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Higgs Boson as a Portal: Searching for Rare and Exotic Higgs Decays at the LHC

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Rare and exotic decays of the Higgs boson offer a unique window into phenomena beyond the Standard Model, probing potential new interactions, hidden sectors, and extended Higgs sectors. This talk will review the latest searches for rare and non-standard Higgs decays performed by ATLAS and CMS. Particular emphasis will be placed on decays with small branching fractions or unconventional final states, such as $\boxtimes \to \boxtimes \boxtimes$, invisible decays, and exotic signatures.

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