

Stockholm  
October 15, 2015

**Comment on the report on progress in the Accord on Fire and Building Safety in Bangladesh**

H&M do not recognize ourselves in the picture given in the report, nor in the recent analysis that you refer to. This is a complex issue that should not be simplified. Our work within this field is not only active but also based on a genuine commitment to the Accord and to drive positive change across the entire industry. However, it is correct that we and the other buyers within the Accord, are experiencing delays at suppliers to work being carried out to initial timelines.

We are fully transparent with our supplier list and as such we welcome critical investigations. We appreciate that the report authors give credit to this transparency (see footnote 1) in helping to make the report possible. We also welcome the acknowledgement of the broader issue around the remediation progress made by activists cited by Financial Times (Oct 1, 2015) saying that “...such difficulties are not unique to H&M factories — which they (i.e. activists) admit are some of the most compliant in the industry.” Yet, from H&M perspective this does not change the fact that we take the remediation delays very serious and are taking measures to address this.

We are working to continuously improve how we, together with the other buyers (more than 200 apparel brands have signed the Accord to date), suppliers and global unions, can push the work forward. We are now having discussions with the Accord and other relevant stakeholders. In order not to anticipate these discussions we cannot give any further comments at the moment in addition to above and the public statements linked below:

Sep 30, 2015: Fire and building safety in Bangladesh

<http://about.hm.com/en/news/newsroom/news.html/en/fire-and-building-safety-in-bangladesh.html>

Oct 6, 2015: H&M comments on the report on the Bangladesh Fire and Building Safety

<http://about.hm.com/en/news/newsroom/news.html/en/hm-comments-on-the-report-on-the-bangladesh-fire-and-building-safety.html>

For further information about the Accord and official status, please visit <http://bangladeshaccord.org/>

For further information about our sustainability program, please visit <http://www.hm.com/sustainability>