

H&M GROUP

PRESS RELEASE

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Buybacks of shares by H&M during week 51, 2025

Between 15 December 2025 and 19 December 2025 H & M Hennes & Mauritz AB (publ) (LEI code 529900O5RR7R39FRDM42) has repurchased in total 551,500 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):
15 December 2025	107,500	182.1257	19,578,512.75
16 December 2025	105,000	181.9214	19,101,747.00
17 December 2025	150,000	181.3263	27,198,945.00
18 December 2025	39,000	185.4012	7,230,646.80
19 December 2025	150,000	184.7426	27,711,390.00
Total accumulated during week 51/2025	551,500	182.8128	100,821,241.55
Total accumulated during the buyback programme	2,931,500	176.1377	516,347,592.35

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 19 December 2025 amounts to 4,031,500 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 1,600,459,875.

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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.