THE HOME DEPOT EXPANDS MAGIC APRON TO DELIVER PERSONALIZED & LOCALIZED IN-STORE GUIDANCE

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- The Home Depot's AI assistant, Magic Apron, has expanded to include localized store knowledge in all U.S. stores to help customers and associates navigate stores more efficiently, quickly find products, ask product-specific questions and get personalized project guidance.
- Already fielding millions of questions per month, Magic Apron now makes it even easier for customers to get help while they're shopping in the aisles, with the ability to ask questions via text, voice-to-text, with image uploads and conversations in multiple languages.
- Customers can access Magic Apron directly while using Store Mode in The Home Depot mobile app or by scanning a QR code on signage in their local Home Depot stores. Store Mode helps customers shop in stores with features such as barcode scanning, product wayfinding and other real-time store information.

ATLANTA, Aug. 27, 2026 /PRNewswire/ -- The Home Depot®, the world's largest home improvement retailer, announced the nationwide rollout of new in-store capabilities for Magic Apron, its AI-powered shopping assistant that's already fielding millions of questions per month, enabling customers to locate products, receive project guidance and get answers tailored to their local Home Depot stores while shopping.

Using knowledge tailored to each customer's chosen store, Magic Apron brings expert guidance directly into customers' hands, backed by five decades of home improvement project expertise and details on millions of products online. Magic Apron complements the expertise of Home Depot associates by helping customers whenever and wherever they need it while shopping in stores.

"Customers come to The Home Depot for expert guidance, and we know they want their shopping experience to be easy and efficient," said Jordan Broggi, EVP of Interconnected Retail. "Magic Apron takes the best of our digital expertise and brings it into the physical store, creating a more connected shopping experience that helps customers find products, get project guidance and make decisions faster. Our associates remain at the center of the shopping experience, and Magic Apron gives customers another way to access guidance and support while they're in our stores."

Magic Apron helps customers throughout their shopping experience by enabling them to:

- **Get expert guidance and complete projects with confidence:** Customers can ask Magic Apron product-specific questions, get help determining whether a product is right for their project, and get recommendations on the tools and supplies needed to complete a job. For example, a customer can take a picture of a bag of grass seed and ask what fertilizer is needed specific for their climate or find out what supplies are needed to patch and paint a drywall repair.
- **Ask questions your way:** Customers can text questions, use voice-to-text, upload pictures, and interact in their preferred language.
- **Find what you need, fast:** Customers can access the map for their chosen store and find product aisle and bay locations quickly, with the ability to check product

availability in-store as well as at other stores.

Customers shared positive feedback during pilot testing, stating that the new features help them locate products more quickly, improve their confidence in purchasing decisions, and help them better understand product compatibility.

This Magic Apron expansion builds upon the company's Store Mode feature, which was originally launched in 2022 and helps customers shop more efficiently with barcode scanning, improved wayfinding and other store information.

Magic Apron is now live in all 2,000+ U.S. stores. Shoppers can open it in The Home Depot mobile app or scan a QR code on in-store signage.

About The Home Depot
The Home Depot is the world's largest home improvement specialty retailer. At the end of the second quarter of fiscal 2026, the company operated a total of 2,364 retail stores and over 1,340 SRS locations across all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, 10 Canadian provinces and Mexico. The Company employs over 470,000 associates. The Home Depot's stock is traded on the New York Stock Exchange (NYSE: HD) and is included in the Dow Jones industrial average and Standard & Poor's 500 index.

Cautionary Note Regarding Forward-Looking Statements
Certain statements contained in this release constitute "forward-looking statements" as defined in the federal securities laws, including the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on currently available information and current assumptions, expectations and projections about future events. Forward-looking statements may relate to, among other things, implementation of interconnected, store, supply chain, technology, innovation and other strategic initiatives. Forward-looking statements are subject to substantial risks and uncertainties including, but not limited to, those described in our most recent Annual Report on Form 10-K. Forward-looking statements speak only as of the date they are made, and the company does not undertake to update them other than as required by law. You are advised, however, to review any further public disclosures that the company makes on related subjects, including its subsequent filings with the Securities and Exchange Commission.

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