

# H&M GROUP

## PRESS RELEASE

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### Buybacks of shares by H&M during week 1, 2026

*Between 29 December 2025 and 2 January 2026 H & M Hennes & Mauritz AB (publ) (LEI code 529900O5RR7R39FRDM42) has repurchased in total 325,000 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):
29 December 2025	120,000	186.0122	22,321,464.00
30 December 2025	105,000	185.8732	19,516,686.00
2 January 2026	100,000	185.4528	18,545,280.00
Total accumulated during week 1/2026	325,000	185.7952	60,383,430.00
Total accumulated during the buyback programme	3,494,500	177.5916	620,593,806.15

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 2 January 2026 amounts to 4,494,500 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 1,599,896,875.

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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 [hmgproup.com](http://hmgproup.com).