



PRESS RELEASE
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H&M GROUP SALES DEVELOPMENT IN NOVEMBER

In the month of November 2006, sales in local currencies including VAT increased by 11 per cent compared to November previous year.

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

	2002/03	2003/04	2004/05	2005/06
December	16	11	13	14(4)
January	18	14	5	15(5)
February	10	13	6	11(2)
March	8	7	20	0(-8)
April	12	13	15	9(1)
May	9	7	18	13(5)
June	8	15	18	9(1)
July	8	14	12	11(2)
August	5	15	17	15(5)
September	6	10	7	9(0)
October	10	9	10	12(3)
November	4	24	11	11(2)
Whole year	9	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 1,345 on 30 November 2006 versus 1,193 on 30 November 2005.

Sales development in the month of December will be published together with the full year results on Thursday 25 January 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 O-list of the Stockholm Stock Exchange. Today there are more than 1,300 H&M stores in 24 countries. H&M has more than 50,000 employees and achieved sales including VAT in 2005 of SEK 71,886 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.