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Wesfarmers strengthens AI capabilities with Microsoft partnership

Wesfarmers and Microsoft today announced a multi-year strategic partnership focused on supporting the continued adoption of AI and cloud technology across the Wesfarmers Group.

The partnership aims to accelerate AI implementation in a number of customer-facing and operational areas, such as customer experience, merchandising, supply chain optimisation, and team member productivity, using Microsoft's AI, data, and cloud services.

Wesfarmers Managing Director Rob Scott said the partnership supports the Group's strategy to responsibly embed AI in ways that empower teams, strengthen businesses and enhance shareholder value.

"We are investing in AI where it can drive tangible improvements for our customers and teams," Mr Scott said. "This partnership with Microsoft provides enterprise-grade technology and support to scale our AI capabilities across the Group, building on the work already underway in our businesses."

The partnership will extend across Wesfarmers' businesses, including Bunnings, Kmart Group, Blackwoods and Priceline, and complement existing digital and data initiatives. It supports Wesfarmers' commitment to using technology to support team member productivity, enhance customer outcomes and support shareholder value in a responsible way consistent with Wesfarmers values.