



15 January 2002

Press Release

Turnover for the H&M Group increased in December 2001 by 10 per cent compared with the corresponding period last year.

Substantially lower stock level compared with December 2000 has led to a more quiet sales development. Lower price reductions have resulted in a considerably improved gross margin for the period.

Sales increase per month in per cent excluding currency rate changes:

	1999/2000	2000/2001	2001/2002
December	19	7	10
January	13	22	
February	27	16	
March	5	27	
April	18	15	
May	15	20	
June	7	21	
July	10	18	
August	3	26	
September	22	34	
October	5	18	
November	8	20	
Whole year	12	20	

Sales development in the month of January is estimated to be published on 15 February 2002 at 8.30 CET.

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