

Information regarding remote participation in the annual general meeting 2020

In the light of the current situation and the risk of spread of Covid-19, H & M Hennes & Mauritz AB has for this year's annual general meeting (AGM) on 7 May 2020 decided to offer shareholders remote participation in the AGM via an internet-based solution as further described below.

The online remote participation will be organised by Euroclear Sweden and the service provider Lumi, and will enable all shareholders to participate remotely by using an online-based solution. The shareholders will have the possibility to exercise all their rights just as if they participated in person.

Notice of attendance

To participate in the AGM, notice of attendance must be given as described in the notice convening the AGM. Please find the notice on this page <https://hmgroup.com/agm2020>.

Participation in the annual general meeting

To participate in the AGM online, the shareholder must access the "Lumi AGM" website, <https://web.lumiagm.com> on the day of the AGM. This link can also be found in the notice convening the AGM.

Accessing the AGM website

The "Lumi AGM" website can be accessed online using the latest version of most well-known internet browsers such as Chrome, Edge, Firefox, Internet Explorer 11 or Safari on a computer or other internet-enabled device such as a tablet or smartphone. Please ensure your browser is compatible for accessing the AGM website.

Logging in on the AGM website

On accessing the AGM website, you will be asked to enter a **Meeting ID which is 193-290-746**. You will then be prompted to enter your **unique username and password**. These can be found printed on the participation pass you received following your notice of attendance to the meeting. Access to the meeting via the website will be available from 14:30 CEST on 7 May 2020. Please note that you must have accessed the meeting no later than 15:00 CEST on 7 May 2020 to be able to participate and vote in the meeting.

Navigating the AGM website and viewing the webcast

When successfully authenticated, an Info Screen will be displayed. You will be able to view company information, ask questions and watch the webcast from the AGM. If you would like to watch the webcast press the broadcast icon at the bottom of the screen. If viewing on a computer, the webcast will appear automatically once the AGM has started. Please ensure you click 'Play' on the webcast player if the webcast does not start automatically, and that your device's sound setting is not set to mute.

Voting

After a resolution has been proposed, voting options will appear on the screen. Click on the option that corresponds with the way in which you wish to vote, "For", "Against" or "Abstain". Once you have selected your choice, you will see a message on your screen confirming that your vote has been received. If you make a mistake or wish to change your voting instruction, simply click the correct choice instead. You can change your voting instruction until the poll on that resolution is closed by the chairman of the AGM. If you wish to cancel your vote, please press "Cancel".

Questions at the AGM

Any shareholder or appointed proxy attending the meeting has the possibility to pose questions. Questions at the AGM will be focused to the items of the agenda for the AGM and other information that the shareholders have a legal right to request. For questions of a more general nature, H&M encourages shareholders to send such questions by mail to H & M Hennes & Mauritz AB, att Årsstämma 2020, 106 38 Stockholm, Sweden or by email to HM7MAY@hm.com.

If you would like to pose a question at the AGM, select the Messaging Icon and type your message within the chat box at the bottom of the messaging screen and then click the send button. To ensure a well-structured procedure, the questions will be received by a moderator who will sort and categorise the questions before the questions are sent to the chairman of the AGM.

Internet connection

Please note that an active **internet connection during the entire AGM** is required to participate in the AGM and in order to successfully cast your vote when the chairman of the AGM commences polling on the various resolutions. It is your responsibility to ensure that you have functioning internet connectivity for the duration of the AGM.

Proxies

If you wish to have a proxy represent you in the online participation in the AGM, you must give notice of attendance and submit a proxy form as described in the notice convening the AGM. Your participation pass with your unique username and password will then be sent to the appointed proxy following the notice of attendance.

The process of posing questions, voting and accessing the AGM presentation will also be explained by the chairman of the AGM during the meeting.

Yours sincerely,

H & M Hennes & Mauritz AB