

H&M GROUP

PRESS RELEASE

7 JULY 2025

Buybacks of shares by H&M during week 27, 2025

Between 30 June 2025 and 4 July 2025 H & M Hennes & Mauritz AB (publ) (LEI code 529900O5RR7R39FRDM42) has repurchased in total 343,750 of the company's own class B shares (ISIN: SE0000106270) as part of the share buyback programme initiated by the board of directors to secure delivery of class B shares for the company's long-term incentive program (LTIP).

The share buybacks form part of the around SEK 175 million share buyback programme that H&M announced on 26 June 2025. The programme aims to secure delivery of class B shares to the participants in the company's long-term incentive program (LTIP). The share buyback programme, which runs from 26 June 2025 until no later than 17 July 2025, 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):
30 June 2025	68,750	132.3359	9,098,093.13
1 July 2025	68,750	134.7633	9,264,976.88
2 July 2025	68,750	136.8271	9,406,863.13
3 July 2025	68,750	138.4901	9,521,194.38
4 July 2025	68,750	137.8475	9,477,015.63
Total accumulated over week 27/2025	343,750	136,0528	46,768,143.13
Total accumulated during the buyback programme	481,250	135,5342	65,225,826.88

All acquisitions have been carried out on Nasdaq Stockholm by Danske Bank on behalf of H&M. Following the above acquisitions, H&M's holding of treasury shares amounts to 481,250 class B shares as of 4 July 2025. 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 1,604,010,125.

Contact:
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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 hmgroupp.com.

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