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ASX Release 30 April 2026

Investor Day 2026

hipages Group Holdings Ltd (ASX:HPG)) ("the Group" or "the Company") is hosting its first Investor Day today, 30 April 2026. A copy of the presentations being made are attached.

Recordings of the presentations will be available here within a few days of the event.

-- Ends --

Authorised for release to the ASX by the Company Secretary of hipages Group Holdings Limited.

Join hipages' Investor Hub to receive the latest updates. Register and create an account at https://investors.hipagesgroup.com.au/auth/signup

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About hipages Group (ASX:HPG)

hipages Group is an online tradie marketplace and Software-as-a-Service (SaaS) platform connecting trade businesses with residential and commercial consumers through its platforms hipages Australia and hipages New Zealand (Builderscrack). To date, nearly 5 million Australians and New Zealanders have used hipages Group to change the way they find, hire, and manage trusted trade businesses, providing more work to over 35,000 subscribed customers. hipages Group's proprietary all-in-one platform for tradespeople, 'hipages for business', is key to the Company's strategic evolution from marketplace to platform. The platform helps tradespeople build better businesses by managing their whole workflow from lead generation through to payment and completion.

Find out more at www.hipages.com.au

Investor Day

30th APRIL 2026

HPG Investor Day 2026 - Agenda

- **Welcome & Introduction** – *Inese Kingsmill, hipages Group Chair*
- **Founder Story & Growth Journey** — *Roby Sharon-Zipser, Co-Founder & CEO*
- **Market Position & Adapting Our Marketing Approach** — *Jeff Lim, Chief Marketing Officer*
- **Product Innovation** — *Sriya Vipin, Head of Product*
- **Ecosystem Expansion** — *Rob Tolliday, Chief Revenue Officer*
- **Financial Update** — *Jaco Jonker, Chief Financial and Operations Officer*
- **Fireside Chat: Growth, Strategy & the Road Ahead** — *Inese Kingsmill, Roby Sharon-Zipser, Jaco Jonker, and Nicholas Gray in conversation with Brett Clegg*

Welcome & Introduction

INESE KINGSMILL
hipages Group Chair

We would like to acknowledge the Traditional Custodians of the land on which we meet today, the Gadigal People of the Eora Nation, and pay our respects to their Elders past, present and emerging.

Founder story & growth journey

ROBY SHARON-ZIPSER
CEO & Co-Founder

Why now?

AI moving faster

Technology that we predicted would take 3-5 years is arriving now - accelerating our entire product roadmap.

Product evolution

Our platform is transforming from a marketplace into a fully-integrated home improvement ecosystem.

Market timing

Trades are professionalising rapidly. Rising costs and competition are creating urgent demand for our solutions.

The home improvement experience is broken and we are fixing it

hipages Group

In 2008 an awesome directory was enough - Today it isn't

Our vision & mission

Vision	**Where home improvement is seamless for everyone involved**
Mission	We power the brands that enable the home improvement industry to operate effortlessly

Our moats

Services	Home Improvement Services are insulated
Distribution	22 Years creating a network of trades across ANZ
Data	We know who is available in your area for your required services at that moment

The ANZ home improvement market is enormous

$170bn

Per year spent on service providers

$1.5bn

Per year spent on marketing

85M

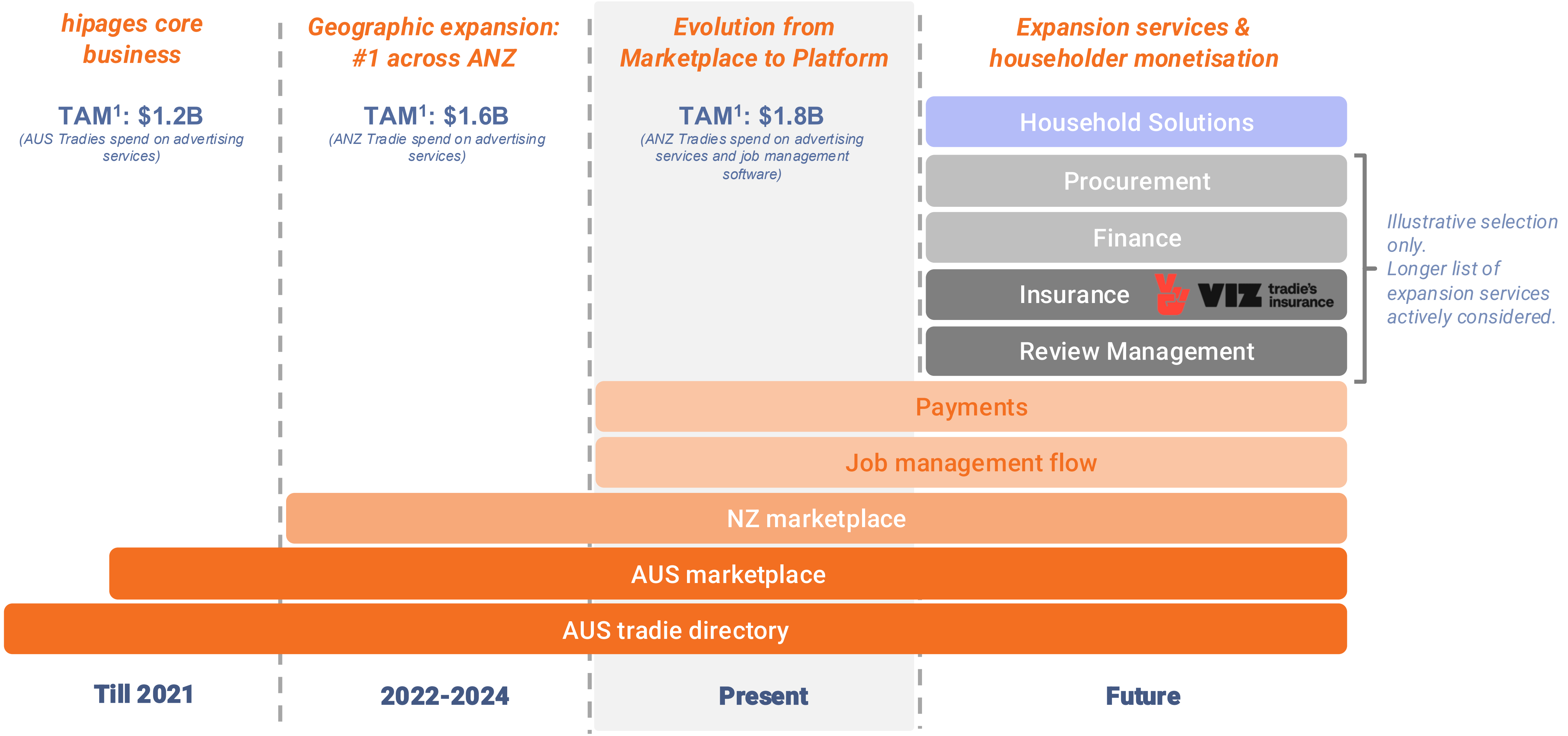
Jobs per year in the home improvement industry

370K

Businesses in the home improvement industry

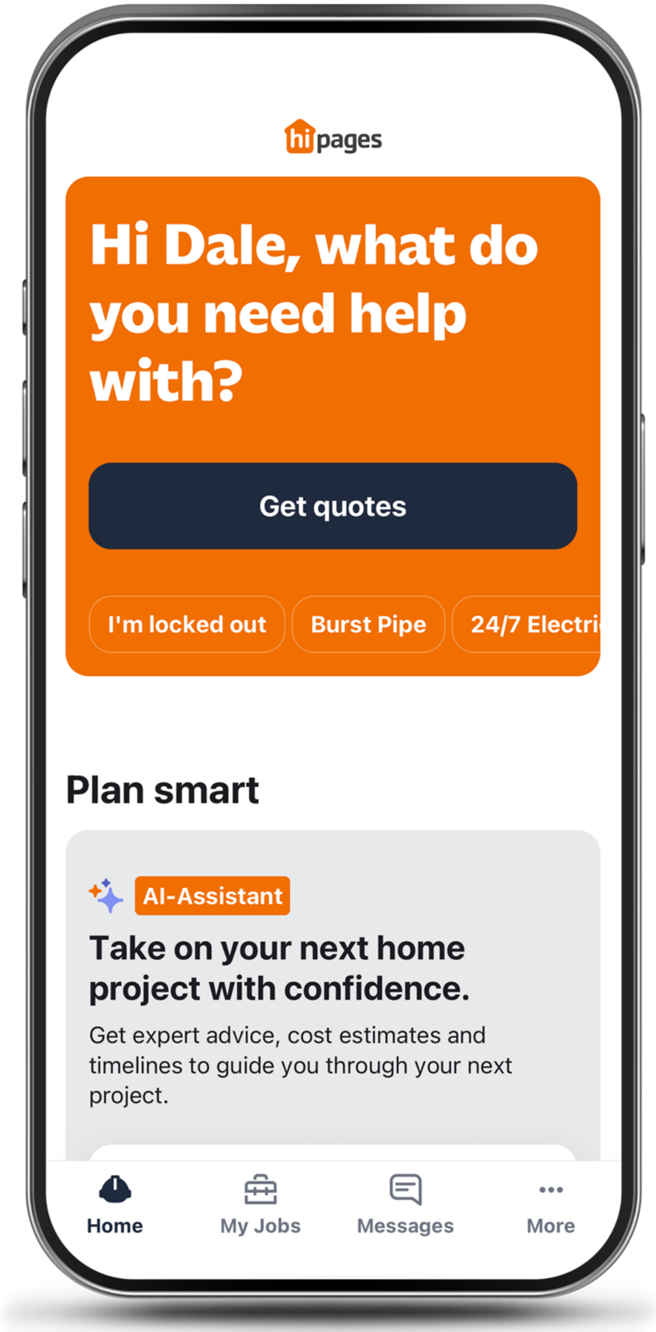
Source: Publicis Sapient (2024), Management Estimate

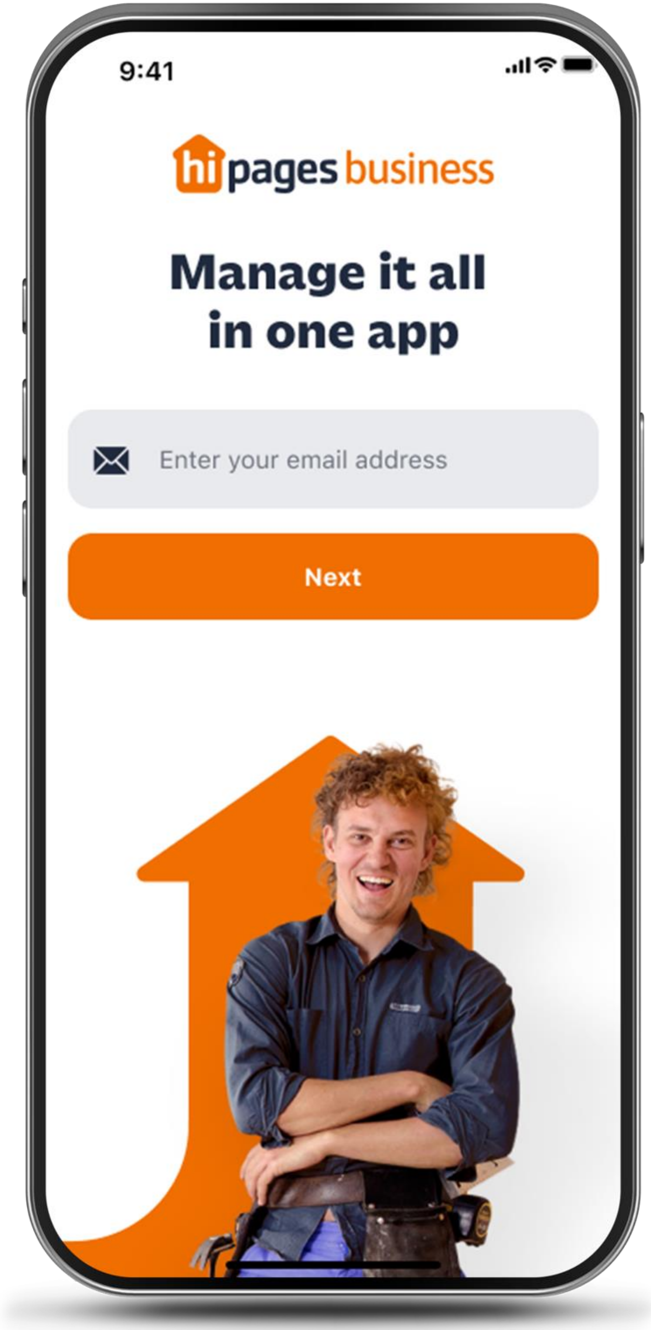
Our growth relays and expanding our TAM



[1] Publicis Sapient, 2024

The road ahead





Market position & how we're adapting our marketing approach in relation to AI

JEFF LIM
CMO

Doubling down on our market leadership position

Households

#1 Top of Mind Awareness [1,3]
For websites/apps that connect you with tradies

#1 Preferred [1]
Way to connect with tradies

#1 for Trusted Tradies [1]
Perception of trustworthy tradies on the platform

Tradie

#1 Top of Mind Awareness [1]
For website/apps that help you find clients/more work

#1 Return On Investment [2]
For digital lead generation platforms

#1 Way to grow your business [2]
For tradies

[1] Thrive Insights Research Dec 25 Brand Tracker (homeowners and renters 30—65yo metro and regional)
[2] Publicis Sapient competitive landscape analysis May 25
[3] Households Total Awareness at 66% based on Thrive Insights Research Dec 25 Brand Tracker (homeowners and renters 30—65yo metro and regional)

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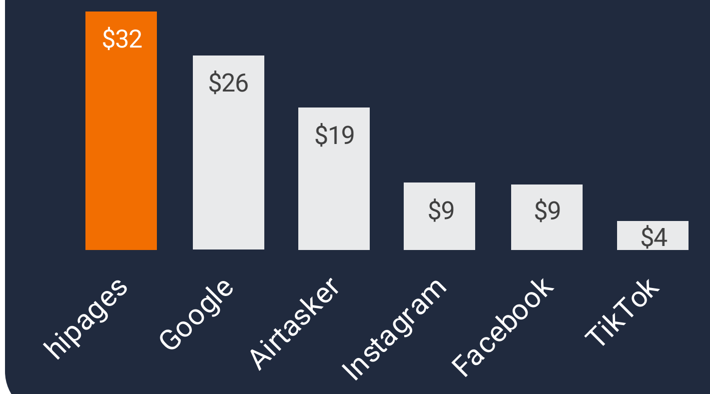
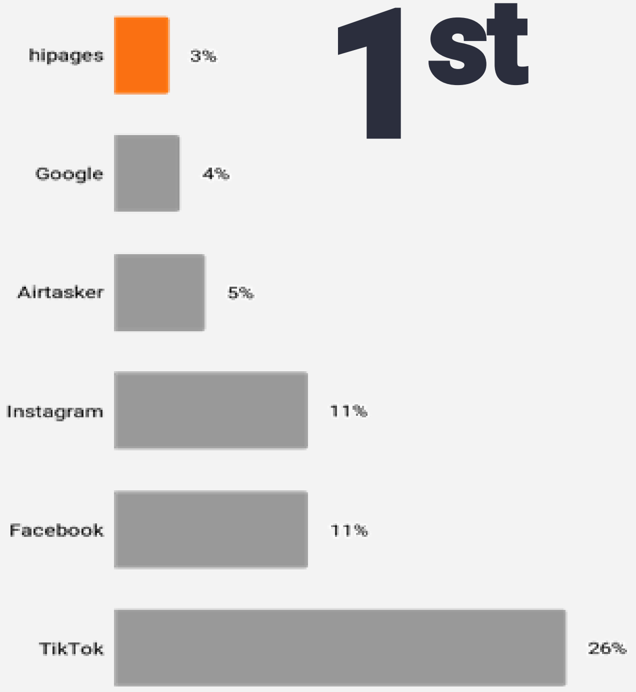
hipages is the #1 place for tradies to grow their businesses

publicis sapient



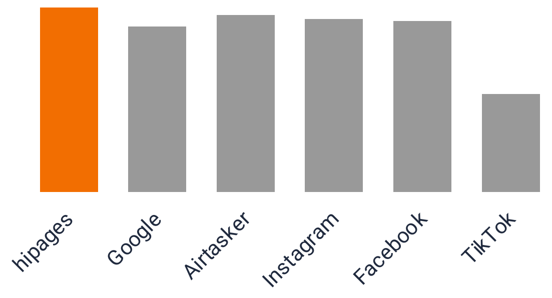
hipages delivers the **#1 Return On Investment** for digital lead generation

hipages takes the smallest % of job $



1st

Job completion rate

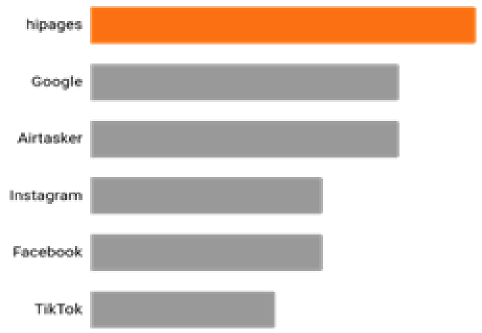


1st

46%

of leads turn into completed jobs

Job size



1st

$2.5k

average job size

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AI: Adapting our Marketing Approach

1

LLM Discoverability & Optimisation

2

Customer Acquisition, Conversion & Engagement

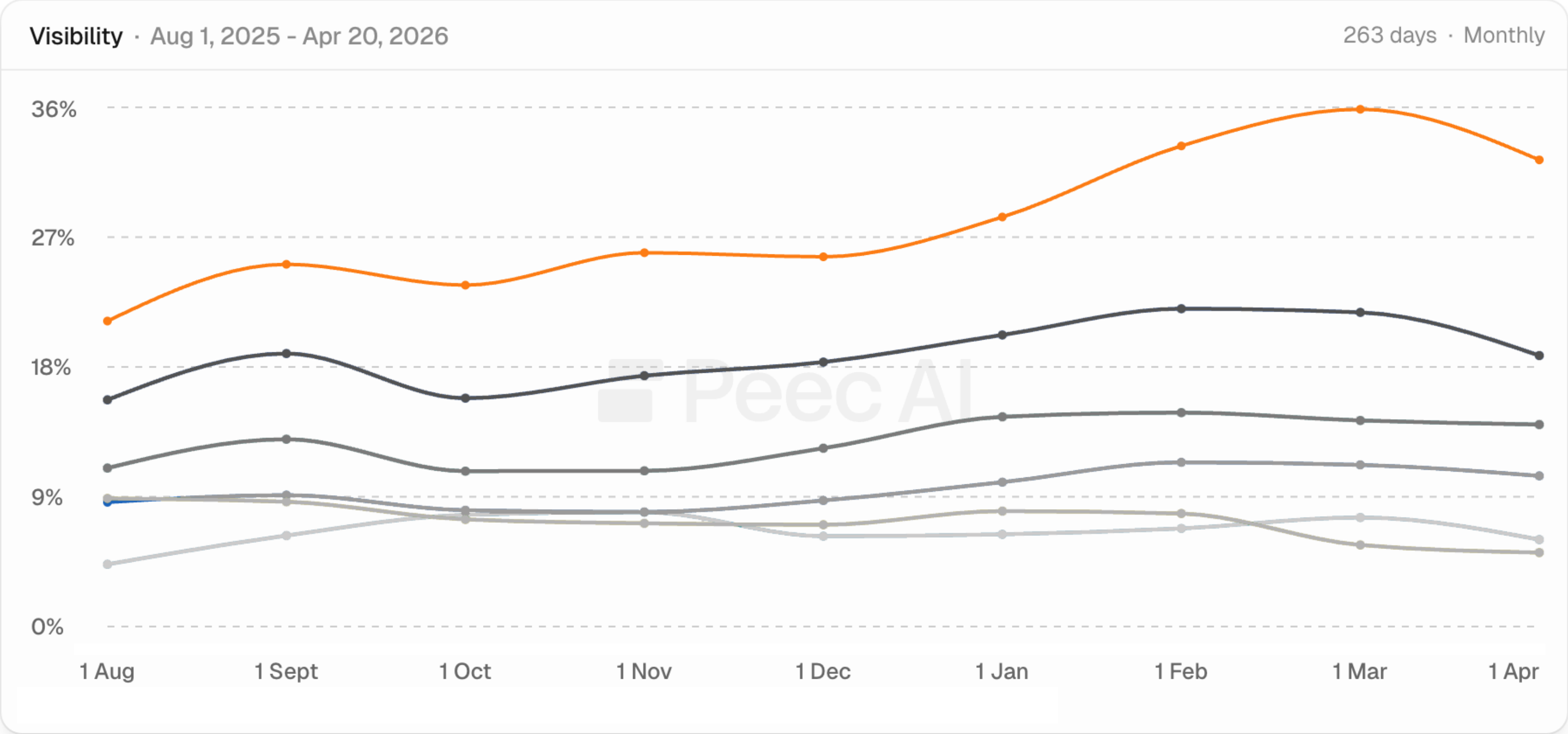
3

Marketing Productivity & Efficiencies

1. LLM Discoverability & Optimisation

hipages is leading AI/LLM visibility vs. competitors

LLM visibility – Percentage of chats mentioning each brand



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Other Australian online marketplaces and directories in the category

[1] Peec.ai – ChatGPT, Perplexity, Gemini & AI Mode

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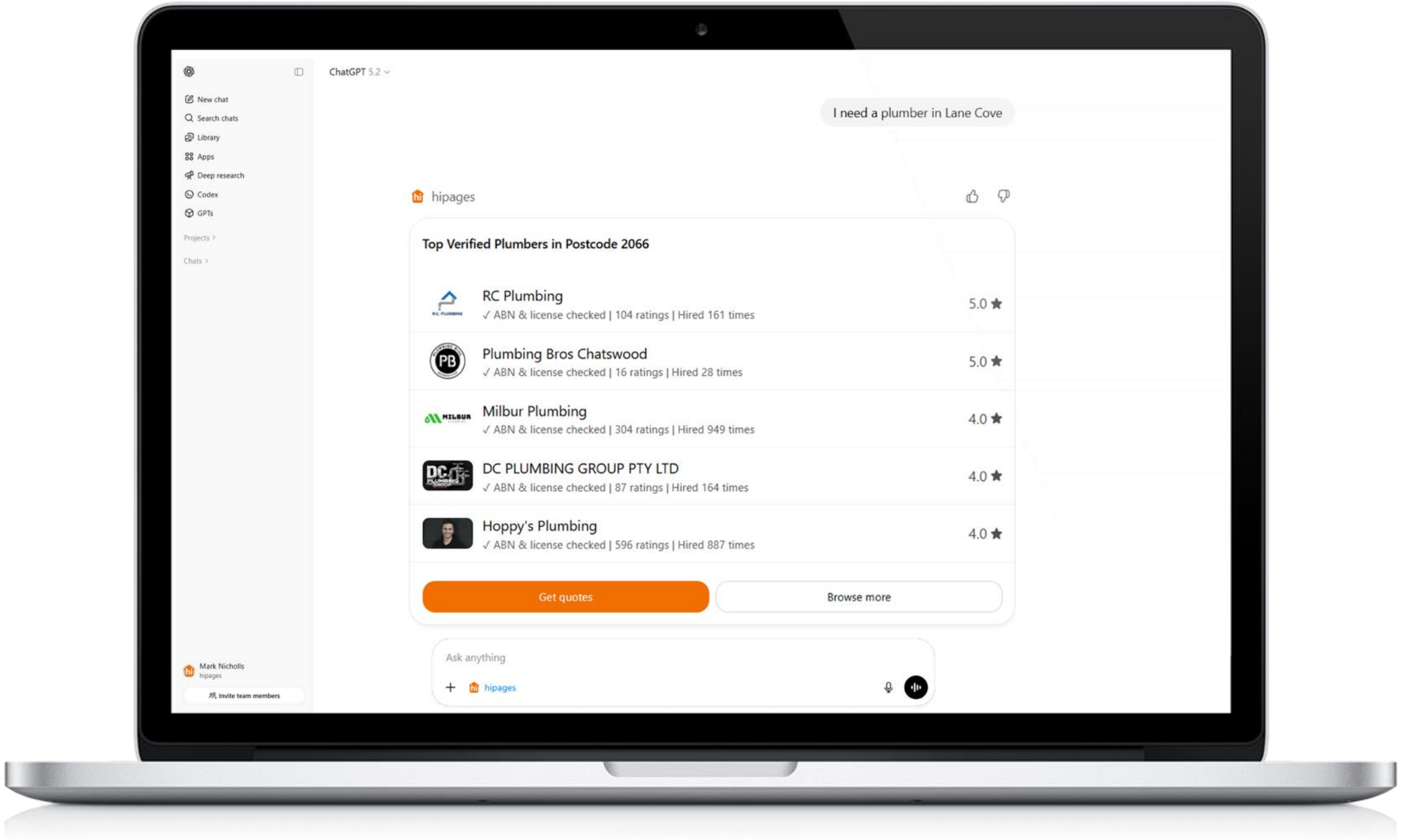
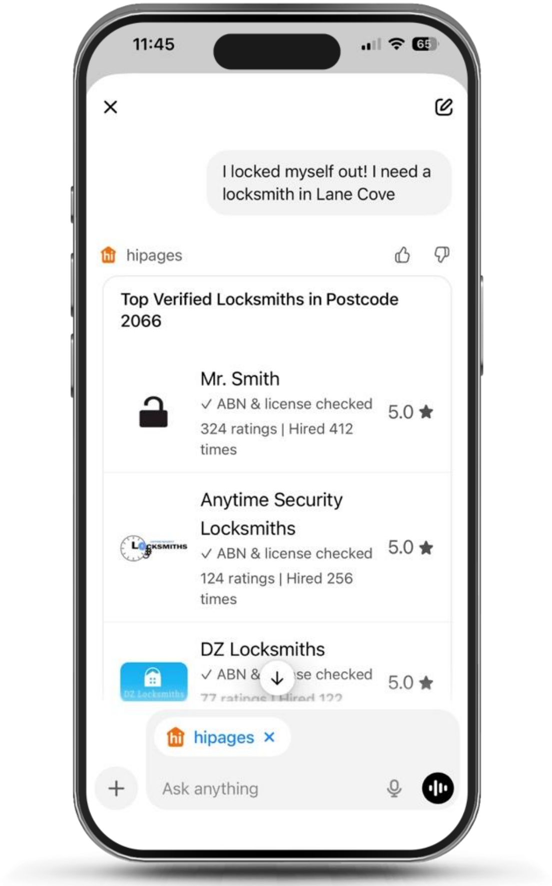
1. LLM Discoverability & Optimisation

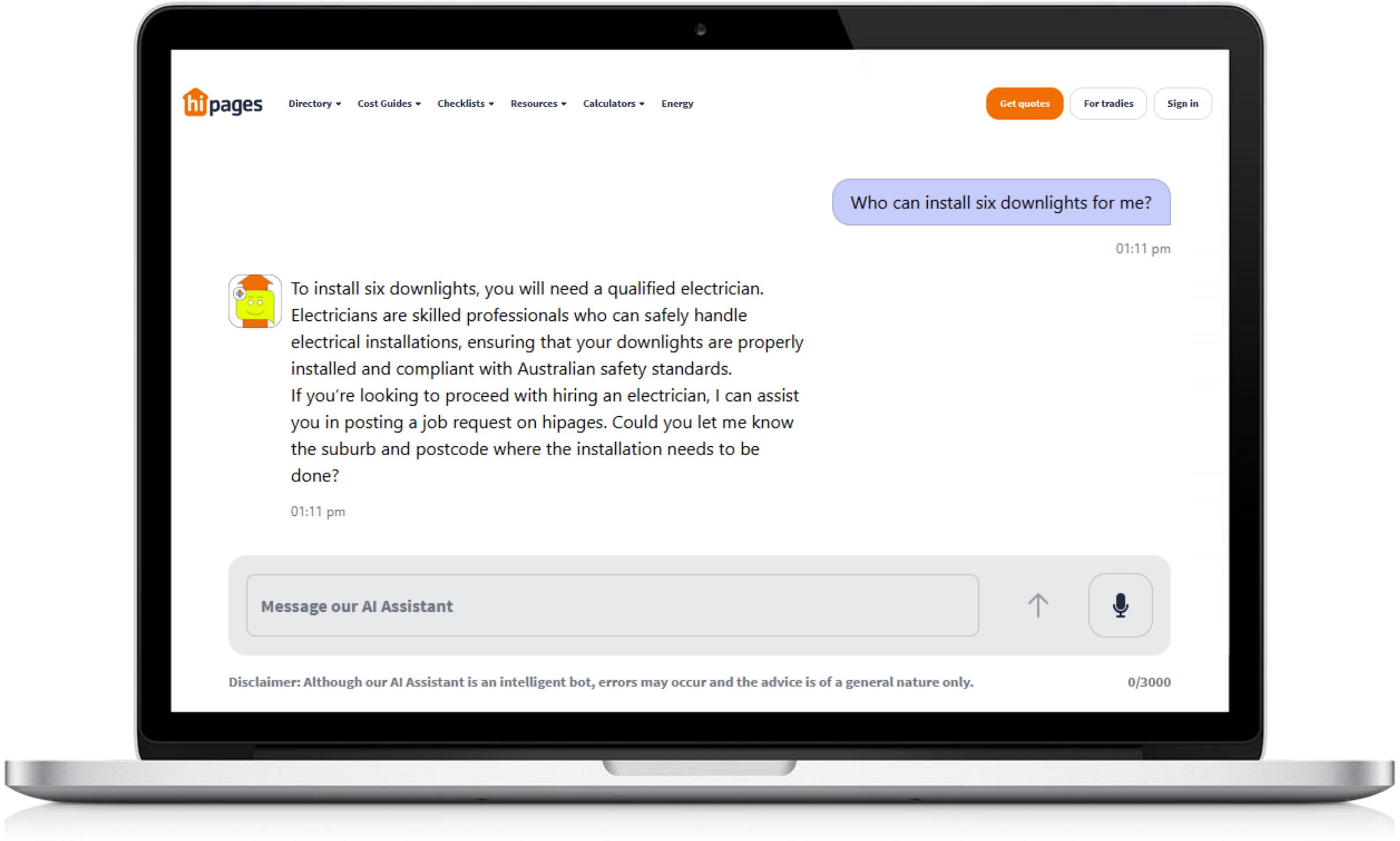
ChatGPT integration brings households and businesses even closer together

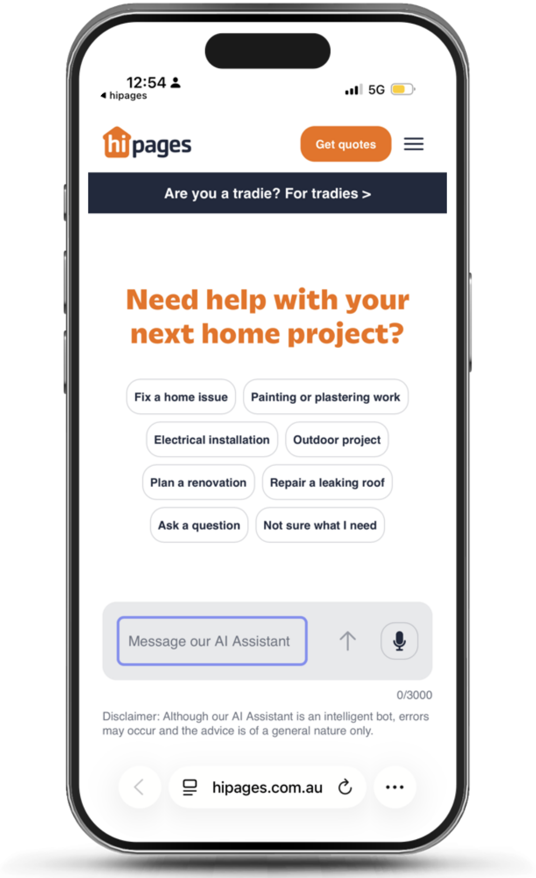




2. Customer Acquisition, Conversion & Engagement

AI-Assistant delivers a seamless end-to-end experience

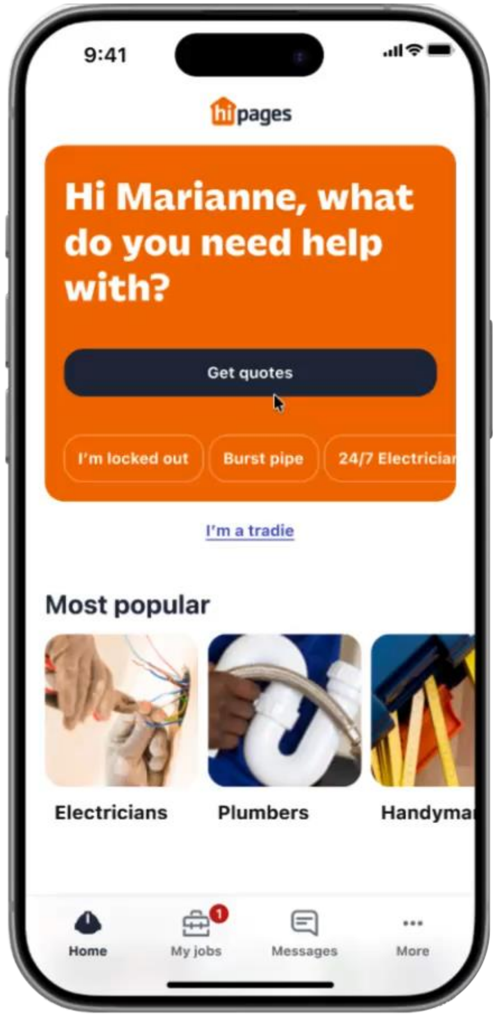




2. Customer Acquisition & Engagement

Coming soon: AI-enabled video job posting

- Upload or record a **video** and **tell us what you want done**
- Provide **tips** for making a great video
- Identify the **category** and **write the job description** for you
- Review, **edit** and submit



3. Marketing Productivity & Efficiencies

LLMs, martech platform extensions and specialist tools

databricks

AI Max

emplifi

Gemini

braze

clay

Adobe Firefly

Claude

MUTINEX

Peec AI

NotebookLM

Product Innovation

SRIYA VIPIN
Head of Product, Business Platform

Our evolution from Marketplace to Platform

Expands the TAM	Improves retention	Builds data moat
Helping tradies and home improvement experts manage and grow their business	**Significant retention benefit** For tradies with 4+ Job Management actions per month	**Proprietary data layer** Job history, pricing, scheduling, business information, etc.

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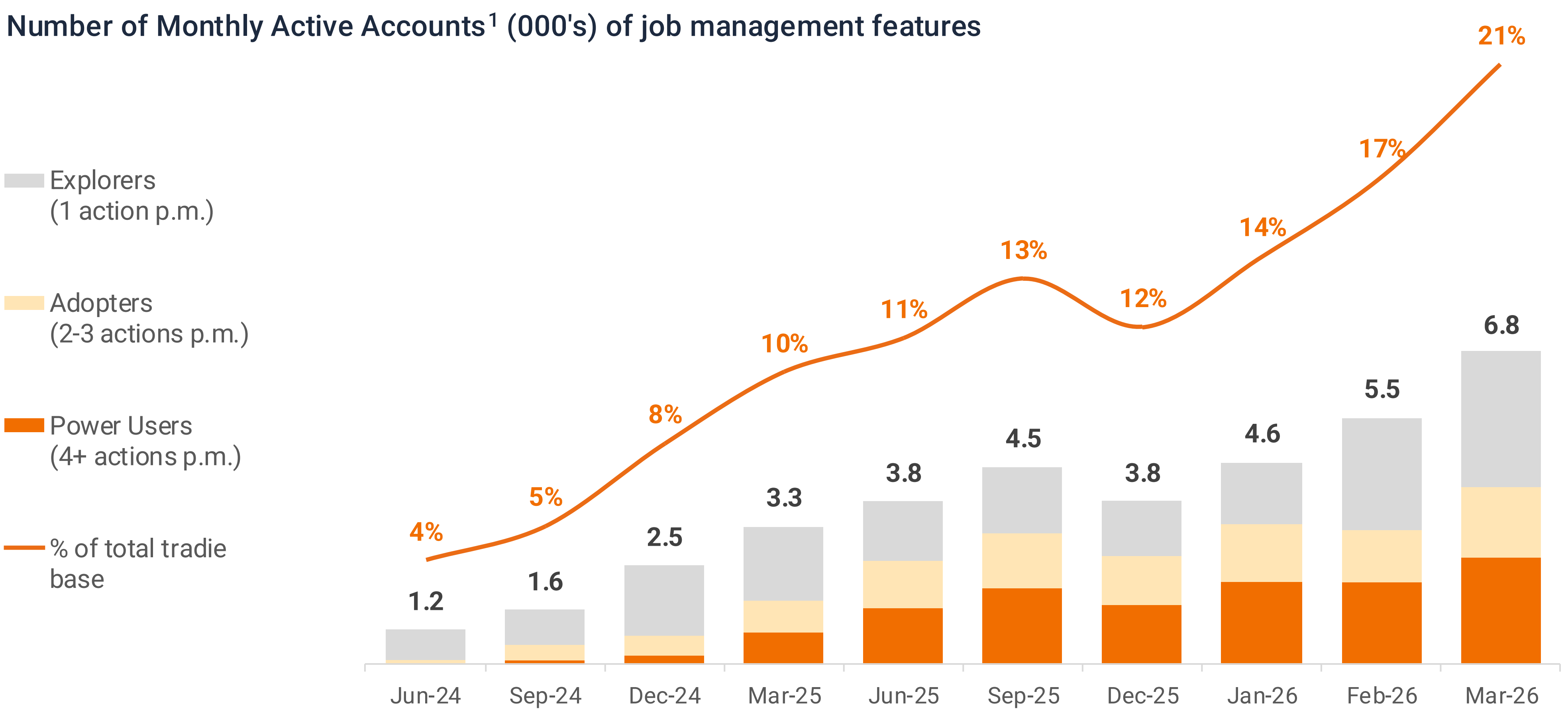
Growth in Monthly Active Accounts (MAA)



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Growth in power users

4+ actions

The engagement threshold that defines a power user

30% → 40%

Existing Power Users have grown strongly throughout the year

4% → 41%

New Power Users have massively increased

Tradies feel like they're in "admin hell"

1 in 4

Tradies claim to have been forced to turn down work due to the burden of admin

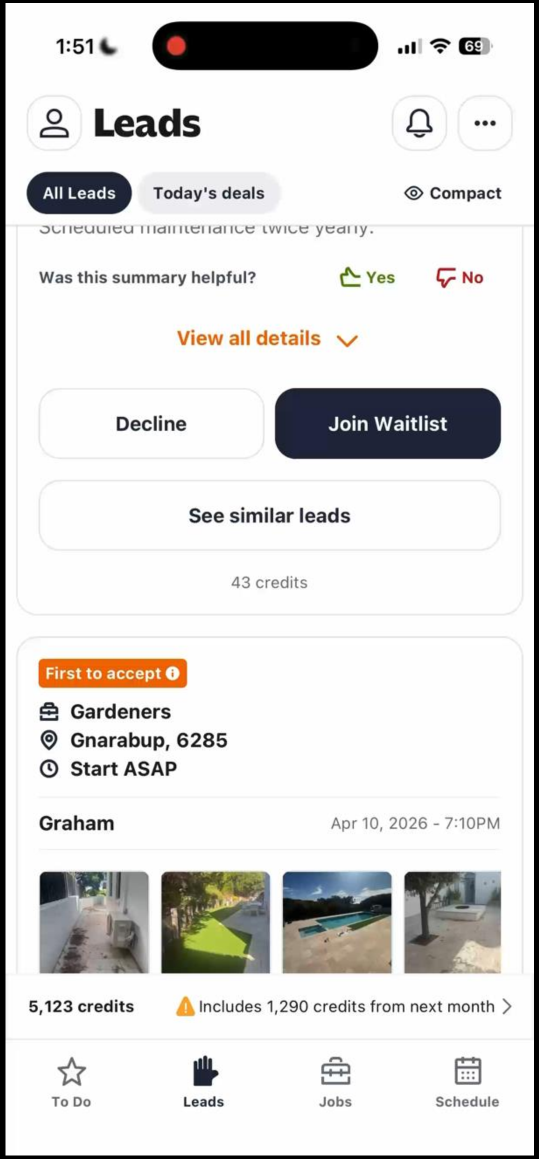
68%

Believe there are efficiencies to be gained though technology use

How we're helping solve "admin hell"

- How a tradie sees and accepts a **job lead**
- How they **send estimates** and **set up times** for a quote inspection
- How they can **send an AI smart quote**
- How they can convert a quote into an **invoice** and **collect payment**
- How they close out a job and **solicit a customer review**

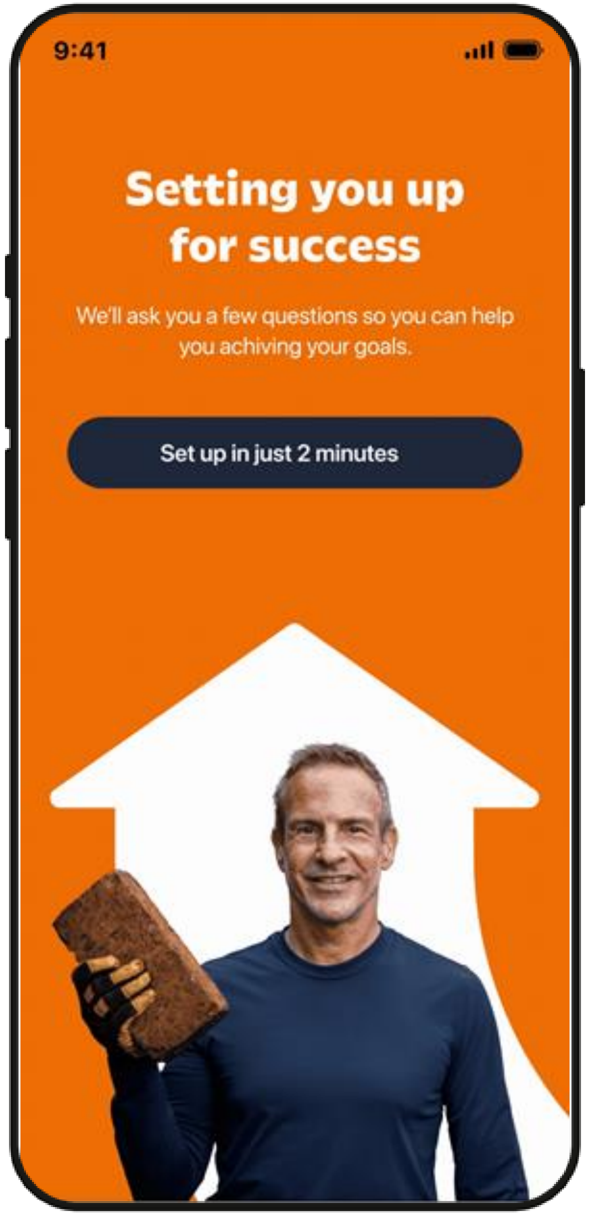
Live product demo



Future Capabilities

Insights, Reporting & Recommendations

- Tradies have no way of tracking their business growth and revenue across their entire pipeline
- Always-on visibility about how their business is tracking beyond just at tax time



Future Capabilities

Virtual Assistant

- Ubiquitous agent, always available
- Like having an experienced team member permanently on standby
- Will be able to help tradies at multiple points in day-to-day life

Ecosystem Expansion

ROB TOLLIDAY
Chief Revenue Officer

Unlocking a significantly larger addressable market with new services

hipages core business	*Geographic expansion: #1 across ANZ*	*Evolution from Marketplace to Platform*	*Expansion services & householder monetisation*
TAM[1]: $1.2B (AUS Tradies spend on advertising services)	**TAM[1]: $1.6B** (ANZ Tradie spend on advertising services)	**TAM[1]: $1.8B** (ANZ Tradies spend on advertising services and job management software)	

Household Solutions

Procurement

Finance

Insurance VIZ tradie's insurance

Review Management

Illustrative selection only.
Longer list of expansion services actively considered.

Payments

Job management flow

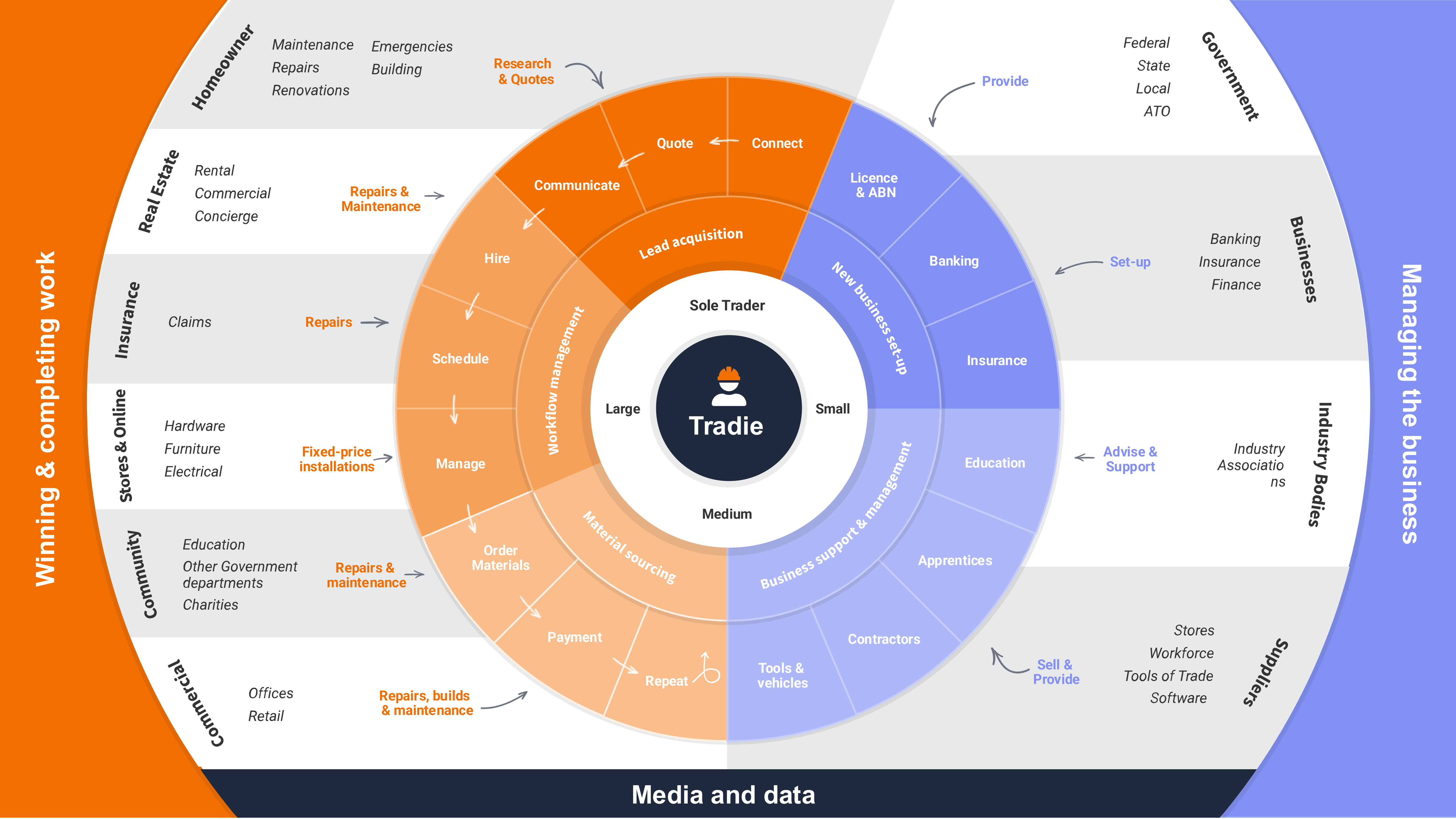
NZ marketplace

AUS marketplace

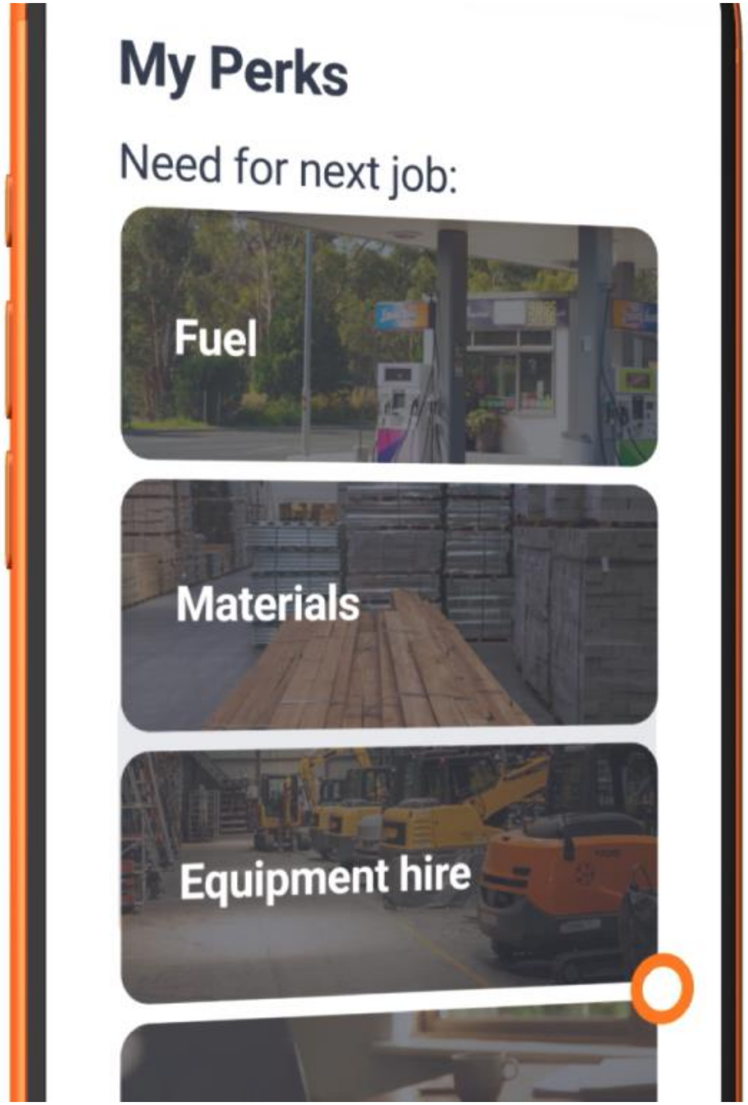
AUS tradie directory

Till 2021 | **2022-2024** | **Present** | **Future**

[1] Publicis Sapient, 2024


Winning & completing work
Homeowner
Maintenance
Repairs
Renovations
Emergencies
Building
Research & Quotes
Real Estate
Rental
Commercial
Concierge
Repairs & Maintenance
Insurance
Claims
Repairs
Stores & Online
Hardware
Furniture
Electrical
Fixed-price installations
Community
Education
Other Government departments
Charities
Repairs & maintenance
Commercial
Offices
Retail
Repairs, builds & maintenance
Connect
Quote
Communicate
Hire
Schedule
Manage
Order Materials
Payment
Repeat
Lead acquisition
Workflow management
Material sourcing
Sole Trader
Large
Small
Medium
Tradie
Licence & ABN
Banking
Insurance
New business set-up
Education
Apprentices
Contractors
Tools & vehicles
Business support & management
Managing the business
Government
Federal
State
Local
ATO
Provide
Businesses
Banking
Insurance
Finance
Set-up
Industry Bodies
Industry Associatio ns
Advise & Support
Suppliers
Stores
Workforce
Tools of Trade
Software
Sell & Provide
Media and data

hipages Business Perks



Future business Perks experience

Fuel, materials, equipment, acreditation, insurance, finance and pay.

Acquisition of VIZ Insurance

Digital-first insurance platform purpose-built for Australian tradies

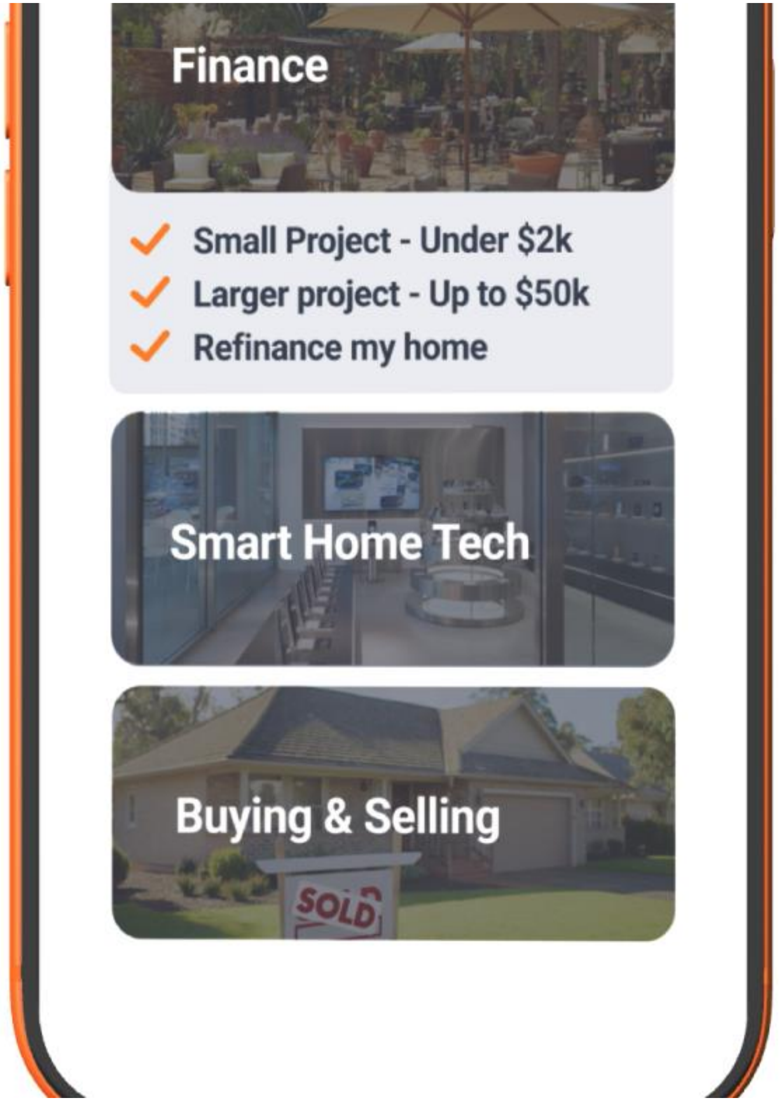
Perfect fit with hipages, and another step forward in our strategy

- Entry into high value adjacency
- Non-discretionary high-repeat product and revenue stream in our ecosystem
- Retention driver, embedded into our customers' day-to-day operations

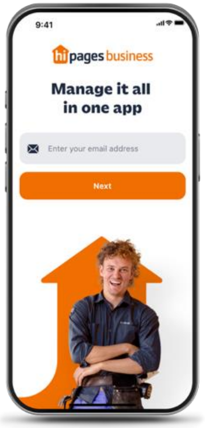
hipages Household Perks

Future household Perks experience

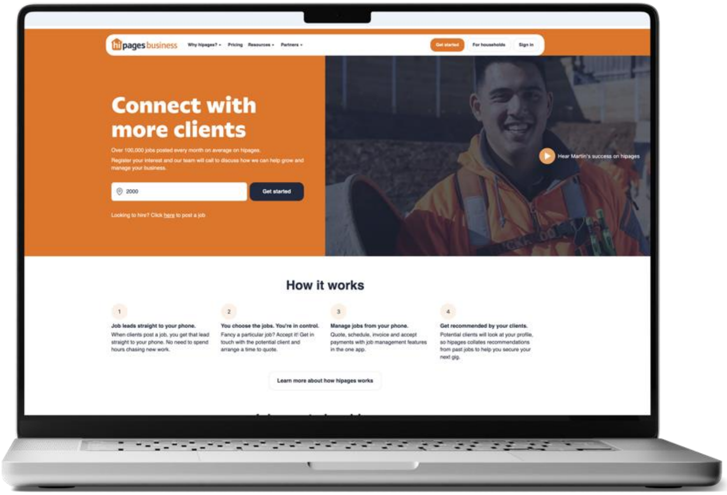
Smart and secure category, furniture, outdoor living, buying and selling.



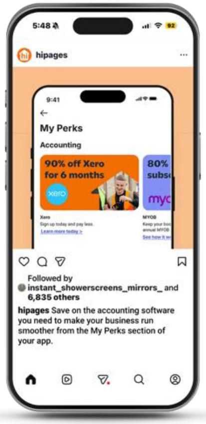
Leveraging our assets to promote hipages Perks



App



Web



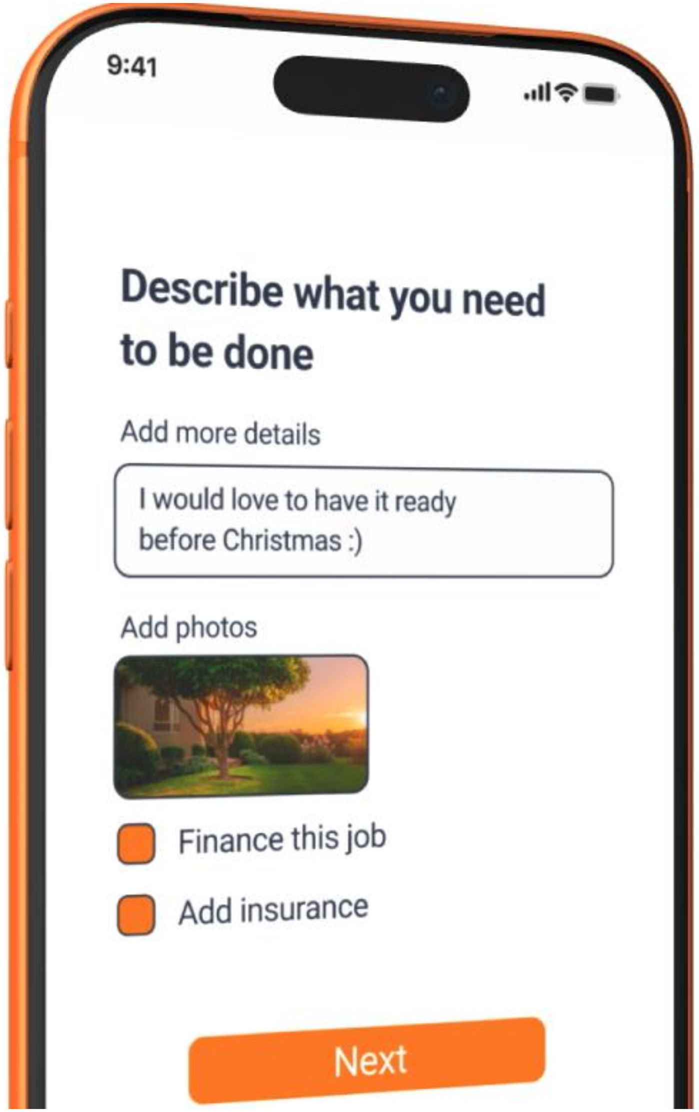
Social

Email

Voice

SMS

Deeply embedded experience



Future household deeply embedded experience

Finance and insurance are included as part of the process.

Financial update

JACO JONKER
CFO & COO

We are an established business with strong economics

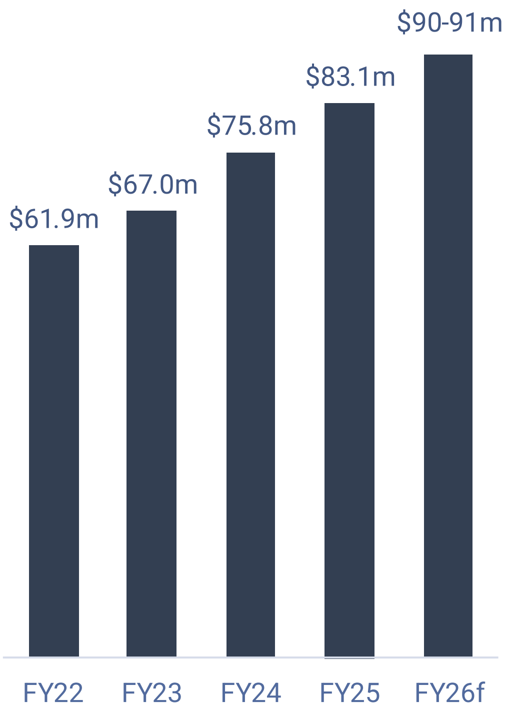
Scaled market leader

Operating leverage

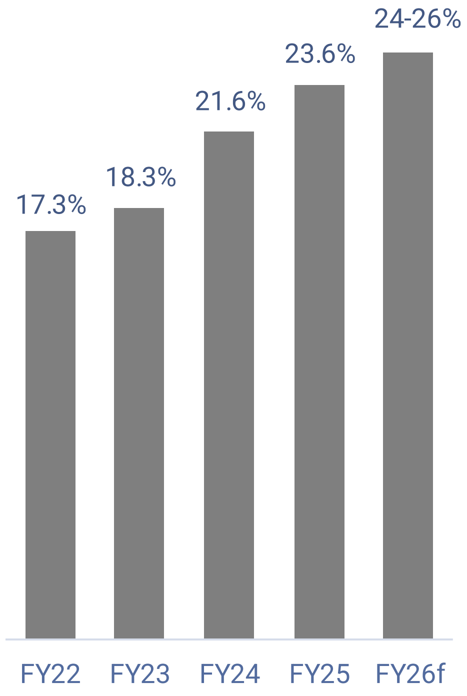
Strong cash generation

>$32m cash and no debt

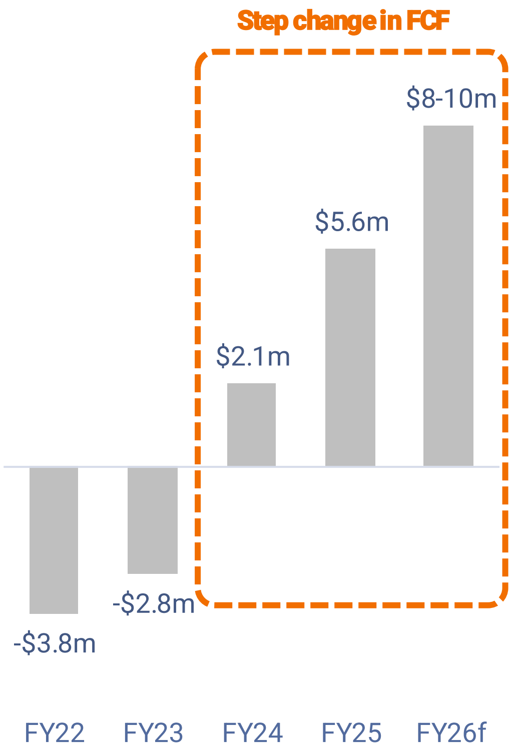
Total Revenue



EBITDA margin[1]



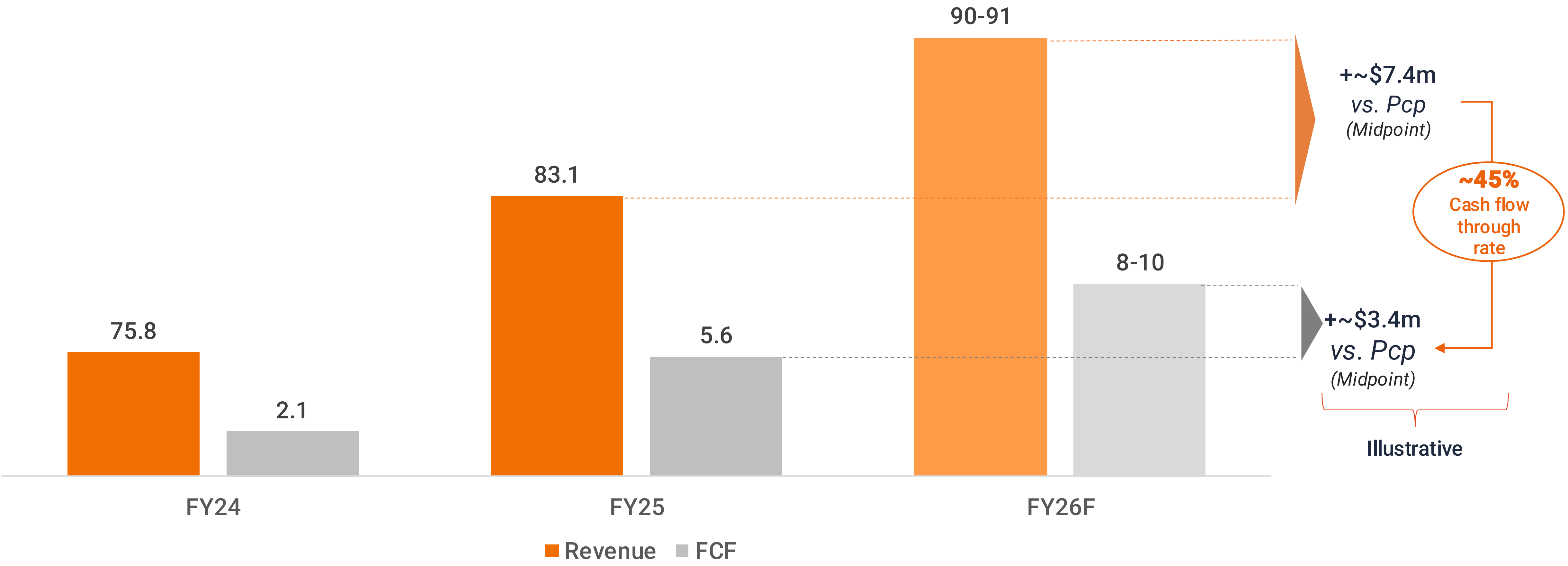
Free Cash Flow



[1] before significant items (applies to FY22-24 only)

...generating ~45¢ FCF from every incremental dollar of revenue

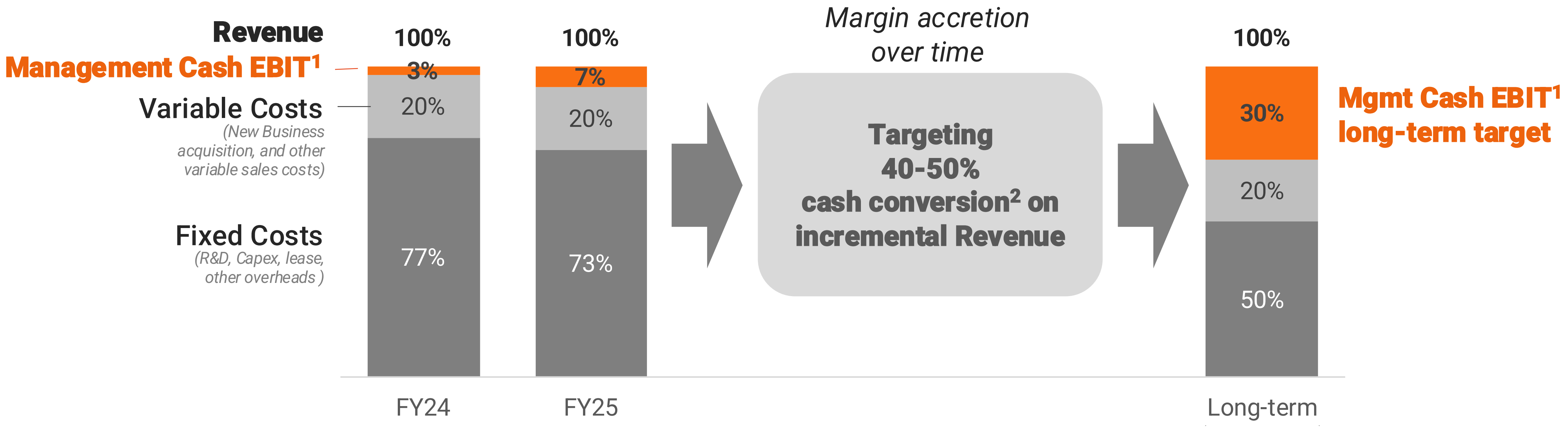
Revenue and Free Cash Flow[1] ($m)



[1] Operating cash flow less lease repayment, less payments for intangible assets and PPE. Cash flows related to M&A and bank guarantee release are not considered part of free cash flow calculation.

Long-term potential profitability at scale

HPG's fixed cost profile amplifies operating leverage and unlocks significant profitability as the business scales



[1] Includes capitalised and non-capitalised technology spend, and leases
[2] 47% in FY25.

Capital allocation priorities

1	**Organic growth**	Drive growth with disciplined investment in core platform functionality, brand and marketing
2	**Inorganic growth**	Accelerate growth with bolt-on acquisitions to provide new platform capability or distribution
3	**Capital management**	Return surplus capital to shareholders via buy-backs or dividends

On-market share buy-back

10%

of group issued share capital

From 14th May 2026

Conducted opportunistically over a period of up to 12 months

Funded from existing cash facilities

Exact cost and timing dependent on market conditions

Note: hipages Group reserves the right to vary, suspend, or terminate the buyback at any time.

Fireside chat

Host:

Brett Clegg

APAC Chair of Sodali & Co

HPG 2026 Investor Day - Fireside Chat

Inese Kingsmill

Chair

Nicholas Gray

Non-Executive Director

Roby Sharon-Zipser

CEO & Co-founder

Jaco Jonker

CFOO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