

**INCLUSION
& DIVERSITY
IMPACT REPORT**



2023

REAFFIRMING OUR COMMITMENT

We ended 2023 with economic, political, and societal uncertainty. In this environment, corporate DEI practice also came under greater scrutiny, particularly in the wake of the Supreme Court ruling on Affirmative Action. Some organizations have taken this climate as a signal that this work is no longer important and have disbanded or diluted their commitments. But at H&M, we acknowledge and embrace I&D as a critical element in liberating fashion for the many.

There were many proud moments in 2023 that attest to our commitment being stronger than ever. We launched our 7th CRG, ADAPT, which centers our colleagues from the disability community and allies. Our store colleague engagement in the Colleague Resource Groups (CRGs) continues to exceed

expectations at 72% of all members. We hosted the World's Largest Drag Brunch (Guinness Book of World Records official!) as part of our celebration of "Chosen Family" and Pride. Our store leadership team immersed itself in a learning journey to elevate inclusive leadership. And we extended our focus on securing diverse representation in senior management to also include our Latino Hispanic colleagues, to name a few highlights.

Please enjoy our 2023 Impact Report. It is our hope that it will serve as an inspiration for what we can accomplish with intentionality and a reminder that I&D will continue to be an imperative for customer centricity, meaningful growth, and local relevance in 2024 and beyond.



CARLOS DUARTE
Regional Manager,
H&M, Americas



DONNA DOZIER GORDON
Head of Inclusion & Diversity,
H&M, Americas

I&D STRATEGY

COLLEAGUES

COLLABORATORS

CUSTOMERS

COMMUNITY

DRIVE CULTURE OF INCLUSION

H&M colleagues are the first stakeholders who must feel the commitments are real.

Includes a focus on diverse representation, I&D learning, and colleague engagement + belonging initiatives.



BUILD BRAND THROUGH STORYTELLING

I&D must be communicated Internally and externally to fully leverage H&M's commitments.

Every communication touchpoint must convey a sense of welcome and that ALL are valued as colleagues, collaborators or customers.



EMPOWER OUR COMMUNITIES

Community connections bring H&M's I&D commitments to life and shape the legacy we will leave.

We are focused on building stakeholder capacity and supporting BY&M for everyone our initiatives touch.



STAKEHOLDER ENGAGEMENT

We'll know we're successful by the degree of H&M's engagement with diverse colleagues, collaborators, customers and community partners.

INCLUSION & DIVERSITY TEAM



DONNA DOZIER GORDON
Head of Inclusion & Diversity,
H&M, Americas



RAFAEL PÉREZ-RIVERA
Inclusion & Diversity
Data & Insights Specialist,
H&M, North America



SHANTELL TOMPKINS
Inclusion & Diversity
Communications Specialist,
H&M, North America



MELANIE GUNN
Supplier Diversity & Community
Engagement Specialist,
H&M, North America



JOSEPH PERITORE
Inclusion & Diversity
Engagement Specialist,
H&M, North America

We have a team of passionate I&D leaders in the Region to bring the strategy to life.

CROSS-FUNCTIONAL TEAM

This work is made possible in collaboration with a team of cross-functional partners.



Chris Mikulski
Head of HR,
H&M, Americas



Jenny Wills
Sales HR Manager,
H&M, North America



Yilsi Correa Pichardo,
Talent Manager
H&M, North America



Alexis Bruington
Employer Branding Manager,
H&M, North America



Lauren Riezman
Head of Communications,
H&M, Americas



Lisa Lee
Internal Communications Manager,
H&M, North America



Tevin Birch
Internal Communications
Specialist, H&M, North America



Joel Lee
Internal Communications
Specialist, H&M, North America



Jean Marc-Gervais
Translation Specialist,
H&M, Canada



Alix Herman
Corporate Communications
Manager, H&M, North America



Patrick Shaner
Corporate Communications
Manager, H&M, US



Cody Manker
Communications Specialist,
H&M, US



Emilia Galaev
Sustainability Specialist,
H&M, North America

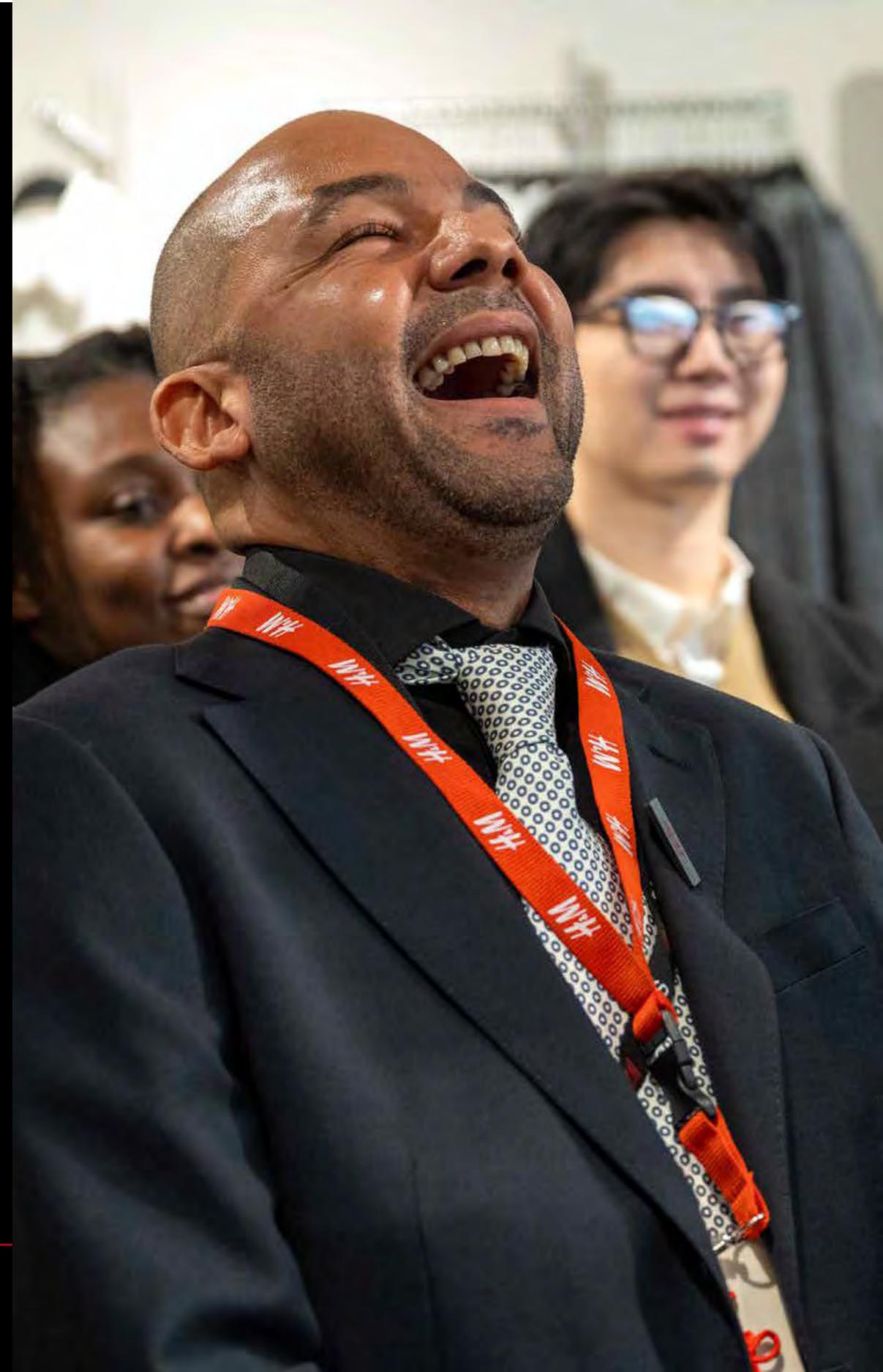


Randi Marshall
Government Relations,
& Public Affairs Manager,
H&M, US

Our colleagues are at the center of our focus of driving a culture of inclusion. Our Colleague Resource Groups (CRGs) are a key element in creating a sense of belonging at H&M, enabling colleagues to fully live their & More.

In 2023, our Colleague Resource Groups achieved even greater heights with programming and activities that showcased cultural moments, embraced our communities and uplifted colleague well-being.

DRIVING A CULTURE OF INCLUSION



DRIVING A CULTURE OF INCLUSION

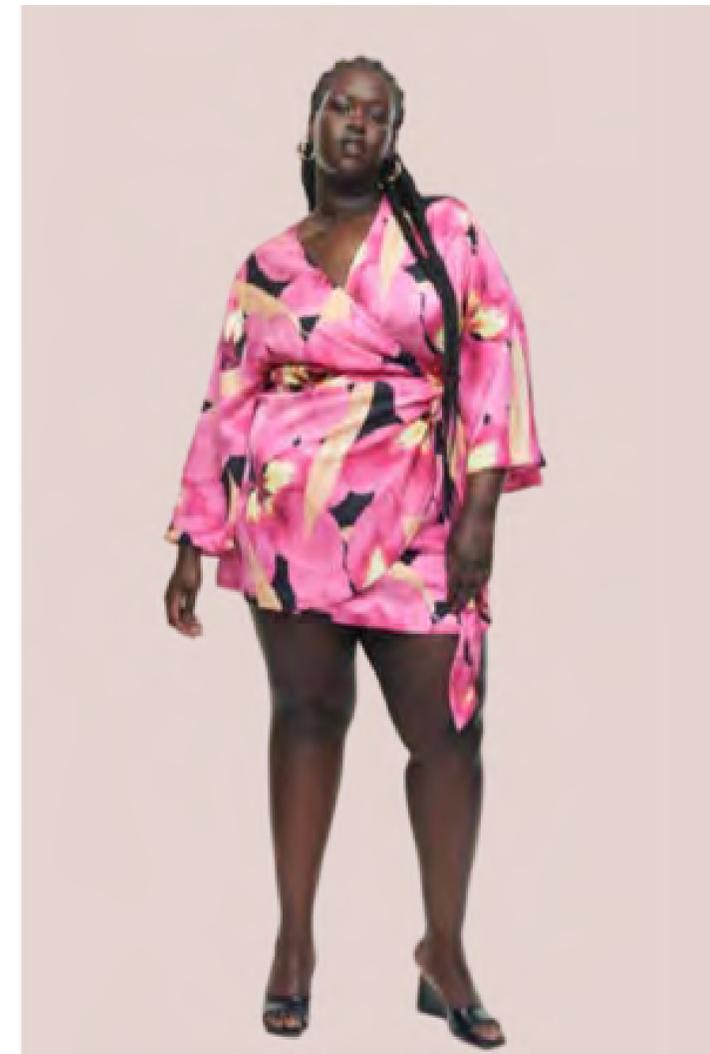


CRGs

COLLEAGUE RESOURCE GROUPS

WE ARE ONE TEAM





HER, our Women's CRG, hosted an internal fireside with Ayesha Perry-Iqbal, actress and plus-size model, that coincided with the launch of H&M's Size Inclusivity efforts and partnership with Tess Holliday.



WeCare, our caregivers CRG, and APIC (Asian Pacific Islander Colleagues) CRG hosted a fireside chat with Eva Chen, an internal activation that followed the Eva Chen x H&M Kids campaign in early 2023.



VIBE (Voice of Internal Black Excellence Excellence) CRG hosted several events throughout the year uplifting prominent Black voices in fashion and theatre. Featured guests included Dapper Dan, fashion icon and Keenan Scott II, playwright, director, and actor.





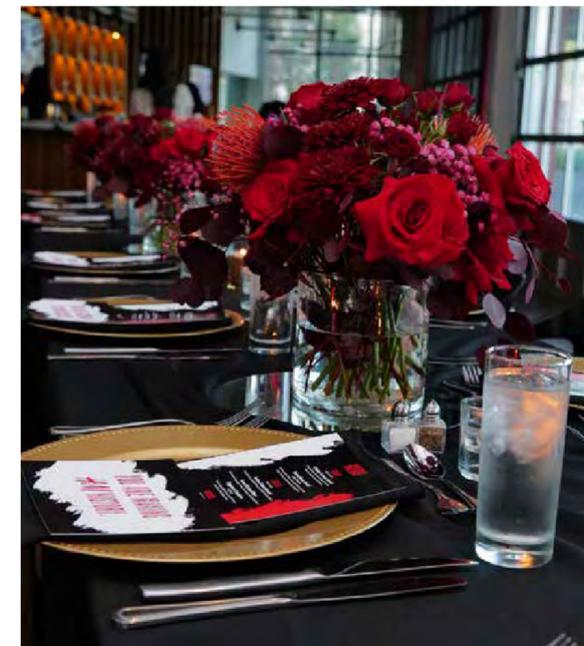
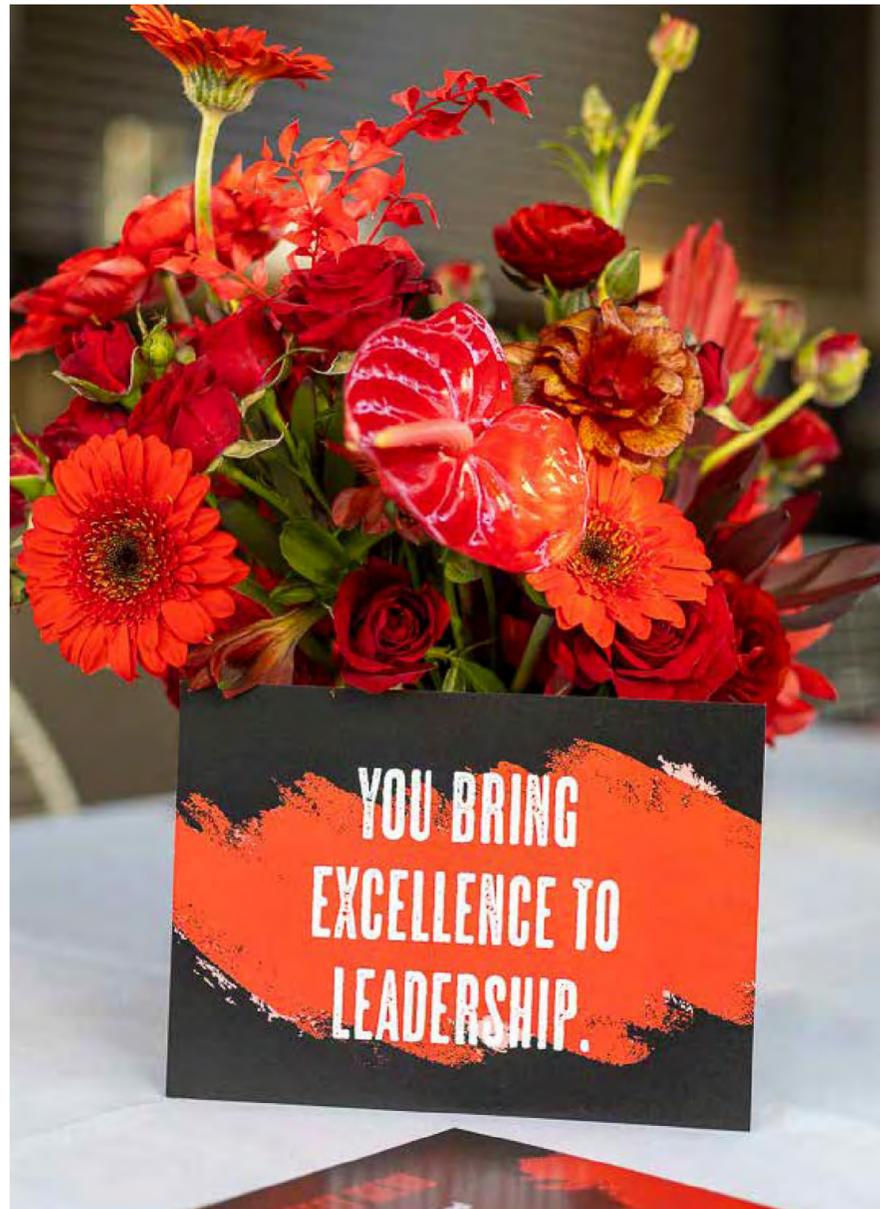
This year, H&M launched its 7th CRG for those living with disabilities and allies, ADAPT (All Disabilities and Allies Partnering Together). ADAPT CRG's mission is to provide empowerment, solidarity, and visibility to people of all abilities.

CONTINUING OUR JOURNEY

Last year, we launched several initiatives anchored in our commitment to ensure all colleagues feel seen, heard and valued. We were proud to deploy gender neutral signage in stores across North America for all single-use restrooms. We also launched our *Chosen Name* initiative to grant store colleagues autonomy in choosing the names they would like displayed on the daily shift schedules.



CURATED CONVERSATIONS



Following the racial reckoning of 2020, every organization faced the question of how to advance equity in the workplace, ensure psychological safety and create cultures that promote retention and advancement for historically excluded talent. In 2023, we hosted our first-ever Curated Conversations series in 4 cities across the US with the aim of deepening our insights around the experience of our Black and African American colleagues at H&M.

This series took a spin from traditional focus groups and was reimagined to bring participants into a welcoming atmosphere of community and sharing over dinner led by renowned self-care expert and frequent media contributor Dr. Janet Taylor. The series delivered an elevated colleague experience to underscore our mantra of *Your Voice Matters* launched during our Self-ID campaign of 2022.

H&M proudly stands with the LGBTQIA+ community and is unwaveringly committed to inclusion for all. Amid the growing backlash and hate confronting the community, we redoubled our year-round commitment to inclusivity by creating safe spaces to celebrate Pride while amplifying drag entertainment. Showcasing H&M's Chosen Family theme, floats were featured during Pride Marches in NY and LA with PrisHM CRG members and our colleagues from the LGBTQIA+ community, their families and allies in attendance. H&M's participation garnered local press coverage.

Pride was celebrated in 15 areas across H&M Region North Americas activated by engaging packets powered by our PrisHM CRG.



PRIDE 365





“Pride is to be supported 365 days a year, but our initiatives during June highlight this ongoing commitment.”

—Carlos Duarte, Regional Manager Americas



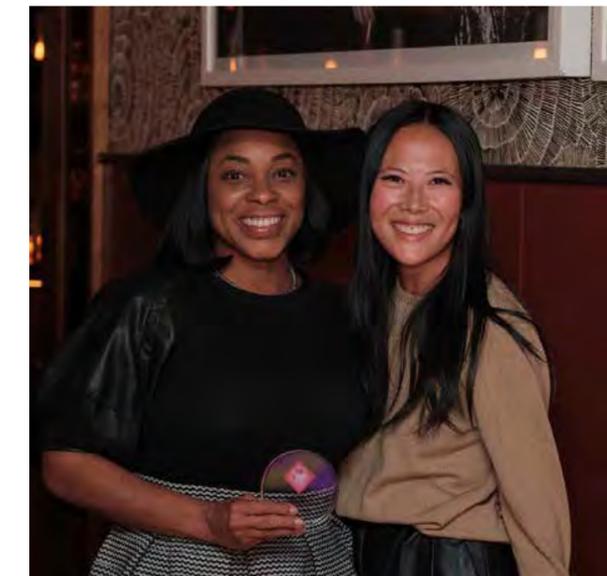
PRIDE 365

CRG YEAR-END CELEBRATION

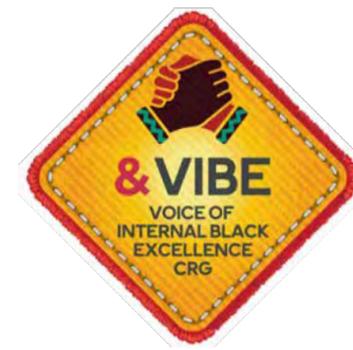


Celebrating our CRGs

We held our 2nd annual CRG Year-End Celebration to recognize the achievements of the CRGs in 2023. The festivities also included special recognition of our inaugural CRG Chairs who were designated as Chairs Emeritus by Carlos Duarte, Regional Manager-Americas and Donna Dozier Gordon, Head of I&D-Americas. Brandice Daniel, Founder and CEO of H&M partner Harlem's Fashion Row, joined us as our featured guest speaker to share her reflections on building authentic partnerships and offering personal and professional development advice. Other event highlights included an awards ceremony where seven peer-selected awards were presented including Chair of the Year, which was awarded to Blanca Reyes, Chair of the UNIDOS CRG.



2023 CRG PROGRAMMING



Our CRGs: A Snapshot of the Work

18
EVENTS

1500
VIEWS

94
AVERAGE
NPS SCORE

TOTAL NUMBER OF CRG MEMBERS: 1100



LEADERSHIP DEVELOPMENT



2023 LEAD Program

We've strengthened H&M's LEAD program with additional mentorship opportunities, stretch assignments and exposure projects, and targeted training to support the development of high-potential, underrepresented store managers. The advancement of participants from the inaugural cohort demonstrates the value of such targeted efforts. With the success of LEAD in the US, the program is expanding throughout Region Americas, underscoring our dedication to cultivating diverse talent on a broader scale.

Our LEAD participants aren't just excelling in their roles but are also growing as champions for inclusion. Several have taken on leadership roles within our CRGs, exemplifying their recognition of the importance of seeing yourself reflected in leadership in inspiring the growth of others. As we eagerly await the graduation of our second cohort this summer, we're gearing up for the launch of our third cohort in the fall.

LEADERSHIP DEVELOPMENT

DIVERSE TALENT PIPELINE INITIATIVES



SHRM

In 2023, we formalized our partnership with SHRM, the largest HR organization in the world. The relationship with SHRM supports our HR leaders in developing as cross-functional business partners, provides valuable resources to our HR community, and other solutions, and experiences that enable continuous skill development. H&M was featured in multiple forums at the 2023 SHRM Annual Conference to share our initiatives, successes, and learnings while modernizing the colleague experience at H&M.

The Consortium for Graduate Study in Management

We continued to strengthen our partnership with The Consortium and participated in the 2023 Orientation Program in New Orleans. We are building a long-term, sustainable partnership to increase diversity in our Leadership Training Program and representation in our leadership teams by connecting with talent from some of the nation's top MBA programs.

Jopwell

2023 marked the second year of our collaboration with Jopwell, a technology platform devoted to connecting emerging and experienced diverse talent with career opportunities. Jopwell is partnering with H&M to identify talent for both our Sales and Support Office teams.

Campus Recruitment

In 2023, identifying MBA talent continued to be our campus recruiting focus. We visited historic HBCU Howard University with key business leaders to introduce H&M and build relationships to support future talent needs.





EMPOWERING OUR COMMUNITIES

Strengthening Our Community Partnerships

In 2023, we maintained our dedication to enhancing our collaboration with community partners, utilizing our resources, talent and stores to bolster and magnify the efforts of these organizations.





Buy From A Black Woman (BFABW) is a non-profit organization that ensures that Black woman-owned businesses have the tools and resources they need to succeed.

H&M kicked off the third year of its partnership with BFABW to empower and support the growth of Black women business owners. A highlight of our support is the annual **BFABW Inspire Tour presented by H&M**, a multi-city pop-up featuring vendors from this network in H&M stores. Last year, the tour made stops in Philadelphia, PA, Charlotte, NC, Houston, TX, Los Angeles, CA.

Singer/actress Normani and beauty influencer Jackie Aina joined us for the Los Angeles pop-up. The Tour closed at our Atlantic Station store in Atlanta, GA, marking a homecoming to the site of the first H&M-supported Inspire Tour in 2021.

A total of 27 Black woman-owned businesses were featured in the 2023 Inspire Tour. Customers visiting the five H&M store pop-ups were able to shop with and meet the vendors in a high-energy activation, with vibes provided as always by DJ Monday Blue, who was named official Buy From A Black Woman DJ in 2023.

In 2023, we significantly improved vendor visibility and sales opportunities by fostering an even closer collaboration with our store teams. This effort enabled us to seamlessly integrate the display of products alongside H&M merchandise, creating a truly unified shopping experience. This strategic approach led to a notable increase in store sales throughout the Tour.



A total of 27 Black woman-owned businesses were featured in the 2023 Inspire Tour.



Buy From A Black Woman Takes Canada

In 2023, H&M supported Buy From A Black Woman in taking its mission international with an introduction event and reception in Toronto. The reception was made possible through H&M's connections with the Canadian Aboriginal Minority Supplier Council (CAMSC) and the Canadian Black Chamber of Commerce (CBCC) who lent their support in identifying Black woman-owned businesses throughout Canada for the invitation. The expansion of BFABW into Canada is also a natural progression of H&M's announcement of its North American Sales Market and the focus on delivering a seamless experience to colleagues, customers and communities there. It also reflects the extension of H&M's Supplier Diversity commitment to Canada.



“Our vision has always been to create a global movement that celebrates the creativity of Black Women Business Owners, while also giving them equal opportunities throughout the business ecosystem.”

— Nikki Porcher, Founder of BFABW





Deepening Our Reach: The 2023 Holiday Market

The Buy From A Black Woman Holiday Market presented by H&M this year, returned to LA and NY opening every Saturday between Thanksgiving and Christmas. The market featured 26 vendors, five of which were newcomers. Embracing the organization’s theme for the year, **Black Women Deserve**, each element reflected regality and boldness in black and gold.

The market culminated with influencer, Karen Blanchard visiting our NY market and later sharing her support of the Market on Instagram. We also incorporated a special holiday pop-up event at the Atlantic Station H&M in Atlanta piloting our new model of empowering our stores to host local pop-ups. This model was initially tested during last year’s Inspire Tour with a goal of extending the reach of BFABW with even more store events, exposing more customers to the vendors. We are looking to fully launch this model in 2024 and are developing a “how to” guide that will enable our stores to host these events on their own.





Supporting MBE Certification for the Vendors of BFABW

H&M partnered with BFABW to design the curriculum for the 2023 Buy From a Black Woman Accelerator Program, a six-week educational program geared to supporting BFABW vendors in building their knowledge of business fundamentals and key trends to strengthen their businesses and grow their capacity.

With the help of our partners at the National Minority Supplier Development Council (NMSDC) and its affiliated NY & NJ Minority Supplier Development Council, we added a certification module to this year's Accelerator to support the 15 program participants in understanding the value of and preparing for the certification process. Certification verifies the ownership status of a company as 51% owned, managed and controlled by a diverse business owner.

As of December 2023, 12 of the participants received their certification as Minority Business Enterprises (MBEs).



Click [here](#) to view the YouTube video.

HFR

Harlem's Fashion Row (HFR) is an agency that creates the bridge between designers of color and brands through brand strategy, collaborations, new media, experiential marketing, recruiting, and pipeline programs.

We formalized our partnership with Harlem's Fashion Row as the title sponsors of its 2023 Sustainability Summit. The event aims to enlighten the multicultural fashion community about sustainable fashion issues and careers. It provides a platform for designers and retailers to seamlessly incorporate sustainability into their brands, minimize production waste, and explore innovative solutions for creating fashion with minimal impact on the Earth.

H&M took part in the Summit program with opening remarks and was also part of a panel focusing on environmental stewardship and diversity in the sustainable fashion world. We also served as sponsors of HFR's Annual Fashion Show & Style Awards during fall Fashion Week. Our partnership was further deepened with HFR providing design support for the community element of our recent Harlem store opening. H&M also sponsored the 1st episode of the HFR's new Fashion in Color podcast which featured H&M visual alum, Kesha McLeod.



“If you want to think about the brands you should support, you should support the brands that support us [at Harlem's Fashion Row].”
— Brandice Daniel, HFR Founder in *WWD*





H&M Unveils New Location at 125th Street in Harlem

In keeping with our commitment to empowering communities, we proudly re-opened our Harlem store, marking the debut of our first compact format location in the Region. This store serves not just as a fashion destination but also features a dedicated community space, highlighting our desire to strengthen our ties with the communities in which we operate. For the grand opening, we collaborated with Harlem's Fashion Row (HFR) to deliver an infusion of Harlem authenticity and spirit.



The collaboration resulted in a limited capsule collection, including bespoke hoodies designed by two talented students from the Harlem School of the Arts (HSA) and tote bags commemorating the cover art from HFR's book, Fashion in Color which was available for purchase in-store. Proceeds from the sale of this product collection were donated to Harlem's Fashion Row. Notable attendees included Brandice Daniel, CEO of HFR and her team, our student designers, Nana Adwoa Agyemang and Kayin Bann and singer, actress, and fashion influencer Justine Skye.

H&M WILLIAMSBURG

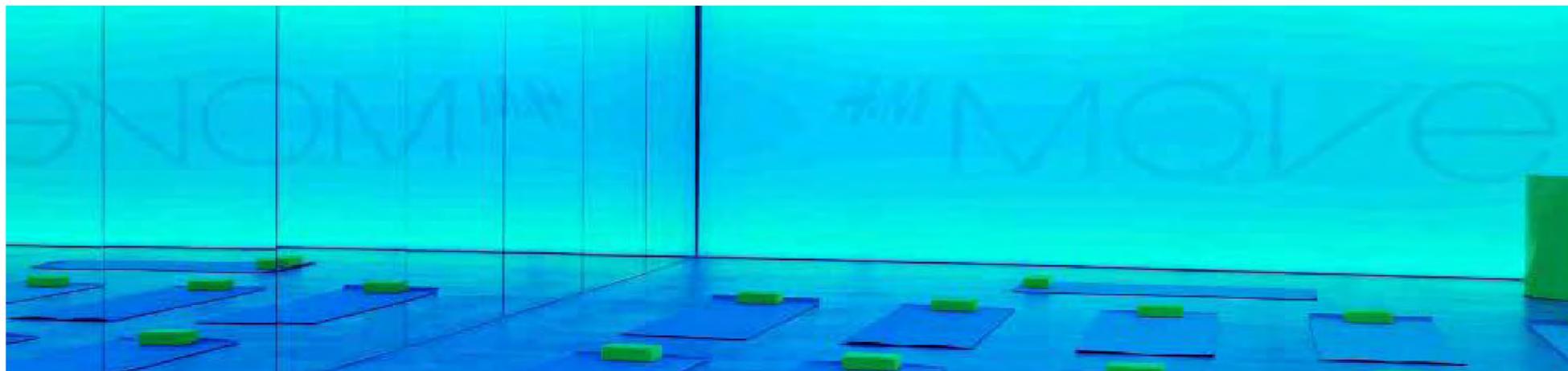
In late 2022, H&M unveiled a year-long rotating style destination in the heart of Williamsburg as part of our ongoing strategy to deepen our connection with our customers and solidify our reputation as a premier destination for style. This customer-centric approach included a focus on attracting new customers with campaign launches, activations and meaningful community integrations every 12 weeks. The lab store provided a chance for us to envision a more inclusive experience, highlighted by our incorporation of diverse talent for H&M’s Move campaign launch featuring JaQuel Knight and Jane Fonda. We were also able to showcase the artwork of Texas Isaiah, an artist from Marsha P. Johnson Institute’s Starship Artist Fellowship at the lab store as part of our Pride programming.



“It was extremely important for us to integrate inclusion in the planning of our Williamsburg pop-up. Perhaps the most overt example was our final activation, which transformed the store into a gallery, featuring the work of LGBTQIA+ artists amidst our assortment.

But throughout the entire lifecycle of the pop-up, we strove to integrate inclusion into our decision-making and strategies, partnering with diverse vendors and local brands core to the Williamsburg community to round out an elevated shopping experience for our customers.”

– Linda Li, Head of Customer Activation and Marketing



THE LOWER EASTSIDE
GIRLS CLUB
OF NEW YORK



The Lower Eastside Girls Club (LESGC) supports young women and gender-expansive youth of color throughout New York City in leveraging their inner power to shape a better future for themselves, their community, and the world.

Continuing our support of the Lower Eastside Girls Club, our UNIDOS and VIBE Colleague Resource Groups collaborated to host a Career Day for 15 LESGC program participants. These young women had the opportunity to learn about the range of fashion career options from women leaders across our organization who shared their career journeys



and learnings along the way. The experience included practical tips on job readiness, resume writing and interview techniques. Attendees also took part in an interactive activity in which they created day-to-night looks from H&M fashions. The event culminated with each participant receiving H&M gift cards.

In 2023, we were again a lead sponsor of LESGC Spring Fling, the organization's major fundraising event each year which supports the operation of the LESGC Center for Wellbeing and all its community programs.



raise

FASHION



RAISE Fashion is a non-profit network of industry leaders, providing pro-bono consulting to BIPOC-owned brands and individuals, with a mission to advance equity in fashion.

H&M began a partnership with RAISE Fashion in 2023 as part of its continued support of Black women entrepreneurs. The relationship was forged



as a result of our sponsorship of Wells Fargo's HER Business Brunch, a gathering of 100 Black women business owners to celebrate their achievements, share business insights and fellowship authentically. H&M supported a fireside chat during the brunch featuring Founder of RAISE Fashion, Felita Harris and provided a grant for Liselle Kiss, a luxury handbag designer, whose bags are featured in major retailers worldwide.





The Marsha P. Johnson Institute (MPJI) protects and defends the human rights of Black transgender people by organizing, advocating, and creating an intentional community to heal.

A Showcase of Pride

2023 marked the third year of our partnership with the Marsha P. Johnson Institute (MPJI). H&M's support of MPJI was multi-fold, including partnering to co-host the World's Largest Drag Brunch as designated by the Guinness Book of World Records as part of our celebration of Pride Month and the LGBTQIA+ community.



H&M set the new record for the World's Largest Drag Brunch with 412 attendees at Brooklyn Bowl in Williamsburg. The Brunch featured performances by Aquaria and five show-stopping drag queens: the Dragon Sisters, Vena Cava, Victoria Holiday, Serena Tea, Mo'Riah, and Janelle No.5.



LA Pride Trans Galleria

H&M also supported the Trans Galleria, an art show presented as part of LA Pride featuring the work of LA artists who are transgender, gender non-conforming, non-binary, or gender fluid, in partnership with MPJI. The event showcased a digital performance from Lady Dane and the work of 6 artists from LA Pride:

**Number of works per artist.*



Khindard Aster Sol	6
Frankie Souse	13
Jenna Carlie	12
EthicalDrugs	9
Mathew Hetznecker	18
Jenna James	2

Our partner relationships are invaluable in propelling our progress through best practice and essential insights sharing, speaker resources and other opportunities.



DRIVING PROGRESS

PARTNERSHIP IMPACT



Hispanic Association on Corporate Responsibility is the nation's leading nonprofit organization whose mission is to advance the inclusion of Hispanics in Corporate America commensurate through the organization's economic contributions.

H&M's partnership with HACR in 2023 included serving as Innovation Sponsor of its annual Symposium which focused on The Power of Hispanic Inclusion. The 3-day Symposium brought together influential Hispanic leaders and Fortune 500 executives committed to advancing



Hispanic inclusion in the areas of Employment, Procurement, Philanthropy, and Governance. Our own Michael Nunez, COS Regional Head of HR-NA and VIBE Chair Emeritus was featured in an illuminating panel discussion on the Afro-Latinidad experience in corporate America.



In addition, UNIDOS Chair, Elivira Galindo took part in HACR's Latina Empow(her) Summit which offers Latina professionals a venue to for leadership development in their personal and professional journeys.

PARTNERSHIP IMPACT

Disability:IN is the leading nonprofit resource for business disability inclusion worldwide. Their network of over 500 corporations expands opportunities for people with disabilities across enterprises. Their central office and 25 Affiliates serve as the collective voice to effect change for people with disabilities in business.

H&M's Participation and Support of Disability:IN Next Gen Mentorship Program

H&M has supported Disability:IN since 2021. H&M's membership has been important for all aspects of our I&D strategy, from our CRGs to our Supplier Diversity commitment. In 2023, Joey Peritore, I&D Talent Engagement specialist for H&M North Americas became a mentor in Disability:IN's Next Gen Mentorship program. The six-month program focuses on supporting students with disabilities as they navigate the

transition from college to the workforce. Mentors guide these students with workforce readiness skills like resume- building and other essential life skills and resources. At the end of the program, students presented their projects at Disability:IN's annual conference, giving them exposure to thousands of corporate leaders and members of the disability community.

“As a mentor, I not only guided but also evolved, honing my leadership skills through this rewarding experience.”

– Joseph Peritore, I&D Talent and Engagement Specialist



PARTNERSHIP IMPACT



The Trevor Project's mission is to end suicide among LGBTQ youth through crisis services through peer support, public education, research and advocacy.

H&M has been a proud supporter of the Trevor Project since 2021. In 2023, H&M continued its grant support to enable Trevor to continue its life sustaining work. Programs offered by Trevor include 24/7 Crisis Counseling where trained counselors provide support to LGBTQ youth in crisis around the clock, an online community that provides a safe space for connection and sharing and other programs designed to reduce stigma, offer support and intervention, advocacy, and suicide prevention.



The mission of the Ali Forney Center is to protect homeless LGBTQ youth from the harms of homelessness and empower them with the tools needed to be independent.

In 2023, H&M's commitment to the Ali Forney Center was delivered through programming presented by our Colleague Resource Groups. The CRGs raised funds to create care packages that included essential items and gifts cards for center residents.

PARTNERSHIP IMPACT

In support of | En soutien à
jack.org

Jack.org is Canada's only organization that trains and empowers young leaders to advance mental health services in every province and territory by identifying and dismantling barriers to mental wellness in their communities.

H&M has partnered with Jack.org since 2021. In 2023, our support helped Jack.org to:

- Launch Jack Talks for Indigenous Youth to support them in forming connections and accessing culturally relevant mental health education.
- Pilot Modular Jack Talks, youth a learning experience that can be customized to address their community's specific mental health priorities.

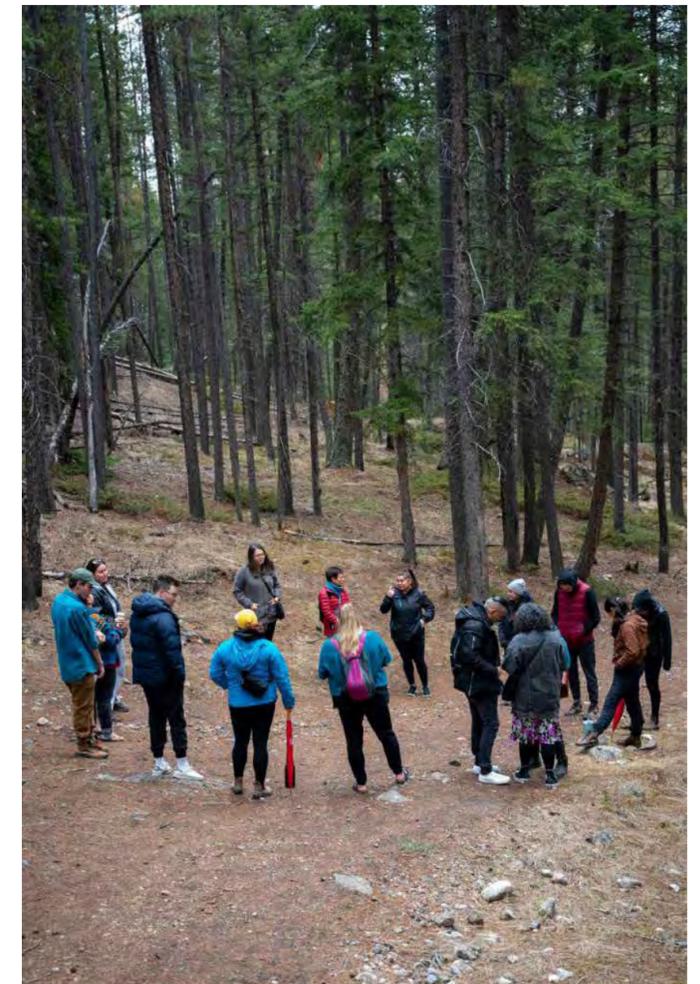
- Train 95 youth speakers and supported them to deliver 325 Jack Talks, reaching nearly 40,000 of their peers with relatable contact-based mental health education.
- Support more than 2,400 young leaders in 158 Chapters across the country.



Indigenous Youth Roots

Indigenous Youth Roots collaborates with communities to provide programs, grants and opportunities that are grounded in culture to strengthen and amplify the voices of Indigenous youth.

H&M has been in partnership with the Indigenous Youth Roots since 2021. In 2023, H&M's support funded its grant program, CREation, specifically enabling more than 12 projects within the program which increases available resources to drive community change and boost the wellness, resiliency and engagement of indigenous youth.



PARTNERSHIP IMPACT



Canadian Women's Foundation

The Canadian Women's Foundation is Canada's public foundation for gender justice and equality with a focus on partnering with like-minded organizations to improve diverse leadership and build knowledge to drive sustainable change.

Since 2022, H&M has supported the ongoing work of the Canadian Women's Foundation as the organization's official match partner for their back-to-school initiative amplifying their mission to provide funding for programs that create a safe, supportive environment for girls and gender-diverse young people in Canada. These programs focus on mental health, mentorship, community connection and more through the exploration and involvement in the arts including STEM, sports and community leadership and other related activities.

PARTNERSHIP IMPACT



Rainbow Railroad helps at-risk members of the LGBTQIA+ community find safe spaces worldwide. The is dedicated to the uplift of those facing persecution based on their sexual orientation, gender identity and sex characteristics.

H&M has been in partnership with Rainbow Railroad since 2018. Last year, H&M sponsored their Freedom Party in Toronto, CA in 2023. The Freedom Party is a fundraising gala in celebration of the LGBTQIA+ community with the aim of improving the well-being and safety of vulnerable members of this community globally.



The Impact of H&M's Support on Rainbow Railroad's Work in 2023:

- Helped 356 of their most vulnerable escape their current location and find a pathway to a safer country, including over 200 to Canada, where they could resettle and begin a new life
- Provided 767 LGBTQIA+ people with direct financial assistance and support, ensuring they had the resources to meet their basic needs
- Supported 4,734 LGBTQIA+ people through partnerships with 19 organizations working on the ground to ensure that individuals have the shelter, legal support, medicine and other support to remain safe
- Assisted 621 LGBTQIA+ individuals facing a severe and immediate threat to their lives through our Emergency Crisis Response in Uganda.

In total, Rainbow Railroad has provided direct support to 5,709 LGBTQIA+ people in 2023.

“While 2023 has demonstrated that the need for Rainbow Railroad’s support and expertise is as necessary as ever, we are making progress — and this is directly thanks to H&M’s leadership and commitment.”

SUPPLIER DIVERSITY



This year, we've advanced our Supplier Diversity reporting mechanisms to identify and track diverse supplier spend. Our spend for the year with diverse suppliers was \$9.6 million or 1.37% of our purchasing activity, almost doubling our 2022 results.



As an organization driven by our values, we acknowledge our responsibility to actively support social justice issues. This involves taking a firm stance and vocalizing our opposition to the legislation that jeopardizes the well-being of our colleagues, customers and the communities we serve.

Our unwavering commitment to inclusion and diversity remains steadfast, particularly in response to recent attacks on the practice of I&D.



PUBLIC POLICY IMPACT



Voting is a fundamental democratic right that ensures all have a voice in choosing their representatives and shaping the policies of their communities and our nation. Our support of access for all members of society to participate in the political process aligns with our efforts to foster a culture that welcomes and values diverse perspectives.

In this effort, we've continued our work with the ACLU to provide educational tools and resources to support voter education and access.

This year, we will continue this work leveraging our Colleague Resource Groups.

H&M has recommitted to ACLU's Don't Ban Equality (DBE) campaign which is a coalition of over 1,000 businesses that support the position that public policies that restrict reproductive healthcare are bad for business. Restricting reproductive healthcare impacts the health and safety, culture, benefits and competitiveness for talent.

"The ACLU is a champion of segments of the population who have traditionally been denied their rights, with much of our work today focused on equality for people of color, women, gay and transgender people, prisoners, immigrants, and people with disabilities."

RELIEF EFFORTS

H&M made generous donations in 2023 to the American Red Cross to support the Hawaii Wildlife and Puerto Rico Hurricane relief efforts.



In addition to our donation to the American Red Cross, H&M instituted a nation-wide register drive across H&M stores in which 100% of the proceeds were given to the American Red Cross Disaster Fund.

4,500
DAMAGE
ASSESSMENTS

720K
MEALS &
SNACKS

104K
RELIEF
ITEMS

\$1.4 MILLION DISTRIBUTED TO APPROXIMATELY 800 FAMILIES WHOSE PROPERTIES WERE DAMAGED.



One Team Fund

Launched in 2022, The One Team Fund is a donation-based employee relief program that provides charitable financial support to employees after a disaster or personal hardship. Since the One Team Fund's launch, we've assisted more than 13 colleagues with financial support amounting to a total of \$19k.



BUILDING THE BRAND THROUGH STORYTELLING

In 2023, we've focused capturing key data to support reporting and tell the story of H&M's meaningful I&D efforts.

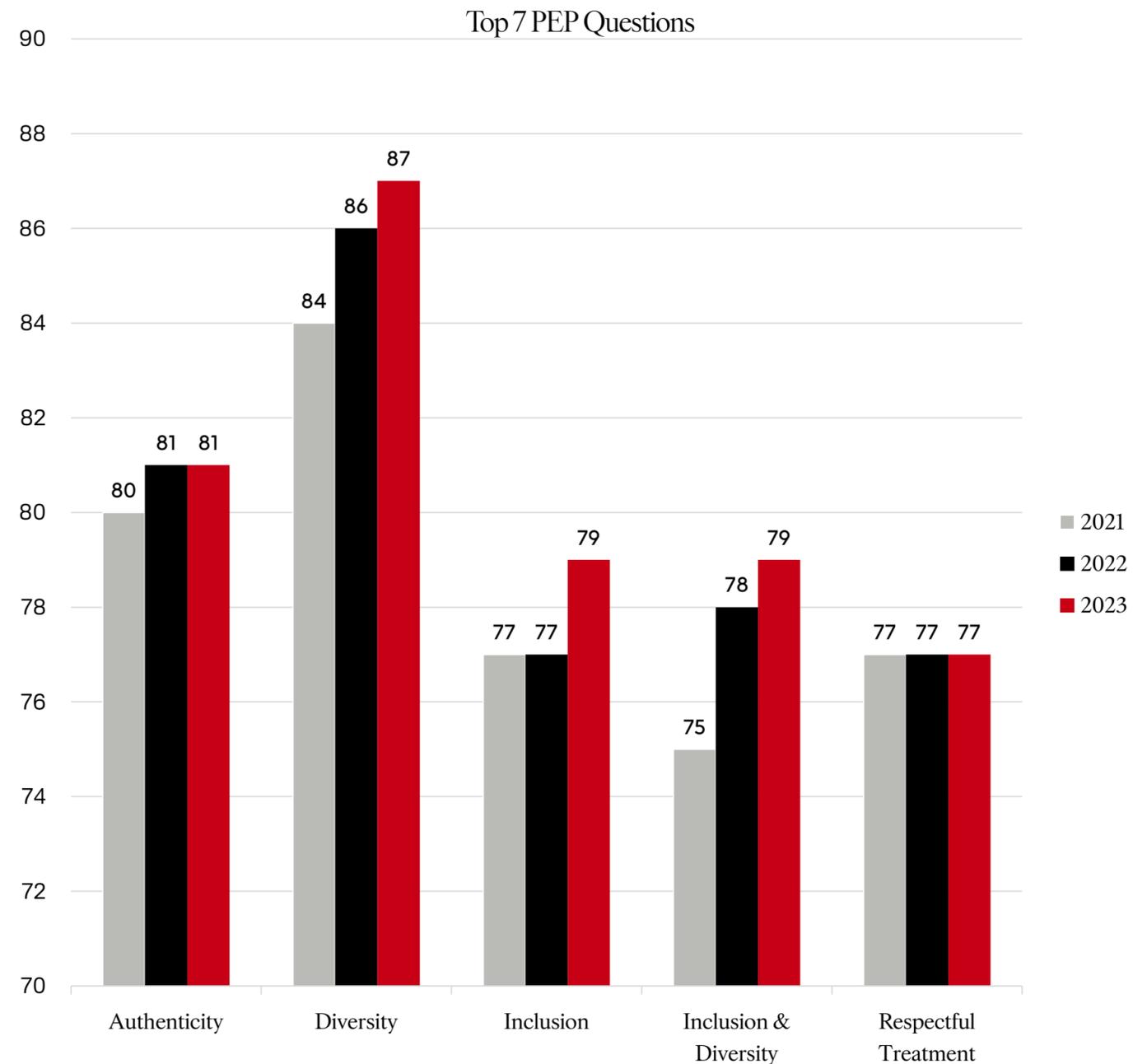
By continuing to analyze I&D performance indicators, we've strengthened our ability to showcase our work internally and externally, and gain insights to guide the road forward

PEOPLE ENGAGEMENT PULSE (PEP)

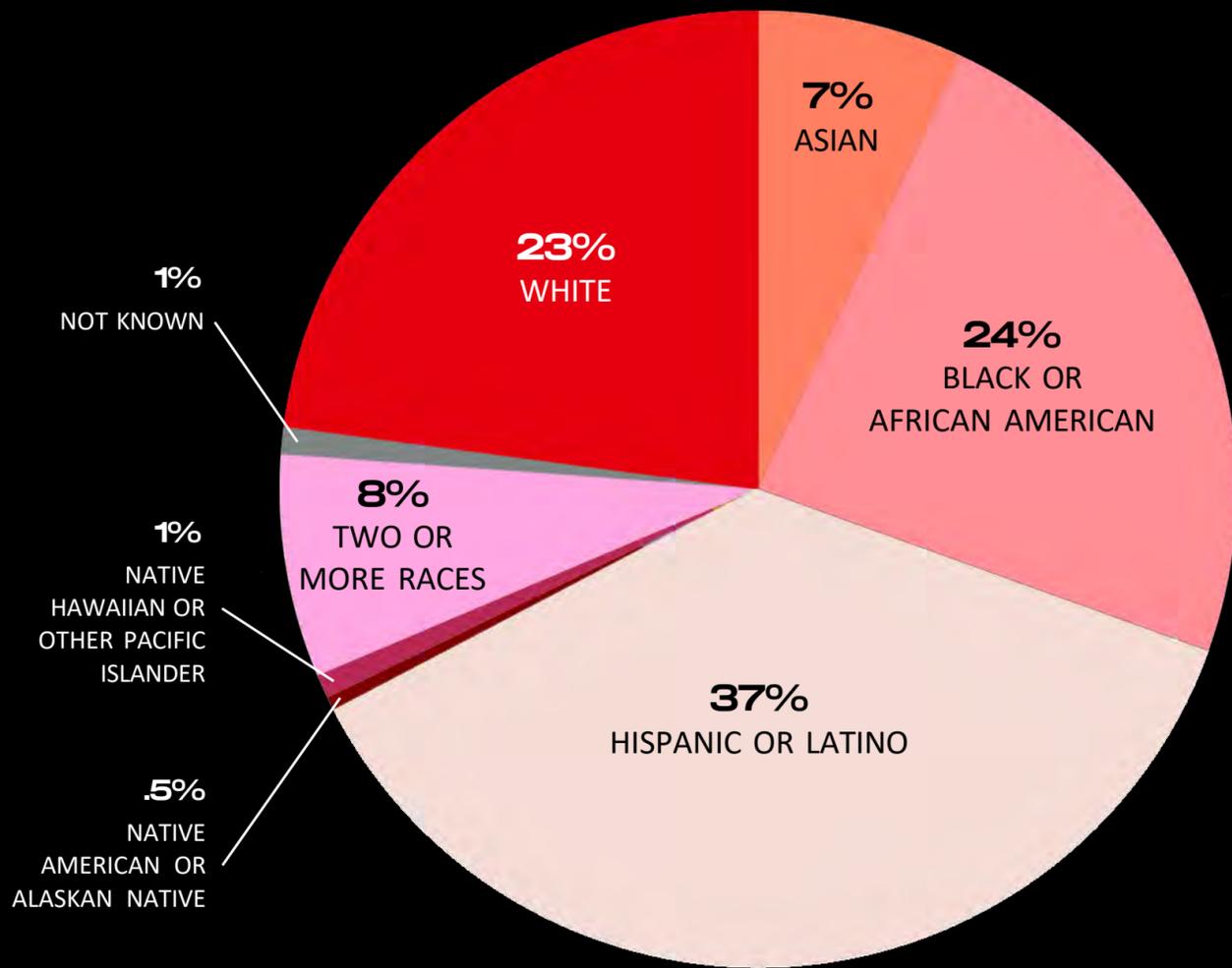
H&M's People Engagement Pulse (PEP) is an annual survey providing colleagues within our organization the opportunity to share their voice on topics that matter to them.



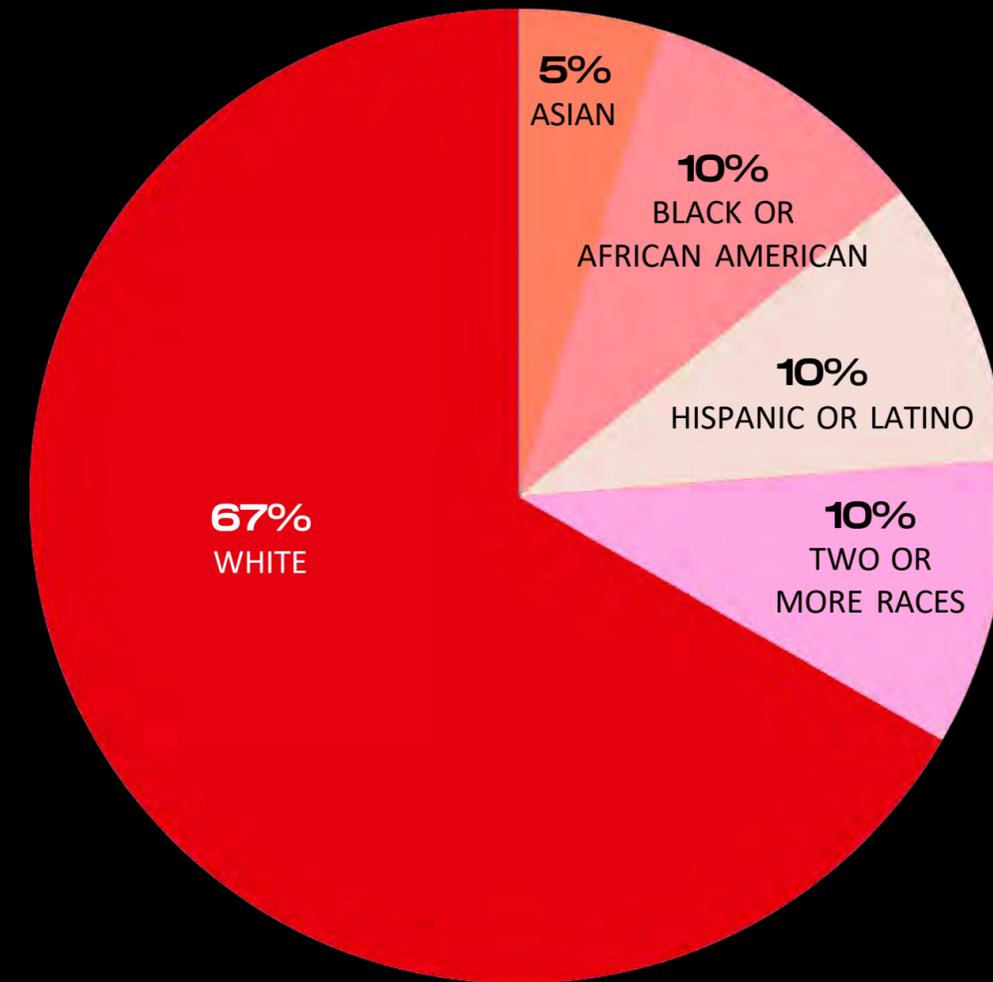
For the first time in 2023, the four highest rated questions pertained to I&D. Furthermore, for the second consecutive year, I&D questions ranked among the top seven in the survey.



USA REPRESENTATION: OVERALL

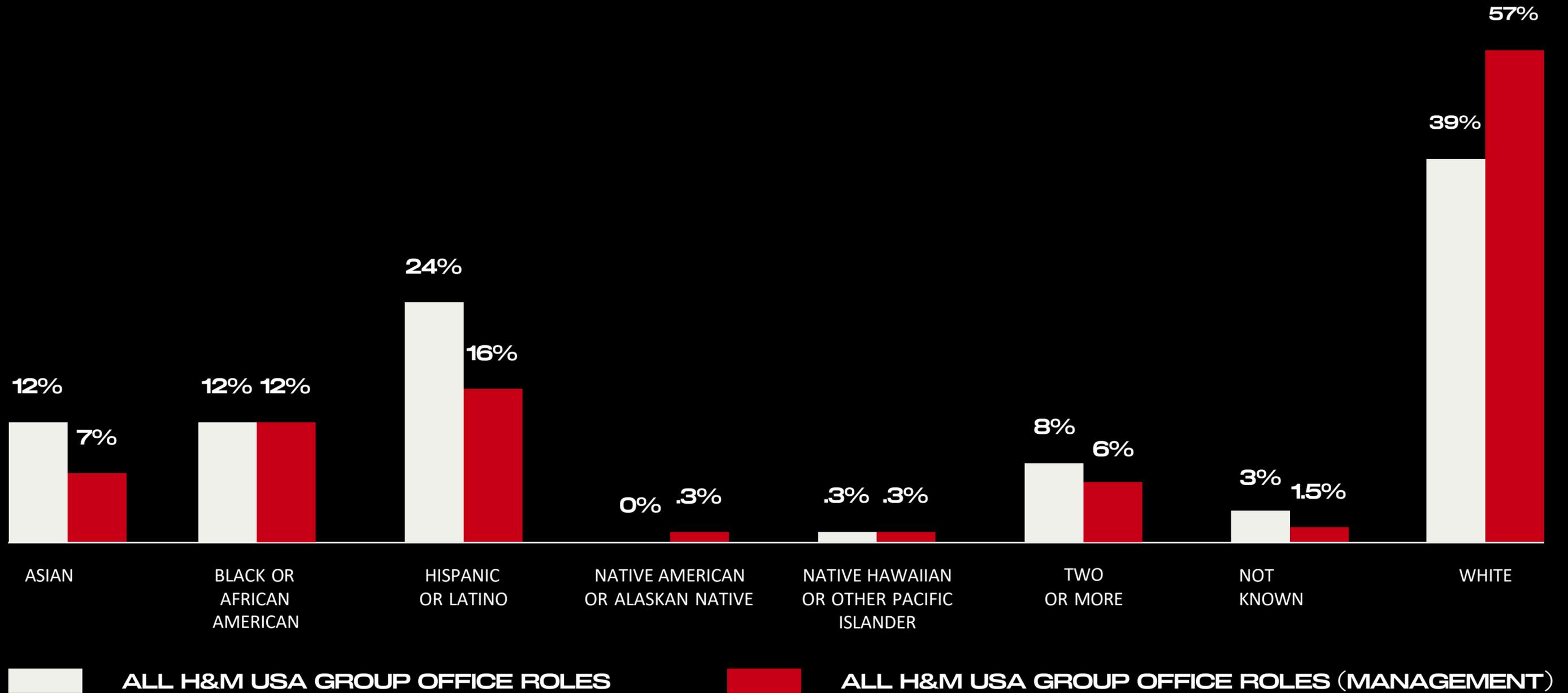


ALL H&M GROUP - USA EMPLOYEES

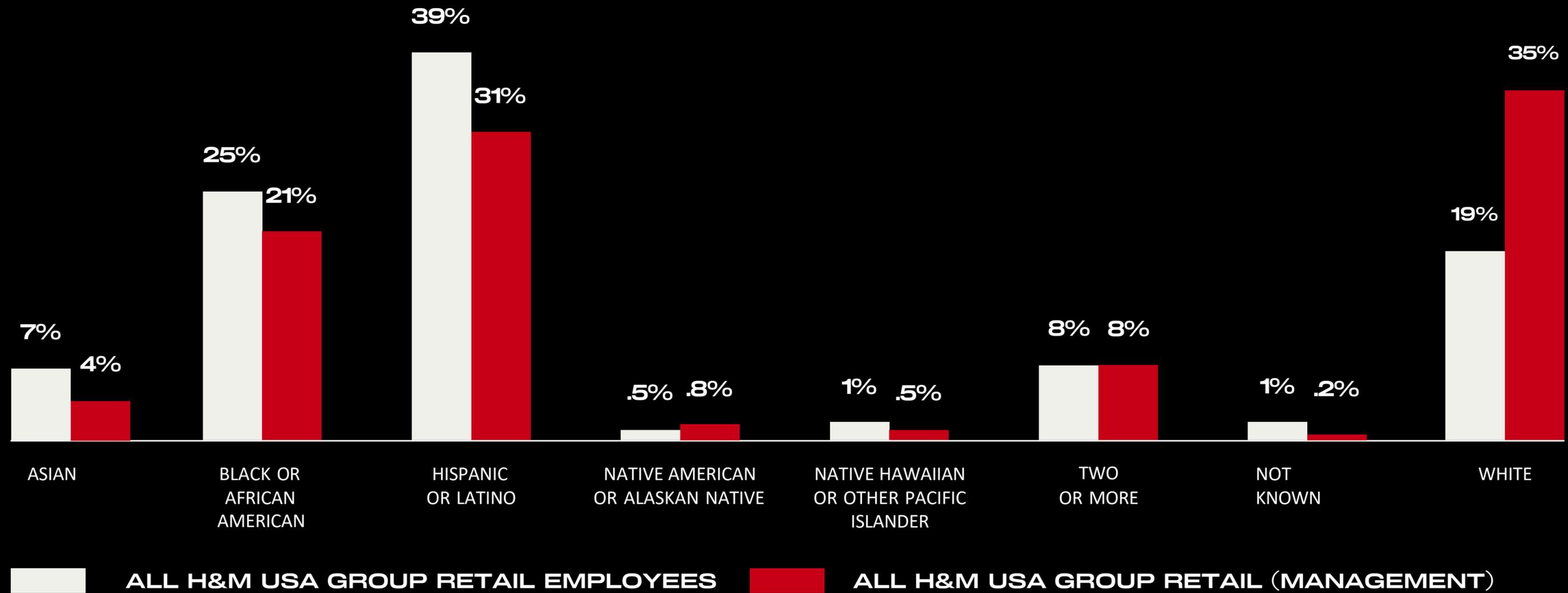


ALL H&M GROUP - USA EXECUTIVE MANAGEMENT

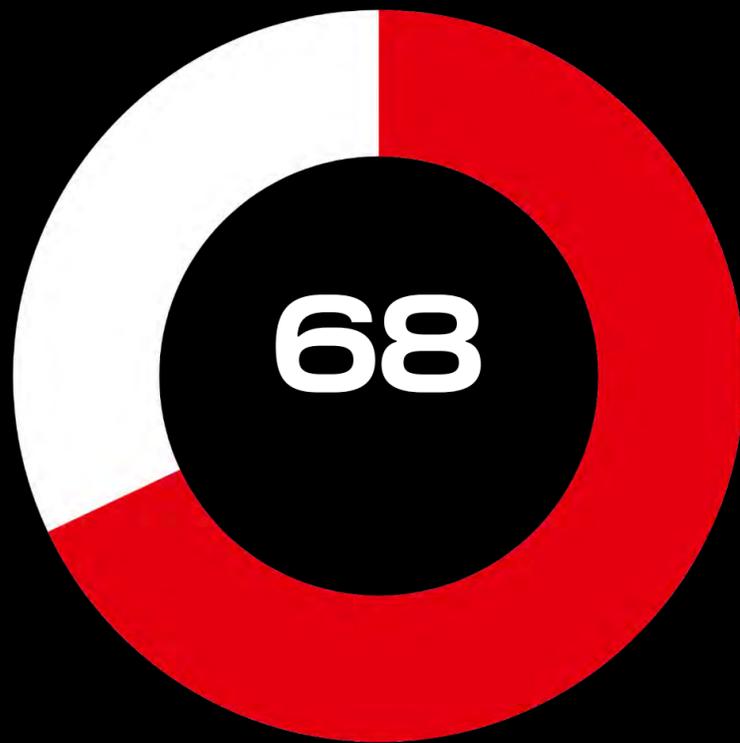
USA REPRESENTATION: OFFICE



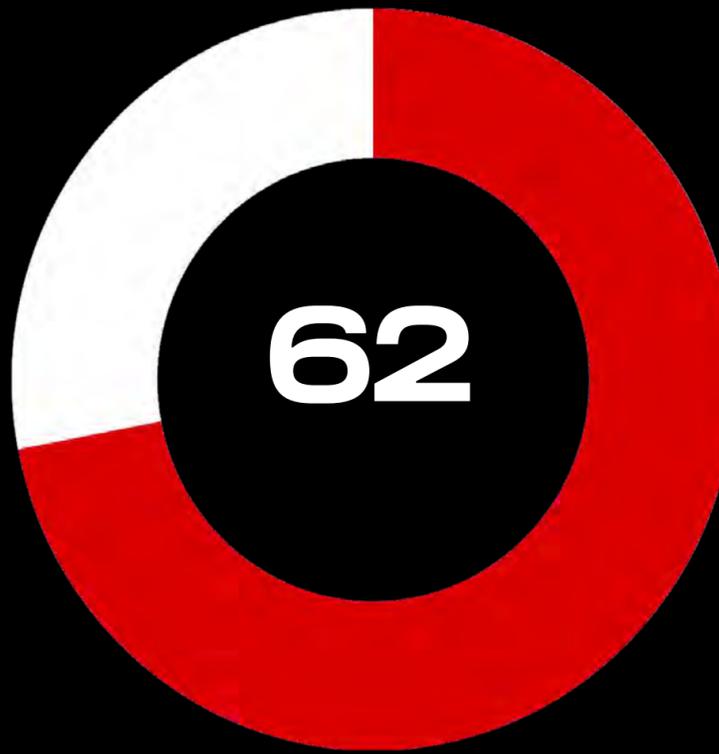
USA REPRESENTATION: RETAIL



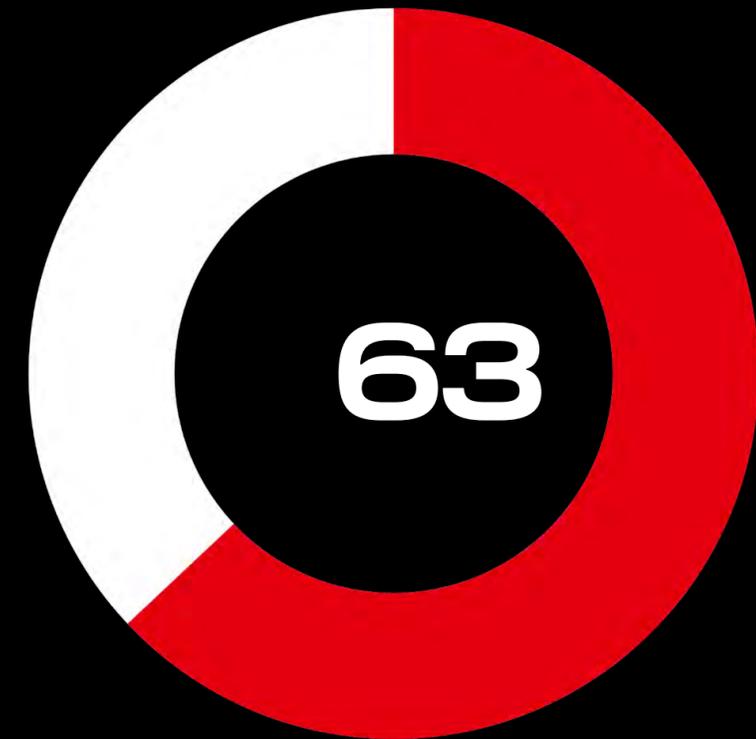
USA REPRESENTATION: GENDER



% OF US EMPLOYEES WHO IDENTIFY AS WOMEN

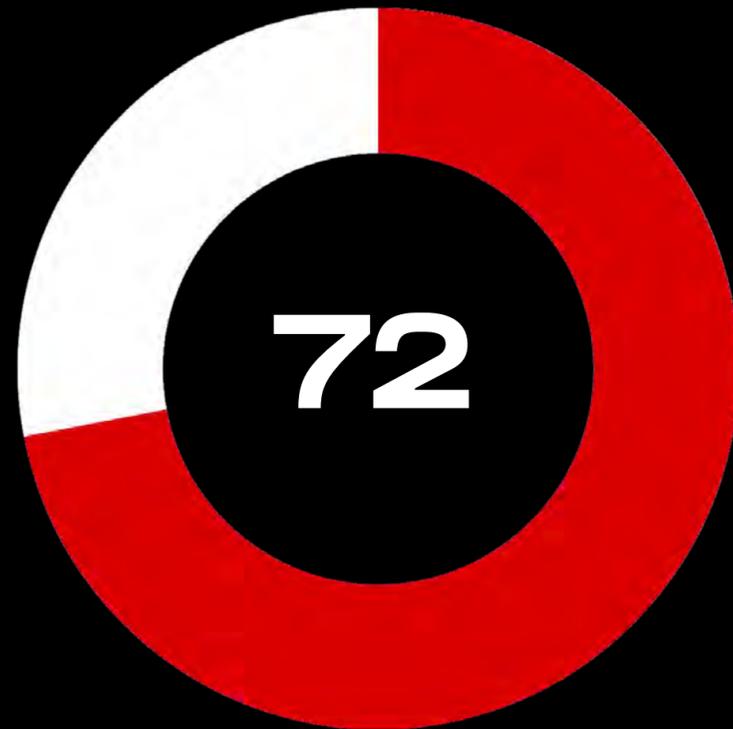


% OF EXECUTIVE MANAGER POSITIONS IN THE US THAT ARE FILLED BY WOMEN

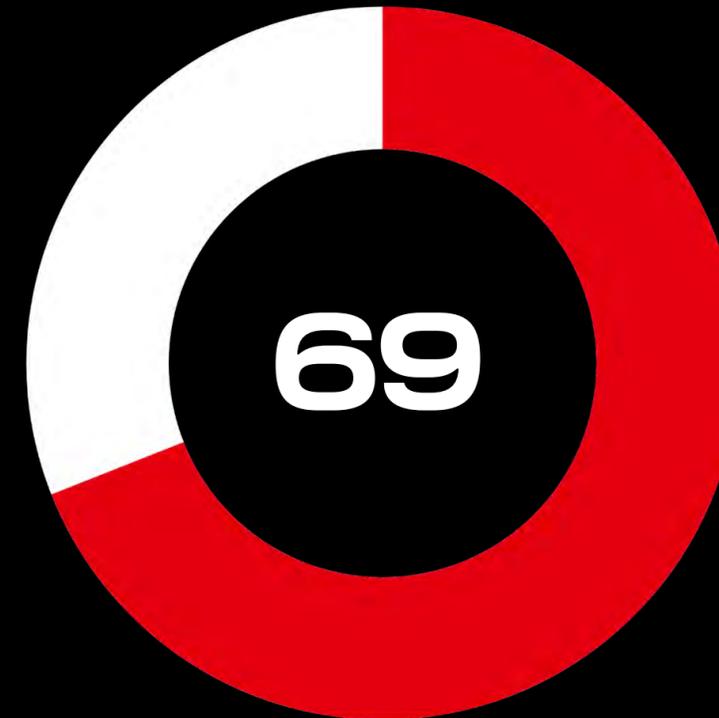


% OF MANAGEMENT POSITIONS IN THE US THAT ARE FILLED BY WOMEN

CANADA REPRESENTATION: GENDER



**% OF CANADIAN
EMPLOYEES WHO
IDENTIFY AS WOMEN**



**% OF MANAGEMENT
POSITIONS IN CANADA THAT
ARE FILLED BY WOMEN**



BUY FROM A BLACK WOMAN **IMPACT**



INSPIRE TOUR
 Philadelphia: 4 vendors
 Charlotte: 5 vendors
 Houston: 5 vendors
 Los Angeles: 4 vendors
 Atlanta: 8 vendors
Total: 26 vendors; 8 new vendors

HOLIDAY MARKET
 Los Angeles: 12 vendors
 New York: 12 vendors
 *Atlanta: 2 vendors
Total: 24 vendors; 5 new vendors
**Traditional vending setup*

51
TOTAL VENDORS

13
NEW VENDORS

6
STORE LOCATIONS

BUY FROM A BLACK WOMAN **IMPACT**



Featured in

**BLACK
ENTERPRISE**

EBONY

THE ATLANTA
VOICE

Los Angeles
MAGAZINE
THE BEST OF LA

21 **NINETY**

RADAR ONLINE

yahoo!

452
MILLION
IMPRESSIONS

27
TOTAL
OUTLETS

\$4.9
MILLION
IN AD VALUE

TOTAL MEDIA IMPACT

MPJI & H&M HOST WORLD'S LARGEST DRAG BRUNCH

2-HOUR EVENT

450

GUESTS IN
ATTENDANCE

412

COUNTED
FOR RECORD

NYC



THE
Marsha P. Johnson
INSTITUTE

Artwork by Texas Isaiah, mentor from the Marsha P. Johnson Institute's Starship Artist Fellowship, was purchased and displayed in H&M Williamsburg

70 GUESTS – TRANS GALLERIA

Featured 1 Mentor from the Starship Fellowship during the Trans Galleria

6 ARTISTS / 50+ WORKS

TESS HOLLIDAY

H&M Size Inclusivity Efforts



882
MILLION
IMPRESSIONS

FEATURED IN:

VOGUE
Forbes





AWARDS & RECOGNITION

AWARDS & RECOGNITION

FORBES

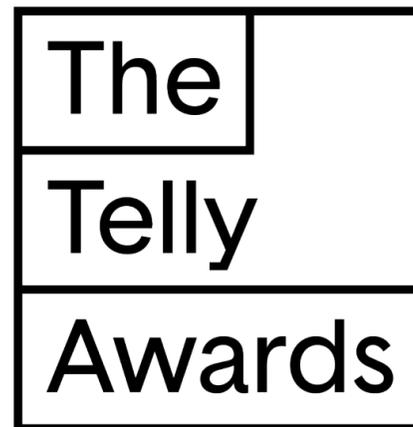
Earlier this year, we celebrated our recognition in *Forbes* as one of America's Best Employers for Diversity for 2023 (#64 out of 500 companies, and #2 in the Clothing, Shoes & Sports Equipment category)!

We were also recognized by as *Forbes'* World's Top Companies for Women list coming in number 7 out of 400 global companies.



TELLY AWARDS

In 2022, the Telly Awards honored the innovative, inclusive, and disruptive work that Breaks Through The Static of overwhelming content delivery and consumption. We are so thrilled to share that H&M, along with our diverse supplier partner Adrienne Nicole Productions, was honored with a Silver Award for our 2022 Erling Persson Award Nominee Video, in the Non Broadcast-Employee Communications category.



OPEN TO ALL ADVOCACY AWARD

H&M won the Open to All Advocacy Award for our leadership, ongoing support and cross-functional approach to DEI, presented at the annual 2023 Open To All Convening.



AWARDS & RECOGNITION



BUY FROM A BLACK WOMAN BUSINESS PARTNER OF THE YEAR



H&M was honored as Buy From A Black Woman's Business Partner of the Year for the third year in the row at the 3rd annual 2023 Buy From A Black Woman Business Awards hosted in Orlando, Florida.

