



PRESS RELEASE

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H&M GROUP ANNOUNCING NEW CUTTING-EDGE TECHNOLOGY FEATURES

Today H&M group will showcase two new cutting-edge technology features during Stockholm Fashion Tech Talks, a state-of-the-art conference on fashion digitization. In collaboration with Google, H&M group has developed a voice app for H&M Home in selected markets – one of the first voice applications to ever be released within the fashion- and interior segment. In addition, the H&M group brand Monki has partnered up with HoloMe to explore a unique creation of high definition human holograms in Augmented Reality, which will go in test today.

- At H&M group we constantly work on innovations that create extraordinary customer experiences. The fashion industry is changing fast and technology is more important than ever as an enabler in adapting to an ever-changing society, says Elin Frendberg, H&M group Business Development.

H&M Home Stylist

H&M group is developing H&M Home Stylist; a voice application from Google Assistant, which provides personal styling suggestions, mood boards and inspiration for every room in the home – all easily accessible when you ask the Google Assistant to talk to H&M Home Stylist on your phone. To make the experience even more personal the application will have an exclusive human voice. The H&M Home Stylist will be tested and developed with input from our customers.

Monki x HoloMe

Monki and HoloMe have partnered up for an avant-garde test of high-definition human holograms in Augmented Reality, accessible through a smartphone or tablet with minimal data usage, turnaround time, and processing power. Images of nine selected Monki outfits are enhanced with effects in 3D, allowing the viewer to monitor the garments in great details and experience the holograms as being present in the room.

- The two cases we are announcing and testing are illustrations of cutting edge technology in our field. We are really excited and proud to soon release our first voice stylist for H&M Home and to be able to explore a world with a unique Hologram/Augmented Reality experience for the Monki customer, says Elin Frendberg.

Stockholm Fashion Tech Talks takes place in conjunction to the Brilliant Minds/Symposium Stockholm, a conference for global thought leaders, and is held at Fotografiska Museum in Stockholm.

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H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories and H&M Home as well as ARKET. The H&M group has 47 online markets and more than 4,700 stores in 69 markets including franchise markets. In 2017, sales including VAT were SEK 232 billion. The number of employees amounts to more than 171,000. For further information, visit about.hm.com.

