H&M GROUP
PRESS RELEASE

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H&M Group issues new bond

H&M Group secures long-term financing at attractive terms from a broad investor base with a peak orderbook reaching over 7x oversubscribed, highlighting the investor confidence in the H&M Group.

H&M Group has returned to the bond market by issuing a EUR 500 million bond with a maturity of 8 years and a coupon of 3.40 percent under its EMTN (Euro Medium Term Note) programme. The bond generated great interest amongst a broad international base of institutional investors. At peak the orderbook was oversubscribed more than 7 times, and the final orderbook ended at EUR 2.4 billion. This is a display of very strong investor demand.

"We are happy to see a broadening of our investor base, including several leading investors and with a strong geographical diversification. The high oversubscription of our bond clearly shows that investors appreciate the steps we are taking towards our long-term direction," says Adam Karlsson, CFO, H&M Group.

The Offering Circular is available on H&M Group's website at:
https://hmgroup.com/investors/debt-financing/

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

Contact for media enquires:
H&M Group Media Relations
Telephone: +46 8 796 53 00
E-mail: mediarelations@hm.com

Contact persons:
Joseph Ahlberg, Head of Investor Relations
Telephone: +46 73 465 93 92
E-mail: joseph.ahlberg@hm.com

Carl Gemzell, Group Treasurer
Telephone: +46 72 173 12 46
E-mail: carl.gemzell@hm.com