

H&M GROUP

PRESS RELEASE

11 MAY 2026

H&M decides to buy back own shares for the company's long-term incentive programme (LTIP)

The board of directors of H & M Hennes & Mauritz AB has, on the basis of the authorisation granted by the 2026 annual general meeting, decided to acquire the company's own class B shares in order to ensure the delivery of class B shares to the participants in the company's long-term incentive programme (LTIP).

The share buybacks will be carried out in accordance with the EU Market Abuse Regulation (MAR) and Commission Delegated Regulation (EU) 2016/1052 (known as the Safe Harbour Regulation). Acquisitions of shares will be managed by an investment firm or credit institution that makes its trading decisions regarding the timing of the acquisitions of H&M shares independently of H&M.

The share buybacks are subject to the following terms:

- Buybacks are to take place on Nasdaq Stockholm in accordance with its Rule Book for Issuers, MAR and the Safe Harbour Regulation.
- The shares are to be purchased at a per-share price that is no higher than the higher of the price of the most recent independent trade and the highest current independent bid on Nasdaq Stockholm, nor at a lower price than the lowest price at which an independent purchase may be made.
- The maximum cumulative number of purchased shares is 1,400,000.
- The maximum cumulative purchase amount is SEK 280 m.
- The programme begins on 11 May 2026 and will continue up to and including 29 May 2026.
- Payment for the shares is to be made in cash.

The total number of shares in H&M as at 11 May 2026 is 1,604,491,375 shares, of which 194,400,000 are class A shares and 1,410,091,375 are class B shares. H&M currently holds 1,100,000 class B treasury shares purchased for LTIP 2025, as well as 5,618,372 class B treasury shares that the annual general meeting held on 5 May 2026 resolved to cancel.

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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.