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Remuneration update

hipages Group Holdings Limited (ASX: HPG) (“hipages Group” or “the Company”), Australia and New Zealand’s largest online tradie marketplace and Software-as-a-Service (SaaS) provider connecting tradies with residential and commercial consumers, announces the introduction of a new executive incentive framework, intended to strengthen the Company’s high performance culture and further align executives with long term value creation.

The new framework, to be introduced in FY23, follows a comprehensive review of hipages Group’s executive remuneration plan, including market benchmarking of fixed remuneration and incentive structures. Further detail is set out in the Company’s 2022 Remuneration Report.

The new on-target short term incentive (STI) opportunity will be 35% of fixed remuneration, with an opportunity to achieve up to 150% of the on-target STI opportunity after exceeding Group revenue targets and individual strategic objectives. The STI award will comprise 70% cash and 30% equity deferred for 12 months.

The new long term incentive (LTI) opportunity for executives will be 30% of fixed remuneration. The LTI will be granted in the form of performance rights with a three-year performance target based on the relative Total Shareholder Return of hipages Group compared with a relevant peer group of ASX-listed technology companies.

As a result of hipages’ remuneration review, hipages Group CEO Roby Sharon-Zipser’s remuneration will change, effective from 1 September 2022. The changes bring the total remuneration package for the CEO role closer to the market benchmark. For the purposes of ASX Listing Rule 3.16.4, the CEO’s annual fixed remuneration including superannuation will increase from \$525,000 to \$627,500, with an on-target STI opportunity of 35% and a LTI opportunity of 30%.

Ends

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

Further Information

Investors

Ryan Thompson
+61 423 151 378
rthompson@citadelmagnus.com

Media

Jack Gordon
+61 478 060 362
jgordon@citadelmagnus.com

About hipages Group (ASX:HPG)

hipages Group creates effortless solutions that help tradies streamline and grow their business and delight their customers. As Australia and New Zealand’s largest online tradie marketplace and Software-as-a-Service (SaaS) provider, hipages Group connects tradies with residential and

commercial consumers through its platforms, hipages and Builderscrack. The Company helps tradies grow their business by providing job leads from homeowners and organisations looking for qualified professionals, while enabling them to optimise their business. To date, over three million Australians and New Zealanders have used hipages Group to change the way they find, hire and manage trusted tradies, providing more work to over 34,500 subscribed trade businesses. Also part of the hipages Group ecosystem is Tradiecore, workflow management software that eases the burden of everyday admin for tradie businesses, and Bricks & Agent, the market-leading property maintenance platform in which the Company has a minority ownership.