



15th February 2005

Press Release

Turnover for the H&M Group increased in January 2005 by 5 per cent compared with the corresponding period last year. Calendar effects are estimated to have affected sales negatively by approximately 5 percentage units.

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

	2001/02	2002/03	2003/04	2004/05
December	10	16	11	13
January	8	18	14	5
February	16	10	13	
March	16	8	7	
April	12	12	13	
May	11	9	7	
June	19	8	15	
July	18	8	14	
August	16	5	15	
September	8	6	10	
October	26	10	9	
November	14	4	24	
Whole year	14	9	12	

Sales development in the month of February will be published together with the three month report on 6th April 2005 at 8.30 CET.

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Managing Director

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