

"and I will harden the heart of Pharoah"

How can Pharoah choose freely if Hashem has hardened his heart ?

The Ramban explains that after the first plagues, Pharoah would feel he had been pushed into a corner and had no choice but to give in to Moshe. In other words, it would not be his free choice but something he was forced into.

For this reason, Hashem hardened his heart, so that he would be in a balanced state again and be able to choose freely what he wanted to do.