

H&M GROUP

PRESS RELEASE

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Buybacks of shares by H&M during week 50, 2025

Between 8 December 2025 and 12 December 2025 H & M Hennes & Mauritz AB (publ) (LEI code 529900O5RR7R39FRDM42) has repurchased in total 732,000 of the company's own class B shares (ISIN: SE0000106270) as part of the share buyback programme initiated by the board of directors.

The share buybacks form part of the SEK 1 billion share buyback programme that H&M announced on 21 November 2025. The buyback programme, which runs from 21 November 2025 until no later than 28 January 2026, is being carried out in accordance with Regulation (EU) No 596/2014 on market abuse (the Market Abuse Regulation – MAR) and Commission Delegated Regulation (EU) 2016/1052 (known as the Safe Harbour Regulation).

H&M class B shares have been repurchased as follows:

Date:	Aggregated daily volume (number of shares):	Weighted average share price per day (SEK):	Total daily transaction value (SEK):
8 December 2025	200,000	174.4519	34,890,380.00
9 December 2025	200,000	172.6551	34,531,020.00
10 December 2025	180,000	172.7811	31,100,598.00
11 December 2025	72,000	177.5961	12,786,919.20
12 December 2025	80,000	179.6658	14,373,264.00
Total accumulated during week 50/2025	732,000	174.4292	127,682,181.20
Total accumulated during the buyback programme	2,380,000	174.5909	415,526,350.80

All acquisitions have been carried out on Nasdaq Stockholm by Citigroup Global Markets Europe AG on behalf of H&M. Following the above acquisitions, H&M's holding of treasury shares as at 12 December 2025 amounts to 3,480,000 class B shares (including 1,100,000 treasury shares that were acquired between 26 June 2025 and 17 July 2025 to ensure the delivery of class B shares to the participants in the company's long-term incentive program (LTIP)). The total number of shares in H&M, including treasury shares, is 1,604,491,375 and the number of shares outstanding, excluding treasury shares, is 1,601,011,375.

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



H & M HENNES & MAURITZ AB (PUBL) was founded in Sweden in 1947 and is listed on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. The group's brands are H&M (including H&M HOME, H&M Move and H&M Beauty), COS, Weekday (including Cheap Monday and Monki), & Other Stories, ARKET, Singular Society and Sellpy. The group also includes several ventures. For further information, visit hmgroupp.com.