 648 | 0 | 7 | 130 | 2 | 1 |
| Switzerland | 1 041 | 928 | 12 | 10 | 61 | 1 | |
| Germany | 5 618 * | 4 834 | 16 | 12 | 321 | 3 | 1 |
| Netherlands | 1 469 * | 1 196 * | 23 | 19 | 89 | | |
| Belgium | 722 | 679 | 6 | 3 | 53 | | 1 |
| Austria | 1 146 * | 1 005 | 14 | 10 | 59 | 1 | |
| Luxembourg | 80 | 74 | 8 | 5 | 8 | | |
| Finland | 560 * | 486 * | 15 | 11 | 34 | | |
| France | 1 852 | 1 526 | 21 | 17 | 99 | 1 | |
| USA | 1 373 | 1 194 | 15 | 26 | 146 | 1 | |
| Spain | 1 355 | 1 138 | 19 | 15 | 79 | | |
| Poland | 510 | 343 | 49 | 33 | 43 | 1 | |
| Czech Republic | 153 | 129 | 19 | 6 | 14 | | |
| Portugal | 177 | 161 | 10 | 6 | 15 | | |
| Italy | 544 | 292 | 86 | 80 | 32 | 1 | |
| Canada | 355 | 248 | 43 | 33 | 35 | | |
| Slovenia | 121 | 85 | 42 | 38 | 6 | | |
| Ireland | 113 | 87 | 30 | 26 | 7 | | |
| Hungary | 69 | 40 | 73 | 67 | 6 | | |
| Slovakia | 30 | | | | 2 | | |
| Greece | 54 | | | | 3 | | |
| China | 189 | | | | 7 | | |
| Franchise | 88 ** | 45 ** | 95 | 95 | 10 | | |
| Total | 23 241 | 19 701 | 18 | 16 | 1 529 | 11 | 4 |

* including internet and catalogue sales

** excluding VAT

SEGMENT REPORTING

Internal follow-up of the business is carried out by country. To present information on different segments in an easily accessible way, the operations are divided into three geographical regions: the **Nordic region**, **Euro Zone countries excluding Finland**, and the **Rest of the World**. There is no internal division into different business segments and hence reporting in secondary segments is not relevant. In 2007 the Group structure was refined in order to facilitate the division of the logistics functions into regions and to support continued expansion. As a result of this, the central functions of design, logistics, stock management and buying were transferred into a separate subsidiary. Along with all the other subsidiaries with no external sales, this company is reported with effect from 1 December 2007 in a separate segment: **Group Functions**. A great deal of the Group's value-added is created in this segment. In 2007 the internal pricing model was adapted in accordance with this, with the result that the operating profit and operating margin in individual segments for the current financial year are not comparable with previous years.

| | 1 Dec. 2007- 29 Feb. 2008 | | 1 Dec. 2006- 28 Feb. 2007 |
|-----------------------------------|------------------------------|-----------------------------------|------------------------------|
| Nordic Region | | Nordic Region | |
| Net sales external | 3 634 | Net sales external | 3 253 |
| Operating profit | 60 | Operating profit | 767 |
| Operating margin, % | 1.7 | Operating margin, % | 23.6 |
| Eurozone excluding Finland | | Eurozone excluding Finland | |
| Net sales external | 11 151 | Net Sales external | 9 370 |
| Operating profit | -55 | Operating profit | 1 975 |
| Operating margin, % | neg | Operating margin, % | 21.1 |
| Rest of the World | | Rest of the World | |
| Net sales external | 4 957 | Net sales external | 4 149 |
| Operating profit | -94 | Operating profit | 481 |
| Operating margin, % | neg | Operating margin, % | 11.6 |
| Group Functions | | | |
| Net sales to other segments | 11 459 | | |
| Operating profit | 3 888 | | |
| Operating margin, % | 33.9 | | |
| Eliminations | | | |
| Net sales to other segments | -11 459 | | |
| Total | | Total | |
| Net sales | 19 742 | Net sales | 16 772 |
| Operating profit | 3 799 | Operating profit | 3 223 |
| Operating margin, % | 19.2 | Operating margin, % | 19.2 |

PARENT COMPANY INCOME STATEMENT (SEK m)

| | 1 Dec. 07- 29 Feb. 08 | 1 Dec. 06- 28 Feb. 07 | 1 Dec. 06- 30 Nov. 07 |
|---|--------------------------|--------------------------|--------------------------|
| Sales including VAT | 29 | 1 963 | 10 738 |
| Sales excluding VAT | 29 | 1 579 | 9 629 |
| Internal sales excluding VAT | 835 | - | - |
| Cost of goods sold | - | -399 | -3 579 |
| GROSS PROFIT | 864 | 1 180 | 6 050 |
| Selling expenses | -262 | -643 | -2 934 |
| Administrative expenses | -336 | -247 | -1 092 |
| OPERATING PROFIT | 266 | 290 | 2 024 |
| Income from financial investments | | | |
| Dividends from subsidiaries | - | - | 8 465 |
| Interest income | 155 | 86 | 449 |
| PROFIT AFTER FINANCIAL ITEMS | 421 | 376 | 10 938 |
| Year-end appropriations | - | - | 130 |
| Tax | -118 | -105 | -751 |
| PROFIT FOR THE PERIOD | 303 | 271 | 10 317 |
| Earnings per share before and after dilution, SEK | 0.37 | 0.33 | 12.47 |
| Number of shares before and after dilution, (thousands) | 827 536 | 827 536 | 827 536 |
| Depreciation, total | 27 | 34 | 88 |
| of which cost of goods sold | - | 5 | 12 |
| of which selling expenses | 12 | 27 | 72 |
| of which administrative expenses | 15 | 2 | 4 |

PARENT COMPANY BALANCE SHEET IN SUMMARY (SEK m)

| ASSETS | 29 Feb. 08 | 28 Feb. 07 | 30 Nov. 07 |
|-------------------------------------|---------------|---------------|---------------|
| Fixed assets | | | |
| Tangible assets | 366 | 553 | 317 |
| Financial fixed assets | 65 | 30 | 59 |
| Total fixed assets | 431 | 583 | 376 |
| Current assets | | | |
| Stock-in-trade | - | 558 | 407 |
| Current receivables | 3 978 | 5 966 | 6 376 |
| Short-term investments | 8 904 | 5 000 | 4 900 |
| Liquid funds | 168 | 2 049 | 1 417 |
| Total current assets | 13 050 | 13 573 | 13 100 |
| TOTAL ASSETS | 13 481 | 14 156 | 13 476 |
| EQUITY AND LIABILITIES | | | |
| Equity | 12 999 | 12 112 | 12 662 |
| Untaxed reserves | 119 | 269 | 119 |
| Long-term liabilities* | 113 | 99 | 113 |
| Current liabilities** | 250 | 1 676 | 582 |
| TOTAL EQUITY AND LIABILITIES | 13 481 | 14 156 | 13 476 |

* Refers to provisions for pensions.

** No current liabilities are interest-bearing.

| CHANGE IN EQUITY | 29 Feb. 08 | 28 Feb. 07 | 30 Nov. 07 |
|--|---------------|---------------|---------------|
| Shareholders' equity at the beginning of the period | 12 662 | 11 860 | 11 860 |
| Profit for the period | 303 | 271 | 10 317 |
| Total income and expenses | 12 965 | 12 131 | 22 177 |
| Dividend | - | - | -9 515 |
| Shareholders' equity at the end of the period | 12 965 | 12 131 | 12 662 |

Up to and including 31 May 2007 the Swedish stores were operated within the parent company. Since this date they have been operated by a separate subsidiary. The departments for design, logistics and buying that were previously part of the parent company were also transferred to a separate subsidiary as of 1 June 2007.