

ADVERTISING POLICY

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Applies to:	All colleagues working with marketing and communication throughout H&M Group brands and functions
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Owner:	H&M Group Inclusion & Diversity team
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Introduction

Driven by the desire to make great design available to everyone, in a sustainable way, H&M Group communicates its business concepts through its range of brands throughout the world. We advertise to inform our customers in clear, genuine, and inspiring ways about what we offer, who we are and what we stand for.

Given the impact our marketing can have on people and society at large, we see it as a responsibility and an opportunity to influence in a meaningful way.

Policy statement

We will share stories from diverse perspectives, reflecting what the world looks like as well as promote the values we believe in, with respect and appreciation of differences. In fostering an innovative organization and ensuring that our values of diversity and inclusion are put into practice, all H&M Group brands actively seek to advance diverse representation throughout the entire creative chain, from idea to outcome. We work with business partners who share our values and add diverse perspectives to our campaign processes and productions.

The target audience for the advertising of our children's concepts is caregivers, not children, and we place advertisements in media that are not aimed directly at children. Children who take part in our campaigns must take part of their own free will. If children are cast in a photo shoot, there is always an H&M Group representative present to ensure the safety of the children and to maintain a professional environment. A caregiver is also always present at H&M Group photo shoots.

H&M Group deliberately distances itself from drug and alcohol abuse.

Speak up!

If you would like to raise a concern or you are aware of a suspected breach of H&M Group policies, you should report it immediately to the H&M Group *Speak Up!* channel which is also available at <https://speakup.hmgroup.com/>.