

RESOLVED

Given the immense cruelty to birds exploited and killed for down as well as documented violations of industry standards, national laws, and globally recognized best practices that are endemic to the industry, the Board is strongly encouraged to prepare a report examining any costs to H&M's reputation and any losses to projected sales incurred by our company's continued production and sale of apparel using down and the humane washing associated with it.

SUPPORTING STATEMENT

The global ethical fashion market—which includes fair-trade, eco-friendly, and cruelty-free apparel—is anticipated to grow from \$7.57 billion in 2022 to \$11.12 billion in 2027. Cruelty-free apparel comprised the largest segment of the ethical fashion market in 2022, accounting for nearly half the total.

Despite this demand, H&M continues to sell garments made from down. The use of this cruel, environmentally threatening, and outdated material not only violates our company's commitment to supporting the use of innovative, planet-friendly materials but may also discourage current and future consumers of ethical fashion from shopping at H&M.

PETA entities have released nine exposés of the down industry, and all confirm that intense suffering, inadequate veterinary care, and violent slaughter are the norm, not the exception, and that industry standards and supplier assurances fail to ensure animal welfare.

Investigations into purportedly “responsible” farms and slaughterhouses—some of which were associated with H&M's own supply chain—have uncovered workers repeatedly hacking at the necks of shrieking geese and stabbing conscious ducks in the neck before slicing off their legs as they struggled.

No standard or law can change the fact that birds in the down industry typically spend their entire lives confined on filthy farms, only to be trucked to slaughterhouses, where improper stunning can leave them conscious and able to feel immense pain and terror as their throats are cut and they're plunged into the scalding-hot water of the defeathering tank.

Consumers want materials that don't harm animals or negatively impact the environment. They readily turn their backs on companies they believe aren't making progress quickly enough—especially when companies are being called out in the news and on social media for humane washing, i.e., inflating or misrepresenting their values and ethics.

H&M states that “all animals deserve just treatment and shouldn't be subjected to suffering” and claims to seek “more sustainable alternatives” to animal-derived materials. It is reasonable for shareholders to request an analysis of the potential risks to our company's reputation, sales, and share value by continuing to source down.

Accordingly, we call on all shareholders to support this financially and ethically responsible resolution.