

H&M GROUP

PRESS RELEASE

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Buybacks of shares by H&M during week 52, 2025

Between 22 December 2025 and 23 December 2025 H & M Hennes & Mauritz AB (publ) (LEI code 529900O5RR7R39FRDM42) has repurchased in total 238,000 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):
22 December 2025	128,000	183.9761	23,548,940.80
23 December 2025	110,000	184.6713	20,313,843.00
Total accumulated during week 52/2025	238,000	184.2974	43,862,783.80
Total accumulated during the buyback programme	3,169,500	176.7504	560,210,376.15

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 23 December 2025 amounts to 4,269,500 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 1,600,221,875.

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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.