

H & M Hennes & Mauritz AB

Information regarding digital participation in the 2021 AGM

In the light of the current situation and the risk of spreading Covid-19, H&M has decided that the annual general meeting (AGM) on 6 May 2021 is to be held in such a way that, in addition to the option of postal voting ahead of the meeting (see the notice convening the meeting), shareholders can participate in the AGM digitally using an internet-based solution as described below.

Digital (online) participation will be organised by Euroclear Sweden and the service provider Lumi, and will enable shareholders to participate remotely via an internet-based solution. Shareholders will be able to exercise all their rights as if they were participating in person.

Notice of attendance

To be entitled to participate in the AGM, notice of attendance must be given as described in the notice convening the AGM. You can find the notice here: <https://hmgroup.com/arsstamma>.

Participating in the AGM

To participate in the AGM digitally the shareholder must access the “Lumi AGM” website at <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 using the latest version of most well-known web browsers on a computer, laptop or other internet-connected device such as a tablet or smartphone. Please ensure your browser is compatible for accessing the website.

Login on the AGM website

On accessing the AGM website you will be asked to enter the **Meeting ID**, which is **137-968-845**. You will then be prompted to enter your **unique username and password**. These will be sent to you once you have notified that you will be attending the meeting. You will be able to access the meeting via the website from 14:30 CEST on 6 May 2021. Please note that you must have logged into the meeting no later than 15:00 CEST on 6 May 2021 to be able to participate in and vote at the meeting.

Navigating the AGM website and viewing the webcast

Once your login has been authenticated, an Info Screen will be displayed. Here you will be able to view company information, ask questions and watch the webcast from the AGM. 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. If the webcast does not start automatically, please click ‘Play’ on the media player and check that the volume on your device is not set to mute.

Voting

After a resolution has been proposed, voting options will appear on the screen. Click “For”, “Against” or “Abstain” depending on how you wish to vote. Once you have selected one of these options, a message will appear confirming that your vote has been received. If you click the wrong option by mistake or wish to change your vote, simply click the correct option instead. You can change your vote until polling on that resolution is closed by the chairman of the AGM. If you wish to cancel your vote, click “Cancel”.

Questions at the AGM

Any shareholder or appointed proxy attending the meeting can ask questions about circumstances that may affect the assessment of an item on the agenda or the company’s financial situation. If you wish to submit questions in advance,

send them by post to H & M Hennes & Mauritz AB, att Årsstämma 2021, 106 38 Stockholm, Sweden or by email to HM6MAY@hm.com.

To ask a question at the AGM click the messaging icon, type your question in the chat box at the bottom of the screen and then click the Send button.

Internet connection

Please note that you must have an **active internet connection throughout the AGM** in order to participate in the meeting and cast your vote when the chairman of the meeting begins 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 a proxy to represent you at the digital AGM you must notify your attendance and submit a proxy form as described in the notice convening the meeting. A username and password will be sent to the proxy once you have sent notice of attendance.

The process for asking questions and voting will also be explained by the chairman of the AGM during the meeting.