

ASX Release 9 November 2022

Appointment of Chief Financial and Operations Officer

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 appointment of Mr Jaco Jonker as Chief Financial and Operations Officer.

Jaco brings over 20 years’ senior finance and executive experience across Australia, South Africa, USA and the UK.

He was most recently the Chief Financial Officer and Chief Operations Officer at Open Colleges Australia where he was instrumental in preparing the business for its sale to an Australian private equity firm.

Prior to this, Jaco spent 10 years at bidorbuy, a highly successful South African e-commerce platform and online marketplace, leading the business for eight years as Chief Executive Officer and Group Chief Financial Officer, and serving as an Executive Director. Under his leadership, bidorbuy delivered revenue growth of over 250% and became one of the most recognised online brands in South Africa.

After commencing his career in audit at Deloitte in South Africa and the USA, Jaco has gained a wealth of experience in e-commerce, online marketplaces, payment aggregators, delivering operational efficiencies, financial and strategic planning and driving sustainable growth.

Jaco holds a Bachelor of Commerce (Honours) in Accounting from the University of Johannesburg, is a CFA charterholder and Chartered Accountant CA (SA).

Jaco is expected to commence with hipages Group in late November 2022.

hipages Group CEO Roby Sharon-Zipser said: “I’m very pleased to welcome an executive of Jaco’s calibre and experience to help lead hipages Group through the next important phase of our growth journey. He brings a strong financial and strategic mindset and a wealth of relevant experience from senior leadership roles in successful e-commerce and marketplace businesses. Jaco inherits a strong team which continues to punch above its weight, and importantly will join us at the end of November, which gives us plenty of time to complete an orderly leadership transition.”

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Authorised for release to the ASX by the Company Secretary.

Further Information

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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.