

H & M GROUP  
FULL-YEAR REPORT  
2025

Q4





H&M

# H & M Hennes & Mauritz AB

## Full-year report 2025

### Fourth quarter (1 September 2025 — 30 November 2025)

- Sales in local currencies increased by 2 percent in the fourth quarter, with 4 percent fewer stores at the end of the quarter compared with the same point in time last year. Converted into SEK, net sales amounted to SEK 59,221 m (62,193). Net sales in SEK were negatively affected by a currency translation effect of around 7 percentage points due to the strengthened Swedish krona.
- Gross profit amounted to SEK 33,084 m (33,942), which corresponds to a gross margin of 55.9 percent (54.6).
- Selling and administrative expenses decreased by 3 percent in local currencies. Converted into SEK these expenses decreased by 9 percent to SEK 26,698 m (29,303).
- Operating profit increased by 38 percent to SEK 6,364 m (4,624), corresponding to an operating margin of 10.7 percent (7.4). An improved customer offering, an improved gross margin and good cost control have contributed to the increase in profit in the quarter.
- The result after tax increased to SEK 4,332 m (2,983<sup>1</sup>), corresponding to SEK 2,72 (1.86<sup>1</sup>) per share.
- Cash flow from operating activities after changes in working capital increased to SEK 8,406 m (6,974).
- The stock-in-trade decreased by 12 percent to SEK 35,427 m (40,348) and the composition of the stock-in-trade is good. Currency adjusted the stock-in-trade decreased by 5 percent compared with the previous year. The stock-in-trade in SEK represented 15.5 percent (17.2) of rolling 12 months sales.

### Full-year (1 December 2024 — 30 November 2025)

- In local currencies net sales increased by 2 percent in the financial year 2025. Converted into SEK, the H&M group's net sales amounted to SEK 228,285 m (234,478).
- Gross profit amounted to SEK 121,821 m (125,299). This corresponds to a gross margin of 53.4 percent (53.4).
- Selling and administrative expenses decreased by 4 percent to SEK 103,292 m (107,915). In local currencies these expenses decreased by 1 percent compared with the previous year.
- Operating profit increased to SEK 18,395 m (17,306), corresponding to an operating margin of 8.1 percent (7.4).
- The result after tax increased to SEK 12,085 m (11,584), corresponding to SEK 7.58 (7.21) per share.
- Cash flow from operating activities after changes in working capital amounted to SEK 31,120 m (31,756).
- The H&M group's greenhouse gas emissions in scope 3<sup>2</sup> reduced by approximately 30 percent (24) in 2025 compared to the 2019 baseline according to preliminary figures. The target is to reduce these greenhouse gas emissions by 56 percent no later than 2030, with 2019 as baseline.
- Recently, the H&M group was A-listed by CDP<sup>3</sup> for climate and water, providing further recognition after being ranked as industry leader in sustainability and transparency for both social and environmental issues by several independent organisations, including Stand.earth's *Fashion Scorecard* and Fashion Revolution's *What Fuels Fashion* report, in 2025.
- The H&M group's sales in the period 1 December 2025 – 31 January 2026 are expected to decrease by 2 percent in local currencies compared with the same period the previous year. Sales development should be seen in the light of strong sales during the Black Friday week at the end of November, which led to subdued demand in a number of markets in December. In addition, there is a negative calendar effect associated with the Chinese New Year, which this year falls in February.
- CapEx in comparable currency is planned to amount to SEK 9-10 billion for 2026. The investments are mainly allocated to the store portfolio and to tech infrastructure. Following a period of high levels of investment in the supply chain, new logistics solutions in Europe will gradually be deployed in 2026.
- The board of directors is proposing to the 2026 annual general meeting that an ordinary dividend of SEK 7.10 (6.80) per share is paid in two instalments.
- The board of directors is proposing that the 2026 annual general meeting approve a general authorisation allowing the board to buy back the group's own class B shares.

**6.4 billion**  
**Operating profit, Q4**  
(4.6)

**10.7%**  
**Operating margin, Q4**  
(7.4%)

**SEK 7.58**  
**Full-year**  
**The result per share (SEK 7.21)**

*“Through a strengthened customer offering, good cost control and improved inventory productivity, we continue to take important steps towards all our long-term targets in a challenging environment,” says Daniel Ervér, CEO.*

<sup>1</sup> See note 5.

<sup>2</sup> Scope 3 excludes the use of sold products.

<sup>3</sup> The CDP A List – published by CDP (previously known as the Carbon Disclosure Project), an independent environmental reporting platform – recognises companies for their environmental transparency and performance.

# Comments by Daniel Ervér, CEO

**Through a strengthened customer offering, good cost control and improved inventory productivity, we continue to take important steps towards all our long-term targets in a challenging environment.**

Sales in the fourth quarter increased by 2 percent in local currencies with approximately 4 percent fewer stores during the quarter. Operating profit increased by 38 percent, resulting in an operating margin of 10.7 percent. Performance during the quarter was largely driven by a stronger customer offering, good cost control and improved inventory productivity, as well as external factors that positively affected purchasing costs.

Our work in 2025 has gradually contributed to positive development towards all our long-term targets. The sales trend is positive seen over the year as a whole, and earnings have strengthened in the second half of the year. The gross margin for the full year was at the same level as in the previous year and the operating margin increased to 8.1 percent, compared to 7.4 percent last year. As our climate goals are well integrated into the business, we have reduced our Scope 3<sup>1</sup> CO<sub>2</sub> emissions by around 30 percent compared with the 2019 baseline, according to preliminary figures. This means that we are well on the way to achieving our science-based target of a 56 percent reduction by 2030, in line with the 1.5°C target. During the quarter we received further recognition for our work within sustainability and transparency when CDP<sup>2</sup> A-listed the H&M group for climate and water.

This progress reflects determined efforts in our most important areas, with a focus on strengthening the product offering, the customer experience and our brands. Within the product offering, more efficient purchasing with shorter decision paths, an enhanced ability to quickly capture trends, improvements in the supply chain and closer cooperation with our suppliers have overall contributed to a more relevant customer offering and better inventory efficiency.

Work to further strengthen the customer experience during the year has included updating our digital store globally while at the same time increasing the pace of upgrades to our physical stores, with improvements in technology, layout and presentation.

Both H&M and COS presented their main collections for autumn and winter at the fashion weeks in London and New York respectively, which among other things created positive engagement with great reach in social media. We have also entered into various creative external collaborations. For example, H&M launched an appreciated design collaboration with Glenn Martens and announced a collaboration with Stella McCartney for 2026.

In 2026 we are continuing to strengthen the foundation for continued profitable and sustainable growth. The focus is on what is most important to our customers – to always offer the best value for money through H&M's business concept fashion and quality at the best price in a sustainable way. The start of the new year has been marked by continued geopolitical and economic uncertainty, which underlines the importance of an efficient organisation with short decision paths that operates close to the customer and has a high degree of flexibility and continued good cost control.

We are expanding through our stores and digital channels. Mostly in growth markets – including Brazil and other parts of Latin America. We are continuing to optimise the store portfolio. For 2026 we estimate that the sales effect from the store optimisation will turn around to become slightly positive. In addition to our investments in new markets, new stores and an upgraded customer experience in a large share of our existing stores, we are also investing in the tech infrastructure. More data-driven decision-making and increased use of AI are improving our accuracy and giving us more tools for expressing creativity, thereby further strengthening our customer offering.

We are on the right track. It is our employees who make this possible. With creativity, commitment and shared values, we work every day to offer fashion, quality and sustainability at a price that is accessible to many people.

1. Scope 3 excludes the use of sold products.

2. The CDP A List – published by CDP (previously known as the Carbon Disclosure Project), an independent environmental reporting platform – recognises companies for their environmental transparency and performance.

# Sales

Sales in local currencies increased by 2 percent in the fourth quarter, with 4 percent fewer stores at the end of the quarter compared with the same point in time last year.

Converted into SEK, net sales amounted to SEK 59,221 m (62,193). Net sales in SEK were negatively affected by a currency translation effect of around 7 percentage points due to the strengthened Swedish krona.

As more stores are upgraded and new stores are opened, the H&M group's long-term position is strengthened further. At the beginning of the fourth quarter there were 180 fewer stores than at the same point in time last year and at the end of the quarter there were 152 fewer stores than at the same point in time last year. The optimisation of the store portfolio has had a somewhat negative impact on sales in 2025 due to store closures and rebuilds. For 2026, however, the sales effect from store optimisation is expected to be slightly positive.

For the financial year net sales increased by 2 percent in local currencies with 4 percent fewer stores at the end of the financial year. Converted into SEK, the H&M group's net sales amounted to SEK 228,285 m (234,478).

Online continued to perform well. Just over 30 percent of sales takes place online.

Net sales for portfolio brands increased in the fourth quarter by 2 percent in local currencies. Converted into SEK, sales decreased by 4 percent. Sales for portfolio brands, excluding Monki, increased by 5 percent in local currencies during the fourth quarter 2025.

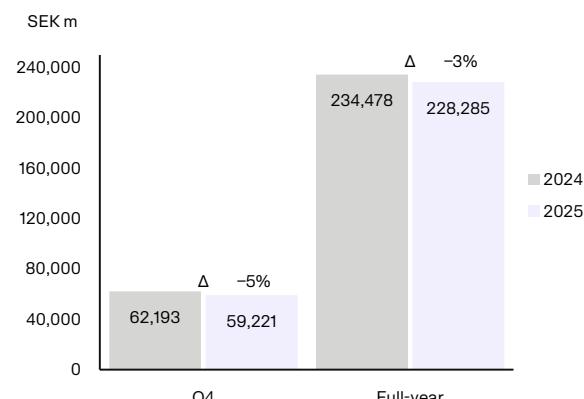
Net sales for portfolio brands in the financial year increased by 1 percent in local currencies and decreased by 2 percent

in SEK. Sales for portfolio brands, excluding Monki, increased by 4 percent in local currencies during the full year 2025.

During the year Monki have been integrated into the Weekday stores and at weekday.com. By the end of the fourth quarter all Monki stores have been closed.

The H&M group's sales in the period 1 December 2025 – 31 January 2026 are expected to decrease by 2 percent in local currencies compared with the same period the previous year. Sales development should be seen in the light of strong sales during the Black Friday week at the end of November, which led to subdued demand in a number of markets in December. In addition, there is a negative calendar effect associated with the Chinese New Year, which this year falls in February.

## Net sales



Sales per region	Q4		Q4		Full-year		Full-year	
	2025	2024	SEK	Local currencies	2025	2024	SEK	Local currencies
The Nordics	5,133	5,127	0	2	20,147	20,627	-2	-1
Western Europe	21,433	22,054	-3	2	79,195	79,550	0	2
Eastern Europe	5,683	5,622	1	4	20,934	21,181	-1	1
Southern Europe	8,520	8,852	-4	4	31,281	31,507	-1	5
North and South America	11,692	12,941	-10	-1	48,999	51,798	-5	1
Asia, Oceania and Africa	6,760	7,597	-11	1	27,729	29,815	-7	-1
<b>Total</b>	<b>59,221</b>	<b>62,193</b>	<b>-5</b>	<b>2</b>	<b>228,285</b>	<b>234,478</b>	<b>-3</b>	<b>2</b>

Stores per region	Change in number of stores (net)		Number of stores	
	Full-year 2025	30 Nov 2025	30 Nov 2024	
The Nordics	-23	357	380	
Western Europe	-22	994	1,016	
Eastern Europe	-1	478	479	
Southern Europe	-11	563	574	
North and South America	10	769	759	
Asia, Oceania and Africa	-105	940	1,045	
<b>Total</b>	<b>-152</b>	<b>4,101</b>	<b>4,253</b>	

# Gross profit and gross margin

Gross profit and gross margin are a result of many factors, internal as well as external, and are mostly affected by the decisions that the H&M group takes in line with its strategy to always have the best combination of fashion, quality, price and sustainability.

Gross profit amounted to SEK 33,084 m (33,942) for the fourth quarter, corresponding to a gross margin of 55.9 percent (54.6). The improvement work in the supply chain and external factors that had a positive influence on purchasing costs strengthened the gross margin in the fourth quarter. The cost of markdowns in relation to sales was marginally higher than in the corresponding quarter last year.

For the financial year gross profit amounted to SEK 121,821 m (125,299), corresponding to a gross margin of 53.4 percent (53.4).

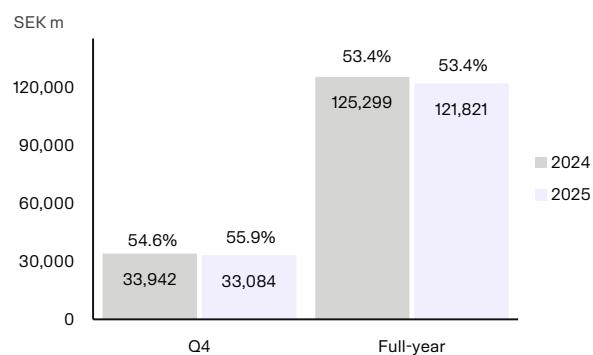
For the goods being sold in the first quarter of 2026, the overall effect of external factors is assessed to be somewhat positive compared with the corresponding period the previous year but less positive than the effect on the gross margin in the fourth quarter, partly because the impact of tariff costs is expected to increase further.

When the Swedish krona strengthens there is a negative translation effect on the gross margin. This is because a

higher proportion of revenues than costs in the Group are in foreign currency. In the fourth quarter this resulted in a somewhat negative effect on the gross margin. Based on prevailing exchange rates, the currency translation effect on gross margin is expected to be slightly more negative in the first quarter of 2026 than in the fourth quarter of 2025.

The cost of markdowns as a percentage of sales in the first quarter 2026 is expected to be at the same level as in the corresponding quarter the previous year.

## Gross profit and gross margin



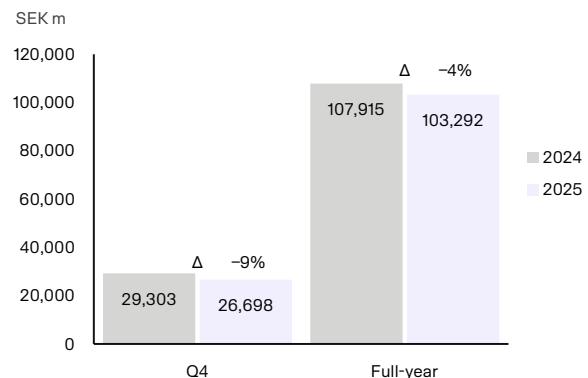
# Selling and administrative expenses

Good cost control has countered continued inflationary pressures in the cost base.

Selling and administrative expenses in the fourth quarter decreased by 9 percent to SEK 26,698 m (29,903). In local currencies these expenses decreased by 3 percent.

For the financial year, selling and administrative expenses decreased by 4 percent to SEK 103,292 m (107,915). In local currencies these expenses decreased by 1 percent compared with the previous year.

## Selling and administrative expenses

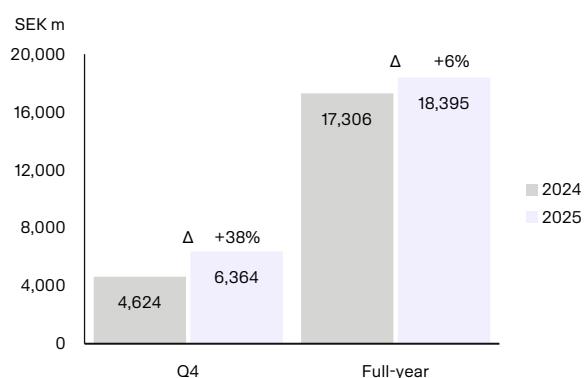


# Operating profit and operating margin

Operating profit in the fourth quarter increased by 38 percent to SEK 6,364 m (4,624), corresponding to an operating margin of 10.7 percent (7.4). An improved customer offering, an improved gross margin and good cost control have contributed to the increase in profit in the quarter.

Operating profit for the financial year 2025 increased to SEK 18,395 m (17,306), corresponding to an operating margin of 8.1 percent (7.4).

## Operating profit



# Stock-in-trade

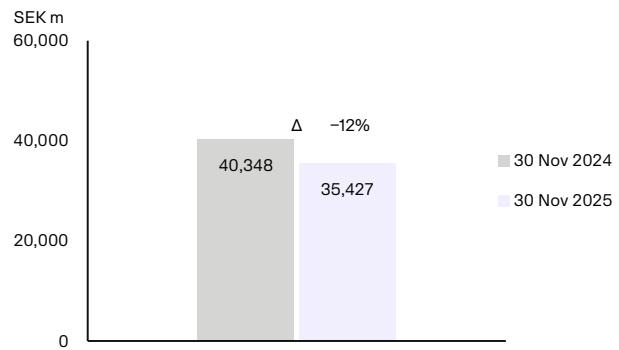
The stock-in-trade decreased by 12 percent to SEK 35,427 m (40,348). Currency adjusted the stock-in-trade decreased by 5 percent compared with the previous year.

The composition of the stock-in-trade is good.

The stock-in-trade in SEK represented 15.5 percent (17.2) of rolling 12 months sales.

The investments in the supply chain and the integration of the sales channels continue. A higher share of product purchases in current season, and a more efficient and more flexible supply chain, create the conditions for improved stock availability for the customer even with a lower volume of stock. During 2026 new warehouses in Europe will gradually be taken into use, thereby securing growth capacity, good stock availability and flexibility between the sales channels. The company continues to strengthen its ability to manage disruptions in the supply chain.

## Stock-in-trade



# Expansion through integrated channels

Expansion is taking place with a focus on increased omnichannel sales. Customers want to be inspired and have products available so that they can shop where, when and how they choose – in the stores, on the brands' own websites, on digital marketplaces and on social media. Physical and digital stores continue to be the largest area for investments in the business in 2026 to provide an even more inspiring shopping experience. The H&M group works continuously to adapt the store portfolio based on customers' behaviour in each market and is contractually able to renegotiate or exit around a third of leases each year. During 2026 work continues to update a large part of the stores through improvements in layout, presentation and tech, to further strengthen the customer experience and the interaction between our channels.

The optimisation of the store portfolio continues with store openings, closures and rebuilds, thereby further strengthening the H&M group's long-term position. Overall this had a slightly negative sales impact in 2025. In 2026, however, the sales effect is expected to be slightly positive. For 2026 the plan is to open around 80 new stores, while around 160 stores are planned for closure. Openings are planned in all regions and most of the openings will be in growth markets. In addition to this, our digital expansion into new markets and channels continues.

The company is continuing its expansion in Latin America. H&M opened in Brazil at the end of August, with its first store as well as online, closely followed by a further three stores that opened in the fourth quarter of 2025. Seven more stores in Brazil, with the first in Rio de Janeiro, are so far contracted to open in 2026. Paraguay will become a new H&M market in 2026 and H&M will also open its first store in Malta via franchise in the first half of 2026. H&M will open online in Ukraine during the first quarter of 2026.

& Other Stories and Arket were launched on Zalando and COS opened its first store in India in October 2025. Arket will open its first store in Lithuania in 2026.

## Store count and markets by brand

As at 30 November 2025 the H&M group had 4,101 (4,253) stores, i.e. the total number of stores has decreased by 152 stores compared with the same point in time the previous year, which corresponds to a reduction of around 4 percent. During the financial year 92 (88) new stores have opened and 244 (204) stores have closed. A total of 253 (258) of the group's stores are operated by franchise partners.

Number of stores	Change in number of stores (net)		Total number of stores		Number of markets	
	Q4 2025	Full-year	30 Nov 2025	30 Nov 2024	30 Nov 2025	30 Nov 2025
H&M	-20	-117	3,660	3,777	81	61
COS	8	8	246	238	49	38
Monki	-17	-48	0	48	0	29
Weekday	1	-2	44	46	14	29
& Other Stories	0	-4	66	70	24	32
ARKET	11	13	53	40	21	31
Afound	0	0	0	0	0	0 <sup>1</sup>
H&M HOME <sup>2</sup>	0	-2	32	34	15	45
Sellpy	0	0	0	0	0	24
<b>Total</b>	<b>-17</b>	<b>-152</b>	<b>4,101</b>	<b>4,253</b>		

1. Afound had 7 online markets as at 30 November 2024.

2. Concept stores. H&M HOME is also available through shop-in-shop in 471 H&M stores.

COS, Monki, Weekday, & Other Stories and ARKET offer Global selling which enables customers in around 70 additional markets to shop online. The exact number of markets per brand that have this service varies.

# Cash flow, working capital and financing

## Cash flow and liquidity

Cash flow from operating activities in the financial year amounted to SEK 31,120 m (31,756). Compared with the previous year, cash flow was positively affected mainly by lower stock-in-trade and negatively mainly by tax payments and lower operating liabilities.

The H&M group's liquidity remains very good. As at 30 November 2025 cash and cash equivalents amounted to SEK 20,908 m (17,340). In addition, the group has undrawn credit facilities of SEK 19,680 m (18,416). The total liquidity buffer, i.e. cash and cash equivalents plus undrawn credit facilities, amounted to SEK 40,588 m (35,756).

## Operating working capital

Operating working capital changed during the financial year by SEK -550 m (1,930) to SEK 21,012 m (21,562), mainly as a result of improved inventory productivity.

## Financing

Net debt including lease liabilities in relation to EBITDA amounted to 1.5 (1.5) with a net cash position of SEK 233 m (3,223). Debt levels are within the target range of 1.0 – 2.0 for the capital structure target Net debt/EBITDA.

Interest-bearing liabilities in the form of commercial papers, bonds and loans from credit institutions amounted to SEK 20,675 m (14,117) as at 30 November 2025. A EUR 500 m bond with a maturity of eight years and a coupon rate of 3.4 percent was issued in the fourth quarter within the framework of the H&M group's Euro Medium Term Note (EMTN) programme in order to secure long-term financing at attractive terms. The average maturity of interest-bearing liabilities was 5.2 (5.3) years as at 30 November 2025.

A maturity analysis of outstanding interest-bearing liabilities and undrawn credit facilities as at 30 November 2025 is given in the table below.

### Operating working capital

SEK m	2025-11-30	2024-11-30
Accounts receivable	6,411	5,631
Stock-in-trade	35,427	40,348
Accounts payable	-20,826	-24,417
<b>Total operating working capital</b>	<b>21,012</b>	<b>21,562</b>

### Liquidity and debt financing

Year	Bonds (EMTN)	Loans from credit institutions	Unused credit facilities
2025	–	–	–
2026	–	2,345	–
2027	–	–	5,467
2028	–	119	–
2029	5,467	–	14,213
2030	–	1,500	–
2031	5,777	–	–
2032	–	–	–
2033	5,467	–	–
<b>Total SEK m</b>	<b>16,711</b>	<b>3,964</b>	<b>19,680</b>

# Tax

The group's tax rate for the financial year 2025 was 25.2 percent (24.9). The final tax rate depends on, among other things, the results of the group's various companies, the corporate tax rates in each country, non-deductible costs and tax expense relating to previous years.

The group's tax rate for the financial year 2026 is expected to be 25 – 26 percent based on known circumstances. For the first three quarters of the year a tax rate of 25 percent (25) will be used to calculate tax expense on the earnings in each period excluding result from investments in associated companies and joint ventures.

# Share buybacks

During the period 26 June – 17 July 2025 the group repurchased shares as authorised by the 2025 annual general meeting in order to secure delivery of class B shares within the framework of the company's long-term incentive programme (LTIP 2025). A total of 1,100,000 class B shares were repurchased for a total sum of approximately SEK 149 m.

A SEK 1 billion share buyback programme was initiated on 21 November 2025 in order to distribute surplus liquidity and thereby adjust the company's capital structure. As at 30 November 2025, 953,000 class B shares in H&M had been repurchased for a total amount of approximately SEK 165 m. The share buyback programme was completed on 23 January 2026 and a total of 5,618,372 class B shares were repurchased; see separate press release issued on 26 January 2026. The board of directors proposes that the 2026 annual general meeting resolve to cancel the shares that were repurchased for the purpose of distributing surplus liquidity and thereby adjusting the company's capital structure.

As at 30 November 2025 H&M owned 2,053,000 own class B shares. The total number of shares in H&M, including treasury shares was 1,604,491,375 as at 30 November 2025 and the number of outstanding shares, excluding treasury shares, was 1,602,438,375.

# Employees

In an industry where customer interaction is crucial, the H&M group's employees are its greatest asset. Through shared values, each day the employees contribute skills, commitment and a sense of service – and create products and customer experiences that make a difference. The H&M group creates customer value through a clear purpose, a common direction and the ability to adapt swiftly to a changing environment. Key elements in the development of the organisation include ensuring short decision-making paths, effective collaboration and a culture in which employees can rely on each other's knowledge and capabilities.

The average number of employees in the group as at 30 November 2025, converted into full-time positions, was 94,744 (96,457), of which 8,509 (9,525) were employed in Sweden.

The year's increase in profit means that SEK 20 m (236) has been allocated in the fourth quarter to the H&M Incentive Program (HIP), which is for all employees. The basis for allocations to HIP is 10 percent of the increase in the company's profit after tax and before any allocation to HIP, between two successive financial years. The programme was initiated in 2010 by Stefan Persson and family through a donation of H&M shares worth around SEK 1 billion. For further information concerning HIP please refer to the company's annual and sustainability report.

# Current quarter

The H&M group's sales in the period 1 December 2025 – 31 January 2026 are expected to decrease by 2 percent in local currencies compared with the same period the previous year. Sales development should be seen in the light of strong sales during the Black Friday week at the end of November, which led to subdued demand in a number of markets in December. In addition, there is a negative calendar effect associated with the Chinese New Year, which this year falls in February.

The cost of markdowns as a percentage of sales in the first quarter 2026 is expected to be on par with the corresponding quarter the previous year.

The company is closely monitoring developments in global trade and trade restrictions. With good flexibility in the supply chain and through the pricing of the customer offering there are opportunities to adapt the business to changed conditions.

# Capital structure

The H&M group advocates a conservative leverage ratio, aiming for a strong capital structure with strong liquidity and financial flexibility. It is essential that, as in the past, expansion and investments can proceed with continued freedom of action. The capital structure is defined as Net debt in relation to EBITDA. Including IFRS 16 effects it should be within the range 1.0–2.0 x EBITDA over time. As at 30 November 2025 Net debt/EBITDA including IFRS 16 effects was 1.5 (1.5) with a financial net cash of SEK 233 m (3,223).

# Dividend policy

The board of directors' intention is for the H&M group to continue to provide shareholders with a good return while ensuring that growth and investments in the business can proceed with a continued strong financial position and freedom of action. Based on this, the board of directors has proposed a dividend policy stating that the ordinary dividend over time is to exceed 50 percent of profit after tax and additionally that identified surplus liquidity – taking into consideration the capital structure target and investment requirements – can be distributed to shareholders through an extra dividend or a buyback programme.

## Proposed dividend

The board of directors is proposing to the 2026 annual general meeting that a dividend of SEK 7.10 (6.80) per share is paid. The dividend will be paid in cash, split into two instalments. The first payment of SEK 3.55 will be made in May and the second payment of SEK 3.55 will be made in November. The board's proposed record dates are 7 May 2026 and 5 November 2026. If the annual general meeting approves the board's proposal, the dividend is expected to be paid out on 12 May 2026 and 10 November 2026.

## Proposed authorisation to allow share buybacks

The board of directors is proposing that the 2026 annual general meeting approve a general authorisation allowing the board to buy back the group's own class B shares in the period up to the 2027 annual general meeting. This general authorisation is, among other things, one of the tools for the board to use if surplus liquidity is identified.

# Annual general meeting 2026

The 2026 annual general meeting will be held on Tuesday 5 May 2026 at 15:00 CEST in the Erling Persson Hall, Aula Medica, Karolinska Institutet in Solna.

# Annual and sustainability report 2025

The annual and sustainability report and the corporate governance report are expected to be published on 26 March 2026 on [hmgroup.com](http://hmgroup.com). The documents will also be available at the company's head office.

## Targets

The H&M group has three long-term targets: long-term sales growth of at least 10 percent per year, an operating margin that exceeds 10 percent and a 56 percent reduction in greenhouse gas emissions\* no later than 2030, with 2019 as a baseline. The company is focused on unlocking the growth potential of the group's brands, with a particular focus on strengthening H&M. This means that non-organic growth and growth through new business models are being given lower priority in the short to medium term.

\* Refers to science-based targets for own operations (scope 1 and 2) and for the company's entire value chain (scope 3) and excludes the use of sold products.

## Risks and uncertainties

Risks may be due to events in the outside world and affect a certain sector or market, or they may be associated with the group's own business. The H&M group carries out regular risk analysis for both operational and financial risks. Operational risks are mainly associated with the business and the external risks that affect the group. Business decisions determine whether action is to be taken to reduce the likelihood of the risk in question occurring and if so, to what extent. Business decisions also determine the extent to which the consequences of a risk that has occurred may be mitigated.

There are external risks and uncertainties affecting the H&M group that are related to the shift in the industry, fashion, competitors, logistics resources, information security and cyber security, sustainability issues, weather, macroeconomics and geopolitical events, foreign currencies, taxes, customs duty, and various regulations and ordinances, but also in connection with expansion into new markets, the launch of new concepts and how the brands are managed. More detailed information concerning the financial risks is given in the H&M group's annual and sustainability report.

## Communication in conjunction with the full-year report

The full-year report for the financial year 2025, i.e., 1 December 2024 – 30 November 2025, will be published at 08:00 CET on 29 January 2026, followed by a combined press and telephone conference at 09:00 CET for the financial market and media, hosted by CEO Daniel Ervér, CFO Adam Karlsson and Head of IR Joseph Ahlberg. A presentation of the report followed by a Q & A session will be held in English.

Location: H&M's head office in Stockholm, Mäster Samuelsgatan 49, 3rd floor, Ljusgården. The event will be broadcasted online and questions can also be asked by telephone. For log in details please register:

<https://app.webinar.net/Ke7MaVXgoOJ>

To book interviews for media in conjunction with the full-year report on 29 January 2026, please contact: Anna Frosch Nordin, Head of Media Relations, telephone +46 73 432 93 14, [anna.froschnordin@hm.com](mailto:anna.froschnordin@hm.com).

*Please note that the combined press and telephone conference starts at 09:00 CET. Also note that there will not be a separate telephone conference in the afternoon CET.*

## Calendar

26 March 2026	Three-month report, 1 Dec 2025 – 28 Feb 2026
26 March 2026	Annual and Sustainability report 2025
5 May 2026	Annual general meeting at 15:00, Erling Persson Hall, Aula Medica, Solna
25 June 2026	Six-month report, 1 Dec 2025 – 31 May 2026
24 September 2026	Nine-month report, 1 Dec 2025 – 31 Aug 2026
28 January 2027	Full-year report, 1 Dec 2025 – 30 Nov 2026

This full-year report has not been audited by the company's auditors.

Stockholm, 28 January 2026  
Board of Directors

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For more information about the H&M group visit [hmgroup.com](http://hmgroup.com).

Information in this full-year report is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the EU Market Abuse Regulation (EU) No 596/2014. The information was submitted for publication by the abovementioned persons at 08:00 (CET) on 29 January 2026. This full-year report and other information about the H&M group are available at [hmgroup.com](http://hmgroup.com).

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

# Group income statement

SEK m	Note	Q4 (Sep–Nov)		Full-year (Dec–Nov)	
		2025	2024	2025	2024
Net sales	3	59,221	62,193	228,285	234,478
Cost of goods sold	4	-26,137	-28,251	-106,464	-109,179
<b>Gross profit</b>		<b>33,084</b>	<b>33,942</b>	<b>121,821</b>	<b>125,299</b>
<i>Gross margin, %</i>		<i>55.9</i>	<i>54.6</i>	<i>53.4</i>	<i>53.4</i>
Selling expenses	4	-24,081	-26,449	-93,023	-97,153
Administrative expenses	4	-2,617	-2,854	-10,269	-10,762
Result from investments in associated companies and joint ventures		-22	-15	-134	-78
<b>Operating profit</b>		<b>6,364</b>	<b>4,624</b>	<b>18,395</b>	<b>17,306</b>
<i>Operating margin, %</i>		<i>10.7</i>	<i>7.4</i>	<i>8.1</i>	<i>7.4</i>
Interest income		161	200	460	890
Interest expense and similar items		-698	-740	-2,653	-2,753
<b>Profit after financial items</b>		<b>5,827</b>	<b>4,084</b>	<b>16,202</b>	<b>15,443</b>
Tax <sup>1</sup>		-1,495	-1,101	-4,117	-3,859
<b>PROFIT FOR THE PERIOD<sup>1</sup></b>		<b>4,332</b>	<b>2,983</b>	<b>12,085</b>	<b>11,584</b>
Attributable to:					
The shareholders of					
H & M Hennes & Mauritz AB <sup>1</sup>		4,362	2,987	12,158	11,621
Non-controlling interest		-30	-4	-73	-37
Earnings per share, SEK <sup>1,2</sup>		2.72	1.86	7.58	7.21
Average number of shares outstanding, thousands <sup>2</sup>		1,603,332	1,608,228	1,604,033	1,611,695

For information about depreciation, amortisation and write-downs, see note 4.

1. Regarding restated figures for the fourth quarter 2024 see Note 5 Restated figures attributable to amendments to IAS 12.

2. Before and after dilution, excluding own shares.

# Consolidated statement of comprehensive income

SEK m	Note	Q4 (Sep–Nov)		Full-year (Dec–Nov)	
		2025	2024	2025	2024
<b>PROFIT FOR THE PERIOD<sup>1</sup></b>		<b>4,332</b>	<b>2,983</b>	<b>12,085</b>	<b>11,584</b>
<b>Other comprehensive income</b>					
<b>Items that are or may be reclassified to profit or loss</b>					
Translation differences		−279	1,291	−3,556	717
Change in hedging reserves		−37	−794	513	−589
Tax attributable to change in hedging reserves		7	163	−106	121
Share of OCI related to associated companies and joint ventures		0	0	0	0
<b>Items that will not be reclassified to profit or loss</b>					
Remeasurement of defined benefit pension plans		34	112	55	−73
Tax related to the above remeasurement		−9	−28	−14	18
Remeasurement of financial assets	2	−160	275	−1,052	299
<b>Other comprehensive income</b>		<b>−444</b>	<b>1,019</b>	<b>−4,160</b>	<b>493</b>
<b>TOTAL COMPREHENSIVE INCOME FOR THE PERIOD<sup>1</sup></b>		<b>3,888</b>	<b>4,002</b>	<b>7,925</b>	<b>12,077</b>
Attributable to:					
The shareholders of H & M Hennes & Mauritz AB <sup>1</sup>		3,918	4,006	7,998	12,114
Non-controlling interest		−30	−4	−73	−37

1. Regarding restated figures for the fourth quarter 2024 see Note 5 Restated figures attributable to amendments to IAS 12.

# Group balance sheet

SEK m	Note	2025-11-30	2024-11-30
<b>ASSETS</b>			
<b>Non-current assets</b>			
<b>Intangible non-current assets</b>			
Brands		350	400
Leasehold and similar rights		239	223
Capitalised expenditure		6,145	7,094
Goodwill		1,013	1,013
		<b>7,747</b>	<b>8,730</b>
<b>Property, plant and equipment</b>			
Buildings and land		602	665
Equipment, tools, fixture and fittings		29,838	28,493
Right-of-use assets		52,094	57,062
		<b>82,534</b>	<b>86,220</b>
<b>Non-current financial assets</b>			
Interests in associates and joint ventures		126	259
Other shares and interests	2	1,919	3,029
		<b>2,045</b>	<b>3,288</b>
<b>Other non-current assets</b>			
Non-current receivables		775	859
Deferred tax assets		4,677	5,390
		<b>5,452</b>	<b>6,249</b>
<b>Total non-current assets</b>		<b>97,778</b>	<b>104,487</b>
<b>Current assets</b>			
<b>Stock-in-trade</b>		35,427	40,348
<b>Current receivables</b>			
Accounts receivable		6,411	5,631
Tax assets		2,176	2,831
Other receivables	2	4,270	5,654
Prepaid expenses		3,303	3,923
		<b>16,160</b>	<b>18,039</b>
Cash and cash equivalents		20,908	17,340
<b>Total current assets</b>		<b>72,495</b>	<b>75,727</b>
<b>TOTAL ASSETS</b>		<b>170,273</b>	<b>180,214</b>

SEK m	Note	2025-11-30	2024-11-30
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
Share capital		207	207
Reserves		3,297	6,445
Retained earnings		39,443	39,559
<b>Total equity</b>		<b>42,947</b>	<b>46,211</b>
<b>Liabilities</b>			
<b>Non-current liabilities</b>			
Provisions for pensions <sup>1</sup>		389	471
Deferred tax liabilities		1,953	2,242
Liabilities to credit institutions <sup>1</sup>		18,330	14,117
Other non-current liabilities		148	162
Non-current leasing liabilities <sup>1</sup>		44,903	50,361
		<b>65,723</b>	<b>67,353</b>
<b>Current liabilities</b>			
Accounts payable		20,826	24,417
Tax liabilities		1,791	2,257
Liabilities to credit institutions <sup>2</sup>		2,345	–
Other provisions		712	540
Current leasing liabilities <sup>2</sup>		11,969	12,476
Other liabilities	2	6,436	6,809
Accrued expenses and prepaid income		17,524	20,151
		<b>61,603</b>	<b>66,650</b>
<b>Total liabilities</b>		<b>127,326</b>	<b>134,003</b>
<b>TOTAL EQUITY AND LIABILITIES</b>			
		<b>170,273</b>	<b>180,214</b>

1. Interest-bearing non-current liabilities amount to SEK 63,622 m (64,949) and excluding leases to SEK 18,719 m (14,588).

2. Interest-bearing current liabilities amount to SEK 14,314 m (12,476) and excluding leases to SEK 2,345 m (0).

# Group changes in equity

Attributable to the shareholders of the parent company, H & M Hennes & Mauritz AB

	Share capital	Translation reserve	Hedging reserve	Retained earnings	Total	Non-controlling interest	Total shareholders' equity
<b>Shareholder's equity, 1 December 2024</b>	<b>207</b>	<b>6,786</b>	<b>-341</b>	<b>39,490</b>	<b>46,142</b>	<b>69</b>	<b>46,211</b>
Profit for the year	–	–	–	12,158	12,158	-73	12,085
<b>Other comprehensive income</b>							
Translation differences	–	-3,555	–	–	-3,555	-1	-3,556
Change in hedging reserves	–	–	513	–	513	–	513
Tax attributable to hedging reserves	–	–	-106	–	-106	–	-106
Share of other comprehensive income related to joint ventures and associated companies	–	0	–	–	0	–	0
Remeasurement of defined benefit pension plans	–	–	–	55	55	–	55
Tax attributable to the above revaluation	–	–	–	-14	-14	–	-14
Revaluation of financial assets	–	–	–	-1,052	-1,052	–	-1,052
<b>Other comprehensive income</b>	<b>–</b>	<b>-3,555</b>	<b>407</b>	<b>-1,011</b>	<b>-4,159</b>	<b>-1</b>	<b>-4,160</b>
<b>Total comprehensive income</b>	<b>–</b>	<b>-3,555</b>	<b>407</b>	<b>11,147</b>	<b>7,999</b>	<b>-74</b>	<b>7,925</b>
Dividend	–	–	–	-10,906	-10,906	–	-10,906
Repurchase of shares	–	–	–	-314	-314	–	-314
Redemption of shares	-1	–	–	1	–	–	–
Bonus issue	1	–	–	-1	–	–	–
Transactions with non-controlling interests	–	–	–	–	–	31	31
<b>Shareholder's equity, 30 November 2025</b>	<b>207</b>	<b>3,231</b>	<b>66</b>	<b>39,417</b>	<b>42,921</b>	<b>26</b>	<b>42,947</b>

Attributable to the shareholders of the parent company, H &amp; M Hennes &amp; Mauritz AB

	Share capital	Translation reserve	Hedging reserve	Retained earnings	Total	Non-controlling interest	Total shareholders' equity
<b>Shareholder's equity, 1 December 2023</b>	<b>207</b>	<b>6,069</b>	<b>127</b>	<b>41,025</b>	<b>47,428</b>	<b>82</b>	<b>47,510</b>
Profit for the year	–	–	–	11,621	11,621	–37	11,584
<b>Other comprehensive income</b>							
Translation differences	–	717	–	–	717	0	717
Change in hedging reserves	–	–	–589	–	–589	–	–589
Tax attributable to hedging reserves	–	–	121	–	121	–	121
Share of other comprehensive income related to joint ventures and associated companies	–	0	–	–	0	–	0
Remeasurement of defined benefit pension plans	–	–	–	–73	–73	–	–73
Tax attributable to the above revaluation	–	–	–	18	18	–	18
Revaluation of financial assets	–	–	–	299	299	–	299
<b>Other comprehensive income</b>	<b>–</b>	<b>717</b>	<b>–468</b>	<b>244</b>	<b>493</b>	<b>0</b>	<b>493</b>
<b>Total comprehensive income</b>	<b>–</b>	<b>717</b>	<b>–468</b>	<b>11,865</b>	<b>12,114</b>	<b>–37</b>	<b>12,077</b>
Dividend	–	–	–	–10,456	–10,456	–	–10,456
Repurchase of shares	–	–	–	–2,880	–2,880	–	–2,880
Redemption of shares	–2	–	–	2	–	–	–
Bonus issue	2	–	–	–2	–	–	–
Transactions with non-controlling interests	–	–	–	–64	–64	24	–40
<b>Shareholder's equity, 30 November 2024</b>	<b>207</b>	<b>6,786</b>	<b>–341</b>	<b>39,490</b>	<b>46,142</b>	<b>69</b>	<b>46,211</b>

# Group cash flow statement

SEK m	Full-year	
	(Dec–Nov)	(Dec–Nov)
	2025	2024
<b>Operating activities</b>		
Profit after financial items <sup>1</sup>	16,202	15,443
<b>Adjustment for non-cash items</b>		
– Provisions for pensions	12	13
– Other provisions	153	676
– Depreciation, amortisation and write-downs	21,140	22,252
– Other non-cash items	134	78
Taxes paid	–3,890	–1,717
<b>Cash flow from operating activities before changes in working capital</b>	<b>33,751</b>	<b>36,745</b>
<b>Cash flow from changes in working capital</b>		
Operating receivables	–3,082	–2,299
Stock-in-trade	3,785	–3,036
Operating liabilities	–3,334	346
<b>Cash flow from operating activities</b>	<b>31,120</b>	<b>31,756</b>
<b>Investing activities</b>		
Investments in leasehold and similar rights	–73	–19
Investments in other intangible assets	–1,366	–1,369
Investments in equipment	–9,240	–10,060
Other investments	64	–126
<b>Cash flow from investing activities</b>	<b>–10,615</b>	<b>–11,574</b>
<b>Financing activities</b>		
Current loans	353	–2,966
New non-current loans	6,945	–
Amortisation of non-current loans	–149	–248
Amortisation lease	–12,328	–12,631
Capital contributions non-controlling interests	31	24
Dividend	–10,906	–10,456
Repurchase of shares	–254	–2,928
<b>Cash flow from financing activities</b>	<b>–16,308</b>	<b>–29,205</b>
<b>CASH FLOW FOR THE PERIOD</b>	<b>4,197</b>	<b>–9,023</b>
<b>Cash and cash equivalents at beginning of the financial year</b>	<b>17,340</b>	<b>26,398</b>
Cash flow for the period	4,197	–9,023
Exchange rate effect	–629	–35
<b>Cash and cash equivalents at end of the financial year</b>	<b>20,908</b>	<b>17,340</b>

1. Interest paid for the group amounts to SEK 671 m (760). Interest expense related to leases amounts to SEK 1,982 m (1,993) for the group. Received interest for the group amounts to SEK 460 m (890).

# Five year summary

## Full-year, 1 December – 30 November

	2021	2022	2023	2024	2025
Net sales, SEK m	198,967	223,553	236,035	234,478	228,285
Change net sales from previous year in SEK, %	6	12	6	-1	-3
Change net sales previous year in local currencies, %	12	6	-1	1	2
Operating profit, SEK m	15,255	7,169	14,537	17,306	18,395
Operating margin, %	7.7	3.2	6.2	7.4	8.1
Depreciation, amortisation and write-downs for the year, SEK m	22,320	22,579	22,955	22,252	21,140
Profit after financial items, SEK m	14,300	6,216	13,010	15,443	16,202
Profit after tax, SEK m	11,010	3,566	8,716	11,584	12,085
Cash and cash equivalents, SEK m	27,471	21,707	26,398	17,340	20,908
Stock-in-trade, SEK m	37,306	42,495	37,358	40,348	35,427
Equity, SEK m	60,018	50,757	47,510	46,211	42,947
Average number of shares outstanding, thousands <sup>1</sup>	1,655,072	1,649,847	1,629,097	1,611,695	1,604,033
Earnings per share, SEK <sup>1</sup>	6.65	2.16	5.37	7.21	7.58
Cash flow from operating activities per share, SEK <sup>1</sup>	26.96	15.00	20.84	19.70	19.40
Number of shares outstanding as of the closing day, thousands <sup>1</sup>	1,655,072	1,629,687	1,622,548	1,604,491	1,602,438
Equity per share, SEK <sup>1</sup>	36.26	31.15	29.28	28.80	26.80
Dividend per share excluding own shares, SEK <sup>2</sup>	6.50	6.50	6.50	6.50	6.80
Return on equity, %	19.2	6.4	17.8	24.7	27.1
Return on capital employed, %	11.8	5.8	12.1	14.6	15.4
Share of risk-bearing capital, %	35.4	29.7	27.6	26.9	26.4
Equity/assets ratio, %	33.4	27.9	26.2	25.6	25.2
Total number of stores	4,801	4,465	4,369	4,253	4,101
Average number of employees	107,375	106,522	101,103	97,710	94,744

1. Before and after dilution, excluding own shares.

2. Dividend which was decided and paid during the year.

For definitions and explanations of the alternative performance measures in this report, see page 162–164 in the annual and sustainability report for the 2024 financial year.

# Parent company income statement

SEK m	Q4 (Sep–Nov)		Full-year (Dec–Nov)	
	2025	2024	2025	2024
Net sales	634	643	2,340	2,364
<b>Gross profit</b>	<b>634</b>	<b>643</b>	<b>2,340</b>	<b>2,364</b>
Administrative expenses	–12	–37	–122	–170
<b>Operating profit</b>	<b>622</b>	<b>606</b>	<b>2,218</b>	<b>2,194</b>
Revenue from interests in group companies	10,532	8,436	11,541	10,053
Interest income and similar items <sup>1</sup>	378	325	636	491
Interest expense and similar items <sup>2</sup>	–333	–136	–648	–484
<b>Profit after financial items</b>	<b>11,199</b>	<b>9,231</b>	<b>13,747</b>	<b>12,254</b>
Year-end appropriations	–780	–1,287	–780	–1,287
Tax	20	95	–297	–217
<b>PROFIT FOR THE PERIOD</b>	<b>10,439</b>	<b>8,039</b>	<b>12,670</b>	<b>10,750</b>

1. Interest income and similar items for the quarter consist of interest income of SEK 113 m (321) and translation effects from group companies amounting to SEK 265 m (4), and for the full year interest income of SEK 395 m (479) and translation effects from group companies amounting to SEK 241 m (12).

2. Interest expense and similar items for the quarter consist of interest expense of SEK 72 m (136) and translation effects from group companies amounting to SEK 261 m (0), and for the full year interest expense of SEK 386 m (484) and translation effects from group companies amounting to SEK 262 m (0).

# Parent company statement of comprehensive income

SEK m	Q4 (Sep–Nov)		Full-year (Dec–Nov)	
	2025	2024	2025	2024
<b>PROFIT FOR THE PERIOD</b>	<b>10,439</b>	<b>8,039</b>	<b>12,670</b>	<b>10,750</b>
<b>Other comprehensive income</b>				
<b>Items that will not be reclassified to profit or loss</b>				
Remeasurement of defined benefit pension plans	–2	–7	2	–14
Tax related to the above remeasurement	1	2	0	3
<b>Other comprehensive income</b>	<b>–1</b>	<b>–5</b>	<b>2</b>	<b>–11</b>
<b>TOTAL COMPREHENSIVE INCOME FOR THE PERIOD</b>	<b>10,438</b>	<b>8,034</b>	<b>12,672</b>	<b>10,739</b>

# Parent company balance sheet

	2025-11-30	2024-11-30
SEK m		
<b>ASSETS</b>		
<b>Non-current assets</b>		
<b>Property, plant and equipment</b>		
Buildings and land	106	111
Equipment, tools, fixture and fittings	18	19
	<b>124</b>	<b>130</b>
<b>Other non-current assets</b>		
Shares and interests	1,252	1,244
Receivables from subsidiaries	78	78
Non-current receivables	69	76
Deferred tax assets	59	65
	<b>1,458</b>	<b>1,463</b>
<b>Total non-current assets</b>	<b>1,582</b>	<b>1,593</b>
<b>Current assets</b>		
<b>Current receivables</b>		
Accounts receivable	1	–
Receivables from subsidiaries	34,962	26,757
Tax assets	313	12
Other receivables	14	62
Prepaid expenses	168	111
	<b>35,458</b>	<b>26,942</b>
<b>Cash and cash equivalents</b>	<b>0</b>	<b>–</b>
<b>Total current assets</b>	<b>35,458</b>	<b>26,942</b>
<b>TOTAL ASSETS</b>	<b>37,040</b>	<b>28,535</b>

	2025-11-30	2024-11-30
SEK m		
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
<b>Restricted equity</b>		
Share capital	207	207
Restricted reserves	88	88
	<b>295</b>	<b>295</b>
<b>Non-restricted equity</b>		
Retained earnings	2,248	2,729
Profit for the year	12,672	10,739
	<b>14,920</b>	<b>13,468</b>
<b>Total equity</b>	<b>15,215</b>	<b>13,763</b>
Untaxed reserves	16	17
<b>Liabilities</b>		
<b>Non-current liabilities</b>		
Provisions for pensions <sup>1</sup>	116	128
Liabilities to credit institutions <sup>1</sup>	17,786	13,048
	<b>17,902</b>	<b>13,176</b>
<b>Current liabilities</b>		
Accounts payable	11	6
Liabilities to subsidiaries	1,045	1,288
Tax liabilities	473	–
Liabilities to credit institutions <sup>1</sup>	2,000	–
Other liabilities	155	95
Accrued expenses and prepaid income	223	190
	<b>3,907</b>	<b>1,579</b>
<b>Total liabilities</b>	<b>21,809</b>	<b>14,755</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>37,040</b>	<b>28,535</b>

1. Only provisions for pensions and liabilities to credit institutions are interest-bearing.

## Note 1. Accounting principles

The group applies International Financial Reporting Standards (IFRS) and interpretations by the IFRS Interpretations Committee as adopted by the EU. This report has been prepared according to IAS 34 Interim Financial Reporting, the Swedish Financial Reporting Board's Recommendation RFR 1 Supplementary Rules for Consolidated Financial Statements and the Swedish Annual Accounts Act.

The parent company applies the Swedish Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2 Accounting for Legal Entities, which essentially involves applying IFRS.

The accounting principles and calculation methods applied in this report are unchanged from those used in the preparation of the annual and sustainability report and consolidated financial statements for 2024. No new or revised IFRS standards or interpretations applied from 1 December 2024 have had any significant impact on the consolidated financial statements.

For a more detailed description of the accounting principles applied to the group and the parent company in this interim report, see the notes of the annual and sustainability report for the 2024 financial year.

## Note 2. Financial instruments

The H&M group's financial instruments consist mainly of shares and interests, accounts receivable, other receivables, cash and cash equivalents, accounts payable, interest-bearing securities and liabilities, and currency derivatives.

Measurement principles and classification of financial instruments are unchanged from the information disclosed in note 24 in the annual and sustainability report for 2024.

Shares are measured at fair value, either through profit or loss or through other comprehensive income. Where holdings of shares are assessed to be strategic, the H&M group has chosen to recognise changes in value in other comprehensive income.

Since the IPO in September 2025 the value of the holding in Klarna has been based on the share price, which is a level 1 input according to IFRS 13, and the fair value amounts to SEK 499 m (964) as at 30 November 2025.

The value of other shares and interests based on level 3 inputs according to IFRS 13 amounts in total to SEK 1,421 m (2,065) as at 30 November 2025, the largest investments being Sheertex at SEK 163 m (573), Instabee at

SEK 153 m (188) and Colorifix at SEK 143 m (163). The effect of measurement of the group's other shares and interests is reported in other comprehensive income and amounts to SEK –160 m (275) for the fourth quarter.

Currency derivatives are measured at fair value based on level 2 inputs in the IFRS 13 hierarchy. As at 30 November 2025 forward contracts with a positive market value amount to SEK 503 m (1,224), reported under other current receivables. Forward contracts with a negative market value amount to SEK 358 m (665), which is recognised in other current liabilities.

Other financial assets and liabilities are measured at amortised cost. Measurement at fair value would decrease the group's liabilities to credit institutions by around SEK 200 m. The decrease is due to general interest rate increases since debt was issued. The fair values of other financial instruments are assessed to be approximately equal to their book values.

## Note 3. Segment reporting

SEK m	Full-year	
	(Dec–Nov) 2025	(Dec–Nov) 2024
<b>Asia and Oceania</b>		
External net sales	26,493	28,619
Operating profit	1,115	697
<b>Operating margin, %</b>	<b>4.2</b>	<b>2.4</b>
Assets excluding tax receivables	9,416	11,006
Liabilities excluding tax liabilities	3,307	3,620
Investments in intangible and tangible fixed assets	636	677
Depreciation, amortisation and write-downs	740	850
<b>Europe and Africa<sup>1</sup></b>		
External net sales	152,794	154,060
Operating profit	5,958	5,897
<b>Operating margin, %</b>	<b>3.9</b>	<b>3.8</b>
Assets excluding tax receivables	27,067	28,959
Liabilities excluding tax liabilities	18,232	20,005
Investments in intangible and tangible fixed assets	4,241	4,134
Depreciation, amortisation and write-downs	2,793	2,949
<b>North and South America</b>		
External net sales	48,998	51,799
Operating profit	2,082	2,045
<b>Operating margin, %</b>	<b>4.2</b>	<b>3.9</b>
Assets excluding tax receivables	17,362	18,750
Liabilities excluding tax liabilities	6,941	8,056
Investments in intangible and tangible fixed assets	2,233	2,186
Depreciation, amortisation and write-downs	1,820	2,048
<b>Group Functions</b>		
Net sales to other segments	74,546	79,071
Operating profit	9,240	8,667
<b>Operating margin, %</b>	<b>12.4</b>	<b>11.0</b>
Assets excluding tax receivables	109,575	113,279
Liabilities excluding tax liabilities	95,102	97,821
Investments in intangible and tangible fixed assets	3,569	4,540
Depreciation, amortisation and write-downs	15,787	16,405
<b>Eliminations</b>		
Net sales to other segments	-74,546	-79,071
<b>Total</b>		
External net sales	228,285	234,478
Operating profit	18,395	17,306
<b>Operating margin, %</b>	<b>8.1</b>	<b>7.4</b>
Net financial items	-2,193	-1,863
<b>Profit after financial items</b>	<b>16,202</b>	<b>15,443</b>
Assets excluding tax receivables	163,420	171,994
Liabilities excluding tax liabilities	123,582	129,503
Investments in intangible and tangible fixed assets	10,679	11,537
Depreciation, amortisation and write-downs	21,140	22,252

1. South Africa

## Note 4. Depreciations, amortisations and write-downs

SEK m	Q4 (Sep–Nov)		Full-year (Dec–Nov)	
	2025	2024	2025	2024
<b>DEPRECIATIONS AND AMORTISATIONS</b>				
<b>Intangible non-current assets and property, plant and equipment excluding right-of-use assets</b>				
Cost of goods sold	242	244	951	965
Selling expenses	1,598	1,766	6,604	7,236
Administrative expenses	99	95	383	383
<b>Total</b>	<b>1,939</b>	<b>2,105</b>	<b>7,938</b>	<b>8,584</b>
<b>Right-of-use assets</b>				
Cost of goods sold	329	294	1,220	1,262
Selling expenses	2,465	2,868	10,821	11,322
Administrative expenses	104	126	447	430
<b>Total</b>	<b>2,898</b>	<b>3,288</b>	<b>12,488</b>	<b>13,014</b>
<b>Total depreciations and amortisations</b>	<b>4,837</b>	<b>5,393</b>	<b>20,426</b>	<b>21,598</b>
<b>WRITE-DOWNS AND LOSSES AT DISPOSALS</b>				
<b>Intangible non-current assets and property, plant and equipment excluding right-of-use assets</b>				
Cost of goods sold	32	54	72	80
Selling expenses	187	246	398	266
Administrative expenses	34	6	42	20
<b>Total</b>	<b>253</b>	<b>306</b>	<b>512</b>	<b>366</b>
<b>Right-of-use assets</b>				
Cost of goods sold	–	–	–	–
Selling expenses	190	275	181	288
Administrative expenses	–	–	21	–
<b>Total</b>	<b>190</b>	<b>275</b>	<b>202</b>	<b>288</b>
<b>Total write-downs and losses at disposals</b>	<b>443</b>	<b>581</b>	<b>714</b>	<b>654</b>
<b>TOTAL DEPRECIATIONS, AMORTISATIONS, WRITE-DOWNS AND LOSSES AT DISPOSALS</b>	<b>5,280</b>	<b>5,974</b>	<b>21,140</b>	<b>22,252</b>

## Note 5. Restated figures attributable to amendments to IAS 12

Profit for the fourth quarter 2024 has been adjusted as a consequence of the retrospective restatement of deferred tax relating to right-of-use assets and lease liabilities arising from the entry into force, effective from the 2024 financial year, of the amendment to IAS 12 Income Taxes concerning Deferred Tax related to Assets and Liabilities arising from a Single Transaction. For adjustments made for full-year 2024, see note 12 in the annual and sustainability report for 2024.

In the Five year summary the years 2021–2022 have not been restated.

For the fourth quarter 2024 the following values have been adjusted accordingly:

Group income statement and balance sheet	Q4 (Sep–Nov)		
	New restated value 2024, SEK m	Reported value 2024, SEK m	Change, SEK m
Tax	–1,101	–1,003	–98
Profit after tax/profit for the period	2,983	3,081	–98
Total comprehensive income	4,002	4,100	–98
Profit for the period attributable to the shareholders of H & M Hennes & Mauritz AB	2,987	3,085	–98
Total comprehensive income attributable to the shareholders of H & M Hennes & Mauritz AB	4,006	4,104	–98
Earnings per share, SEK	1.86	1.92	–0.06

## Note 6. Events after the closing date

There have been no significant events after the closing date that effects the financial reporting.



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