

# H&M Group

## Press release

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31 January, 2024

### Daniel Erv r new President and CEO for the H&M group

The board of directors of H & M Hennes & Mauritz AB has today appointed Daniel Erv r, responsible for the brand H&M, as new President and CEO for the H&M group. He succeeds Helena Helmersson who has decided to step down as CEO and leave the H&M group.

Daniel Erv r, born in 1981, has worked within the H&M group for 18 years in various roles in different parts of the company, most recently as head of H&M, which is the largest brand within the H&M group. Daniel, who takes over as CEO today, will continue to be operationally responsible for H&M, which means that no successor to Daniel as head of H&M will be appointed.

"The board of directors would like to express a big thank you to Helena for her valuable contributions during a very intense time. Helena is an appreciated leader that has decisively and effectively led and navigated the H&M group through a time largely marked by pandemic, geopolitical and macro-economic challenges. During this time, we have gradually taken clear steps towards our long-term goals. The H&M group is in a strong position, with a positive profitability trend and good conditions to make further improvements in 2024. As Helena has now chosen to leave the CEO role, we are pleased to appoint Daniel as CEO of the H&M group today. Daniel is a competent, experienced and respected leader and has the qualities needed to continue to develop the H&M group," says Karl-Johan Persson, Chair of the H&M group.

"I am both honored and very happy for the board's confidence and motivated and humbled by the task. Together with all committed colleagues, we will continue to create unbeatable value for our customers and profitable growth. Our focus will be on offering our customers the best combination of fashion, quality, price and sustainability in an inspiring and attractive shopping environment," says Daniel Erv r, CEO of the H&M group.

Helena Helmersson, has worked for 26 years within the H&M group, of which the last four years as CEO.

"I have spent almost my entire professional life in the H&M group and I am very grateful to have had the opportunity to work in many different parts of the business, in different countries and in different roles. It is with mixed feelings that I have informed the board of directors of my decision to leave the CEO role. I am very proud of what we together have achieved during the last years when we have navigated through pandemic, and several geopolitical and macro-economic challenges. However, it has been very demanding at times for me personally and I now feel that it is time to leave the CEO role, which of course has not been an easy decision.

I have appreciated the great commitment and support of all colleagues and from Karl-Johan and the Board during my time as CEO. I continue to have a strong belief in the company. We have strong brands, a unique corporate culture and high ambitions in sustainability. I will now ensure a good handover, and think about my next step", says Helena Helmersson.

#### Biography of Daniel Erv r

Daniel Erv r is 42 years old and has worked in the H&M group for 18 years, of which the last four years as responsible for H&M. He started as a summer trainee in 2005 and then became a controller in 2006. Since then, Daniel has been responsible for merchandising at H&M in Germany and the US, country manager for H&M Sweden, purchasing manager for H&M and responsible for H&M women and men. Daniel has studied a Degree of Master of Science in Business Administration at the University of Gothenburg and an exchange with ESSEC Business School in Paris, France.

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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 full-year report**

The full-year report for the 2023 financial year, i.e., 1 December 2022 – 30 November 2023, was published at 08:00 CET on 31 January 2024. It will be followed by a press conference at 09:30 CET hosted by Daniel Ervér, Helena Helmersson, Adam Karlsson and Joseph Ahlberg. The press conference for the financial market and media will be held in Swedish at H&M's head office in Stockholm, Ljussgården, Mäster Samuelsgatan 49, 3rd floor. The presentation material will be available at [hmgroupp.com/investors](https://hmgroupp.com/investors).

A telephone conference for the financial market and media will be held in English at 14:00 CET, hosted by Helena Helmersson, Adam Karlsson, Joseph Ahlberg and Daniel Ervér. For log in details for the telephone conference please register via this link: <https://app.webinar.net/JMEj3xp3XR8>

To book interviews in conjunction with the full-year report and the new CEO please contact: Anna Frosch Nordin, Head of Media Relations, telephone +46 73 432 93 14, [anna.froschnordin@hm.com](mailto:anna.froschnordin@hm.com) and [mediarelations@hm.com](mailto:mediarelations@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 Joseph Ahlberg, head of IR, at 08:00 CET on 31 January 2024. This press release, press images 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, ARKET and Afound as well as Selly. For further information, visit [hmgroupp.com](https://hmgroupp.com).