



15 October 2001

Press Release

Turnover for the H&M Group increased in September 2001 by 34 per cent compared with the corresponding period last year.

The sales increase is reported excluding currency rate changes.

Sales increase per month in per cent:

	1998/1999	1999/2000	2000/2001
December	22	19	7
January	21	13	22
February	17	27	16
March	42	5	27
April	23	18	15
May	23	15	20
June	33	7	21
July	19	10	18
August	24	3	26
September	7	22	34
October	23	5	
November	23	8	
Whole year	23	12	

Sales development in the month of October is estimated to be published on Wednesday 14 November at 8.30 CET.

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