

# H&M Group

## Press release

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15 March 2023

### The H&M group's sales development in the first quarter 2023

Net sales increased by 12 percent to SEK 54,872\* m (49,166) in the first quarter, i.e., in the period 1 December 2022 – 28 February 2023, compared with the corresponding period last year. In local currencies, net sales increased by 3 percent. Excluding Russia, Belarus and Ukraine the increase was 16 percent in SEK and 7 percent in local currencies.

*\* The amount is provisional and may deviate slightly from the three-month report that will be published on 30 March 2023.*

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For more information from the H&M group and press images visit [hmgroupp.com/media](https://hmgroupp.com/media).

#### Communication in conjunction with the three-month report

The three-month report, i.e., 1 December 2022 – 28 February 2023, will be published at 08:00 CEST on 30 March 2023, followed by a telephone conference at 09:00 CEST for the financial market and media. The telephone conference will be held in English, hosted by CEO Helena Helmersson, CFO Adam Karlsson and Head of IR Nils Vinge.

For log in details for the telephone conference please register at [hmgroupp.com](https://hmgroupp.com) or via this link: <https://app.webinar.net/ELXv5NR5P84>

To book interviews in conjunction with the three-month report on 30 March 2023, please contact: Anna Frosch Nordin, Head of Media Relations, telephone +46 73 432 93 14, [anna.froschnordin@hm.com](mailto:anna.froschnordin@hm.com).

The information in this press release 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 person at 08:00 CET on 15 March 2023. This press release, along with additional information about the H&M group, is available at [hmgroupp.com](https://hmgroupp.com).

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, & Other Stories, H&M HOME and ARKET as well as Afound. For further information, visit [hmgroupp.com](https://hmgroupp.com).