

H&M Group

Press release

17 July 2023

H&M to enter Brazil

Today, H&M announces plans to launch its stores and online in Brazil during 2025. H&M continues its expansion in Latin America by initially entering major cities in Southeast Brazil with a view to further increase its presence across the country over time.

H&M opened its first store in Latin America in Mexico in 2012, and today is also present in Peru, Uruguay, Chile, Colombia, Ecuador, Guatemala, Panama, and Costa Rica. With a population of over 210 million in Brazil and a strong appreciation for fashion, there is considerable potential for expansion in the market.

“We are thrilled to announce that we are opening our first store and online in Brazil in 2025. We’ve had good development in Latin America and see great potential in Brazil. This is a very exciting step, and we look forward to bringing H&M’s concept of fashion, quality and sustainability at the best price to many customers in the country,” says Helena Helmersson, CEO H&M Group.

To support this initiative, H&M is partnering with Dorben Group who bring a wealth of knowledge and local expertise.

“It is an honour and a privilege for us to enter into this partnership with H&M in Brazil, thereby strengthening our existing relationship with a leader in the fashion industry. This collaboration will enable both companies to leverage their unique strengths, resources, and expertise to unlock the incredible potential of the Brazilian market,” comments Mehdi Beneddine, President of Dorben Group.

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For more information from the H&M group and press images visit hmgroupp.com/media.

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 CEST on 17 July 2023. This press release, press images along with additional information about the H&M group, is available at 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, ARKET and Afound as well as Selpy. For further information, visit hmgroupp.com.