*Press Release,*
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# Carrefour puts artificial intelligence at the service of "eating better" with Hopla

The intelligent assistant Hopla is adopting new features centered around "eating better" in order to offer personalized and enlightened advice to customers throughout their purchasing journey on carrefour.fr as well as on the Carrefour app. This initiative is part of the Group's strategic plan, which has committed to generating half of its sales through products contributing to a more balanced diet by 2030.

### Suggestion of healthier alternatives

After searching for a product, Hopla offers the customer four suggestions around "eating better": "free-from" products (gluten-free, lactose-free...), plant-based alternatives, protein-enriched products, etc. For example, if searching for breakfast cereals, questions will appear such as "are there lower-sugar cereals?" or "are there gluten-free cereals?". These suggestions will also be accessible on each product page. Hopla thus becomes a true purchasing journey companion, capable of guiding the customer toward healthier products.

### Shopping basket and image analysis

When their basket is completed, the customer can click on a dedicated button for Hopla to analyze it, advise them on making it more balanced, and propose recipe ideas based on this basket; they can do the same with a photo of a dish. The AI will estimate its nutritional composition and suggest ingredients to add to make it more balanced.

### Integration of the "eat better" button into Hopla

The "Eat better alternatives" button, available since 2024 on product pages, is integrated into the Hopla tool. By clicking on the dedicated button, the customer accesses suggestions for healthier product alternatives (better Nutri-Score, Organic...).

Until now, customers could communicate with Hopla only in writing; starting today, they can also speak to it thanks to a dedicated voice command button

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## About the Carrefour Group

With a multi-format network of more than 15,500 stores in over 40 countries, the Carrefour Group is one of the world leaders in food retail. Carrefour generated sales of 91.5 billion euros in 2025. Its integrated store network accounts for 300,000 employees who contribute to making Carrefour the world leader in the food transition for all, by offering quality food every day, accessible everywhere and at a reasonable price. Overall, more than 500,000 people work under the Carrefour banner worldwide. To learn more, visit www.carrefour.com, X (@CarrefourNews), and LinkedIn (Carrefour).