



H&M GROUP SALES DEVELOPMENT IN DECEMBER

In the month of December 2008, sales in local currencies including VAT increased by 3 per cent compared to December previous year.

Sales increase per month in per cent excl. currency rate changes:

	2005/06	2006/07	2007/08	2008/09
December	14(4)	16(5)	10(-1)	3(-7)
January	15(5)	16(5)	17(3)	
February	11(2)	15(5)	24(10)	
March	0(-8)	29(17)	3(-8)	
April	9(1)	21(8)	-1(-10)	
May	13(5)	10(-2)	25(14)	
June	9(1)	17(5)	8(-2)	
July	11(2)	14(2)	15(3)	
August	15(5)	11(-1)	8(-3)	
September	9(0)	25(12)	10(-2)	
October	12(3)	15(3)	9(-2)	
November	11(2)	14(1)	7(-4)	
Whole year	11(2)	17(5)	11(-1)	

The figure in parenthesis represents the sales development in comparable H&M units. Comparable units 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 is 1 December to 30 November.

The number of stores amounted to 1,741* on 31 December 2008 versus 1,525 on 31 December 2007.

Sales development in the month of January will be published on Monday 16 February 2009 at 08.00 CET.

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* Including 25 Monki and Weekday-stores.

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 OMX Nordic Exchange Stockholm. Today there are around 1,700 H&M stores on 33 markets. H&M has 68,000 employees and achieved sales including VAT in 2007 of SEK 92,123 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.