

# H&M GROUP

## PRESS RELEASE

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### Buybacks of shares by H&M during week 29, 2025. The share buyback programme for the company's long-term incentive program (LTIP) is now complete and has been closed.

*Between 26 June 2025 and 17 July 2025 H & M Hennes & Mauritz AB (publ) (LEI code 529900O5RR7R39FRDM42) has repurchased in total 1,100,000 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). Shares with a total value of SEK 149,421,284.39 have now been repurchased, and as a result the programme is being closed.*

The share buybacks in week 29 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 ran between 26 June 2025 and 17 July 2025, made its final purchases of shares on 17 July 2025 and is now closed. The programme has been 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):
14 July 2025	68,750	134.7261	9,262,419.38
15 July 2025	68,750	135.9450	9,346,218.75
16 July 2025	68,750	136.1329	9,359,136.88
17 July 2025	68,750	135.7216	9,330,860.00
Total accumulated over week 29/2025	275,000	135.6314	37,298,635.01
Total accumulated during the buyback programme	1,100,000	135.8375	149,421,284.39

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 1,100,000 class B shares as of 17 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 1,603,391,375.

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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](http://hmgroupp.com).