



Reimagine images – Hemnet Launches Intelligent Tool to Unlock Potential

Hemnet is introducing a new feature that uses AI technology to allow visitors to apply filters that change the interior style of property photos. By enabling users to visualize kitchens and living rooms—initially in a modern Scandinavian style or completely unfurnished—it creates a more personalized experience that helps buyers see the further potential in a home.

Buying a home is one of life's biggest and most emotional decisions. Swedish real estate agents and stylists are world-class at presenting homes in their best light, but because taste is highly subjective, it can sometimes be challenging for a buyer to see past someone else's interior design choices—no matter how professionally executed. With this new AI-driven image feature, Hemnet aims to lower the barrier for visualizing one's own future home.

"We know that taste is subjective. Even in a beautifully staged home, it can be difficult for a specific buyer to envision their own furniture or a different color palette. Using AI technology, we want to give our users the opportunity to complement professional staging with their own vision. It's about helping buyers visualize possibilities and giving agents another way to engage a broader audience," says **Lisa Farrar, COO at Hemnet**.

The purpose of the new image feature is to provide the buyer with the opportunity to see different expressions of the same room:

- **See the Potential:** By offering alternative versions of rooms, it becomes easier to understand how the home could look with a different style or color scheme, deepening the understanding of the space.
- **From "Someone Else's Vision" to Your Own:** The first version of the feature allows visitors to explore two options: an empty room or one furnished in a modern Scandinavian style. More styles will be added over time.
- **Smart Decision Support, Not Just a Filter:** Powered by generative AI, this is a practical tool for understanding the actual potential of the square footage based on personal preferences.
- **Added Value and Engagement:** By allowing users to view a home in several different styles, the tool creates clear added value that strengthens engagement for both the specific property and Hemnet as a platform.

The new feature is available on iOS, Android, and web. To begin with, the functionality is available for two images per property listing: the kitchen and the living room.

For more information, please contact:

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Hemnet

About Hemnet

Hemnet operates the leading property platform in Sweden. The company emerged as an industry initiative in 1998 and has since transformed into a "win-win" value proposition for the housing market. By offering a unique combination of relevant products, insights and inspiration, Hemnet has built lasting relationships with buyers, sellers, and agents for more than 20 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people to turn to for the various housing needs that arise through life. This is mirrored in the company's vision to be the key to your property journey, supplying products and services to improve efficiency, transparency and mobility on the housing market. Hemnet is listed on Nasdaq Stockholm ("HEM").

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