



PRESS RELEASE
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H&M GROUP SALES DEVELOPMENT IN JULY

In the month of July 2007, sales in local currencies including VAT increased by 14 per cent compared to July previous year.

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

	2003/04	2004/05	2005/06	2006/07
December	11	13	14(4)	16(5)
January	14	5	15(5)	16(5)
February	13	6	11(2)	15(5)
March	7	20	0(-8)	29(17)
April	13	15	9(1)	21(8)
May	7	18	13(5)	10(-2)
June	15	18	9(1)	17(5)
July	14	12	11(2)	14(2)
August	15	17	15(5)	
September	10	7	9(0)	
October	9	10	12(3)	
November	24	11	11(2)	
Whole year	12	13	11(2)	

The figure in parenthesis represents the sales development in comparable stores. A store is comparable if it has been open and has had an unchanged sales area for at least a financial year. H&M's financial year extends from 1 December to 30 November.

The number of stores amounted to 1,422 on 31 July 2007 versus 1,248 on 31 July 2006.

Sales development in the month of August will be published together with the nine month report on 26 September 2007 at 8.00 CET.

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Press pictures and background information 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 around 1,400 H&M stores in 28 countries. H&M has more than 60,000 employees and achieved sales including VAT in 2006 of SEK 80,081 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.