

H&M Group

Press release

15 December 2023

The H&M group's sales development for full-year 2023 including the fourth quarter

Full-year

For the 2023 financial year, covering the period 1 December 2022 – 30 November 2023, net sales increased by 6 percent to SEK 236,014* m (223,553), compared with 2022. Excluding Russia and Belarus the increase was 8 percent in SEK and 1 percent in local currencies.

Fourth quarter

Net sales in the period 1 September 2023 – 30 November 2023 were flat compared with the corresponding quarter last year and amounted to SEK 62,629* m (62,433). Excluding Russia and Belarus the increase was 3 percent in SEK and decreased by 1 percent in local currencies. In total, the H&M group's net sales decreased by 4 percent in local currencies compared with the corresponding quarter last year.

** The amounts are provisional and may deviate slightly from the full-year report that will be published on 31 January 2024.*

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For more information from the H&M group and press images visit hmgrouppress.com/media.

Communication in conjunction with the full-year report

The full-year report for the 2023 financial year, i.e., 1 December 2022 – 30 November 2023, will be published at 08:00 CET on 31 January 2024, followed by a press conference at 09:30 CET hosted by CEO Helena Helmersson, CFO Adam Karlsson and Head of IR Joseph Ahlberg. The press conference for the financial market and media will be held in Swedish at H&M's head office in Stockholm, Ljusgården, Mäster Samuelsgatan 49, 3rd floor. The presentation material will be available at hmgrouppress.com/investors.

A telephone conference for the financial market and media will be held in English at 14:00 CET, hosted by CEO Helena Helmersson, CFO Adam Karlsson and Head of IR Joseph Ahlberg. For log in details for the telephone conference please register via this link: <https://app.webinar.net/JMEj3xp3XR8>

To book interviews in conjunction with the full-year report on 31 January 2024, please contact: Anna Frosch Nordin, Head of Media Relations, telephone +46 73 432 93 14, anna.froschnordin@hm.com.

The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the EU Market Abuse Regulation (EU) No 596/2014. The information was submitted for publication by the abovementioned person at 08:00 CET on 15 December 2023. This press release, press images along with additional information about the H&M group, is available at hmgrouppress.com.

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, & Other Stories, H&M HOME, ARKET and Afound as well as Sellpy. For further information, visit hmgrouppress.com.