

PRESS INFORMATION
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H&M RELEASES “STYLE & SUBSTANCE” SUSTAINABILITY REPORT

H & M Hennes & Mauritz AB has published “Style & Substance”, its sustainability report for 2009.

The report is available to read online and to download as a pdf at www.hm.com/sustainability2009.

The report shows that H&M:

- continues to invest in sustainable materials – in 2009, H&M’s garments contained 8,500 tonnes of organic cotton and the company aims for all cotton in its range to come from sustainable sources by 2020 at the latest
- exceeded its carbon emissions reduction target for 2005-2009
- during 2009 educated more than 150,000 of its suppliers’ employees in Bangladesh on rights at work
- launched a five-year initiative in 2009, All for Children, with UNICEF to improve the situation of children in cotton-producing areas in India, financed by a MUSD 4.5 donation.

The report, and further information on H&M’s sustainability efforts, can be found at www.hm.com/sustainability.

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