

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





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

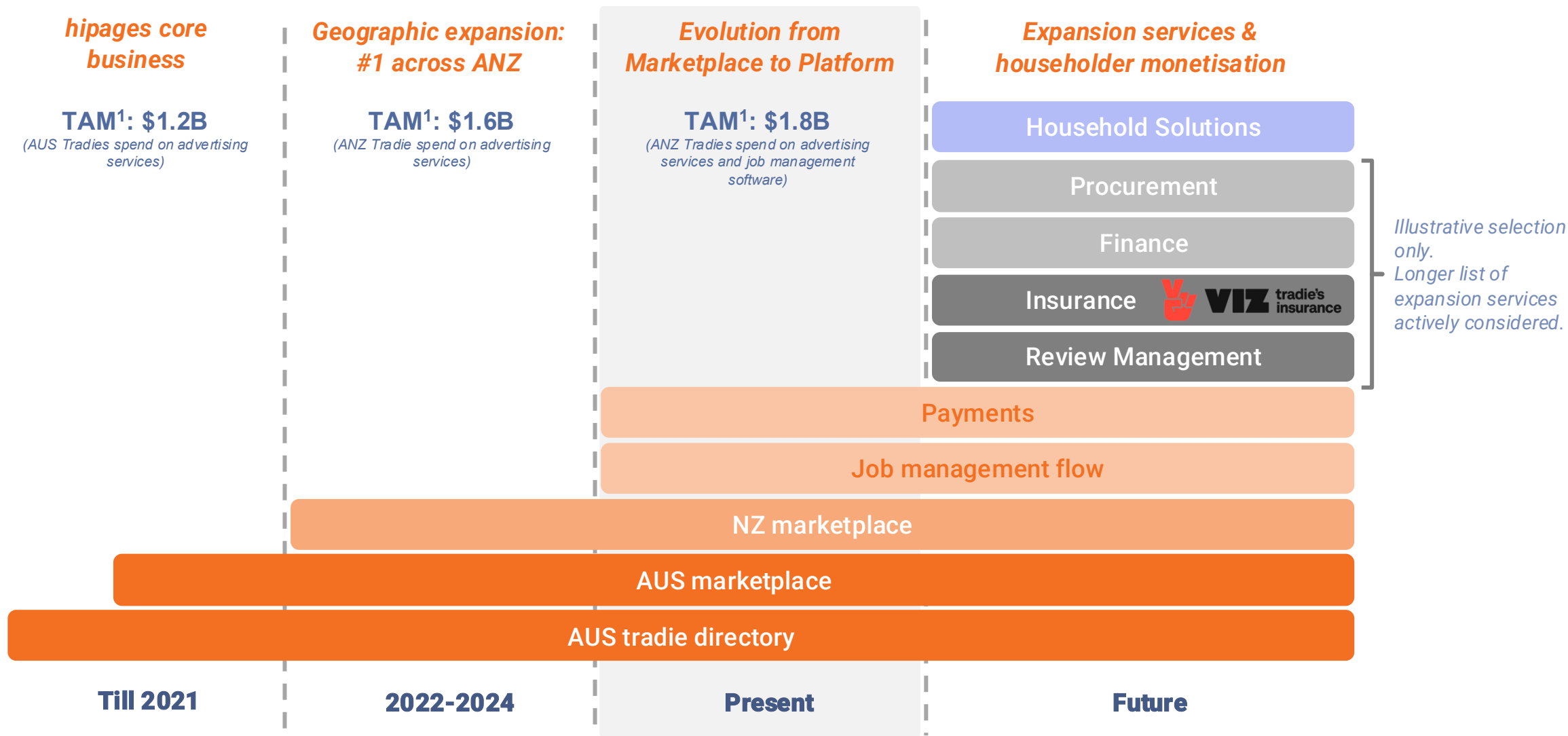


370K

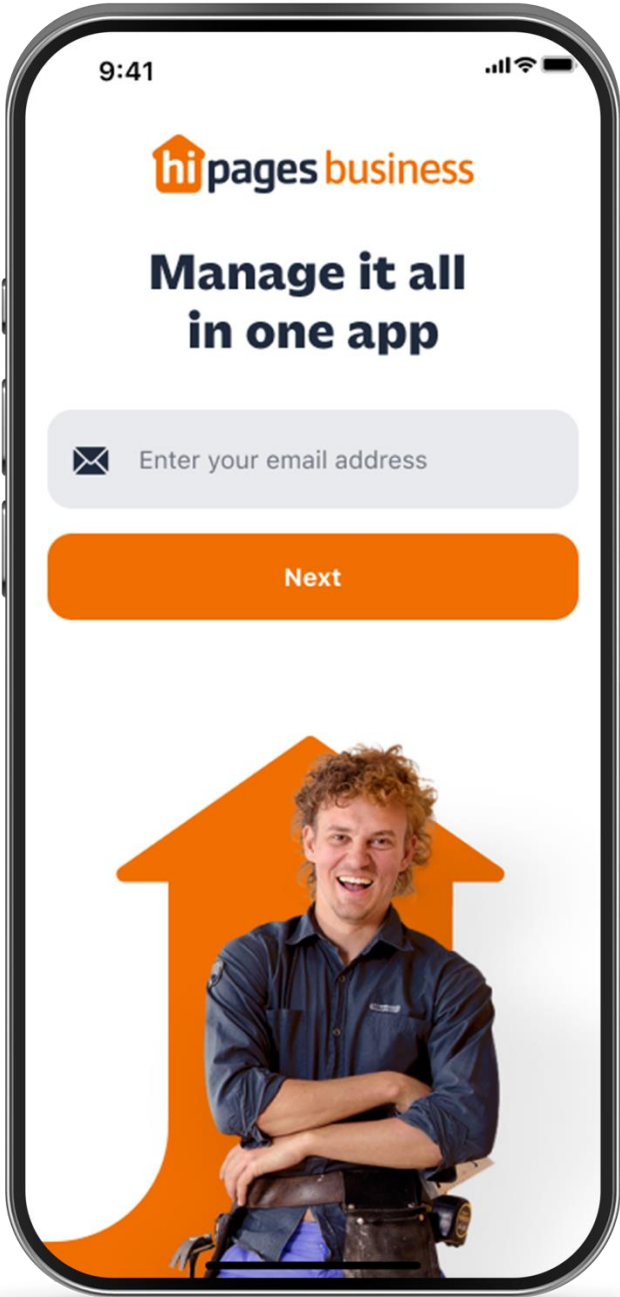
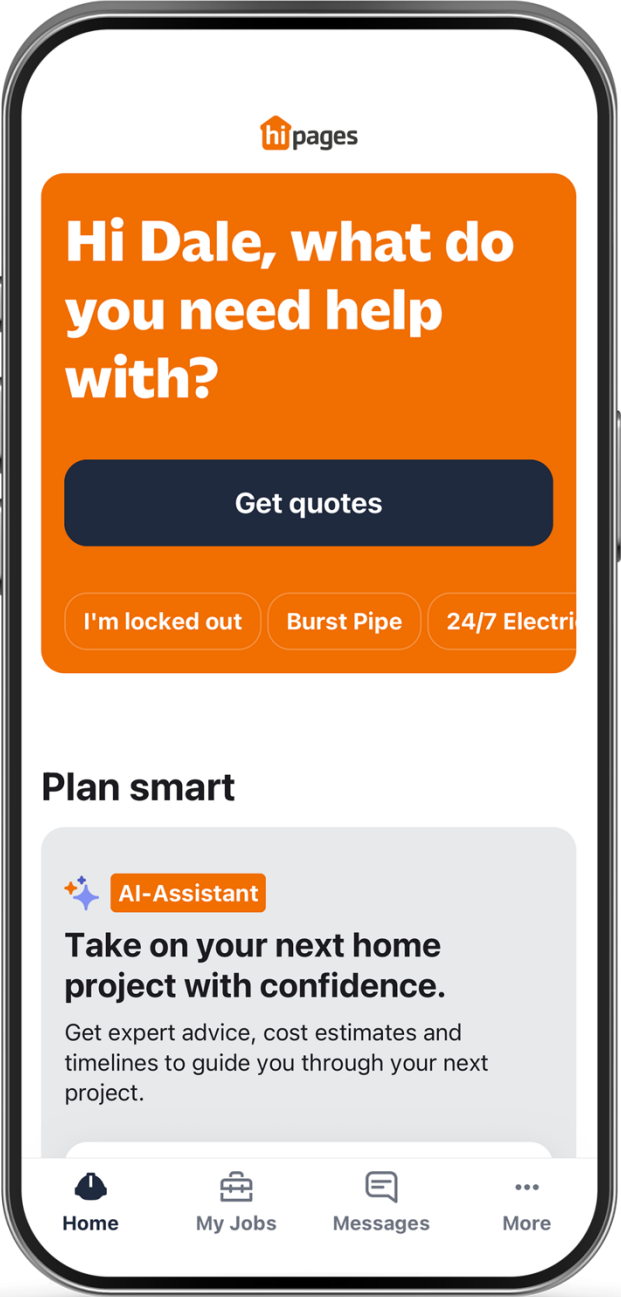
Businesses in the home
improvement industry



Our growth relays and expanding our TAM



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

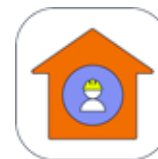
Preferred ¹

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

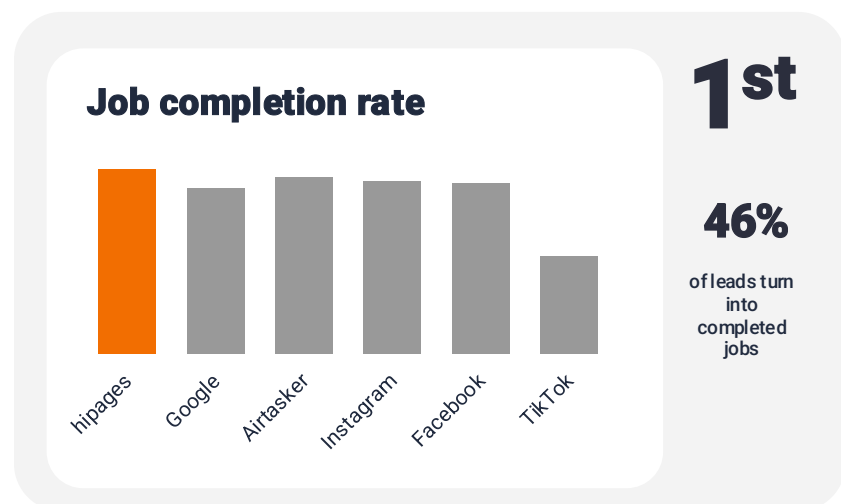
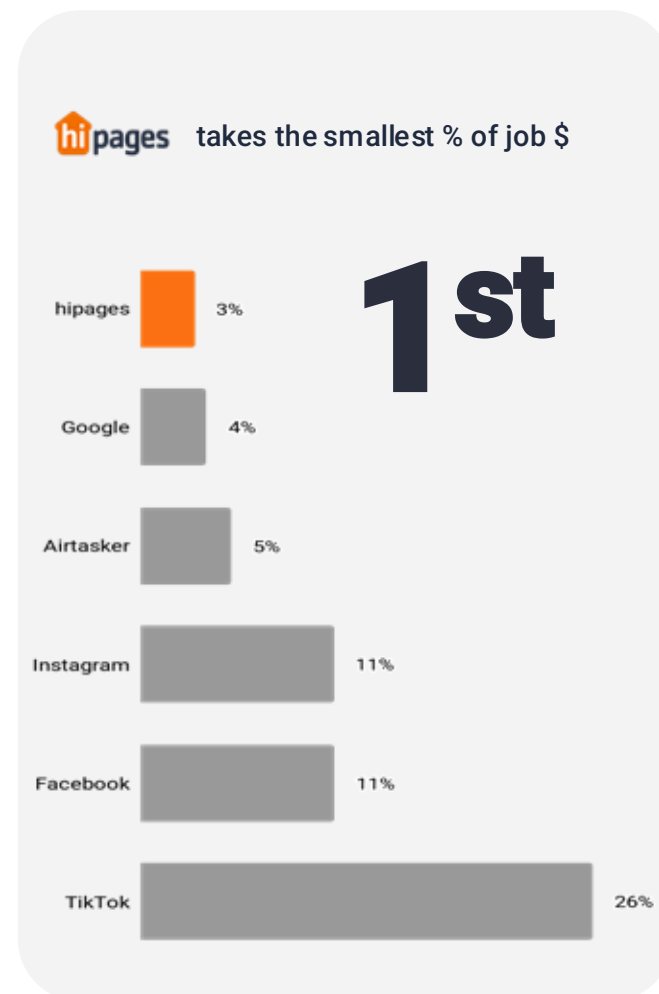
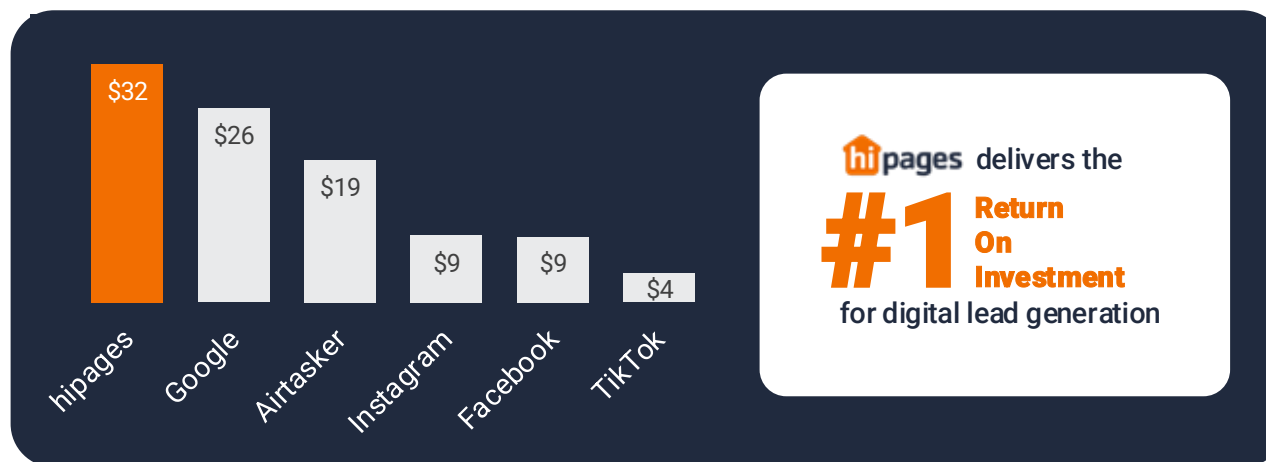
For tradies

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)

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



AI: Adapting our Marketing Approach

1



LLM
Discoverability
& Optimisation

2



Customer
Acquisition,
Conversion &
Engagement

3

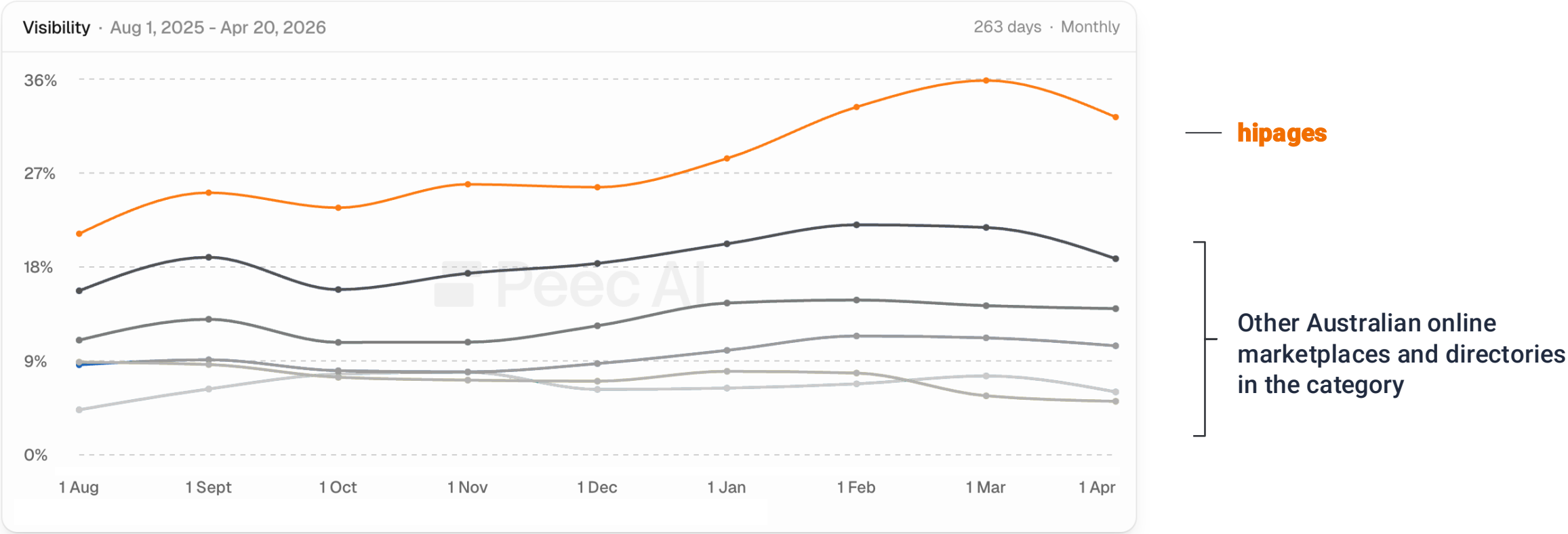


Marketing
Productivity &
Efficiencies

1. LLM Discoverability & Optimisation

hipages is leading AI/LLM visibility vs. competitors

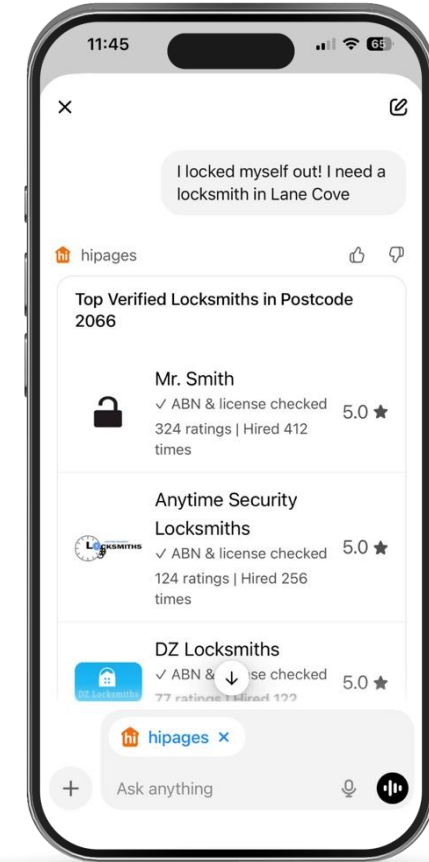
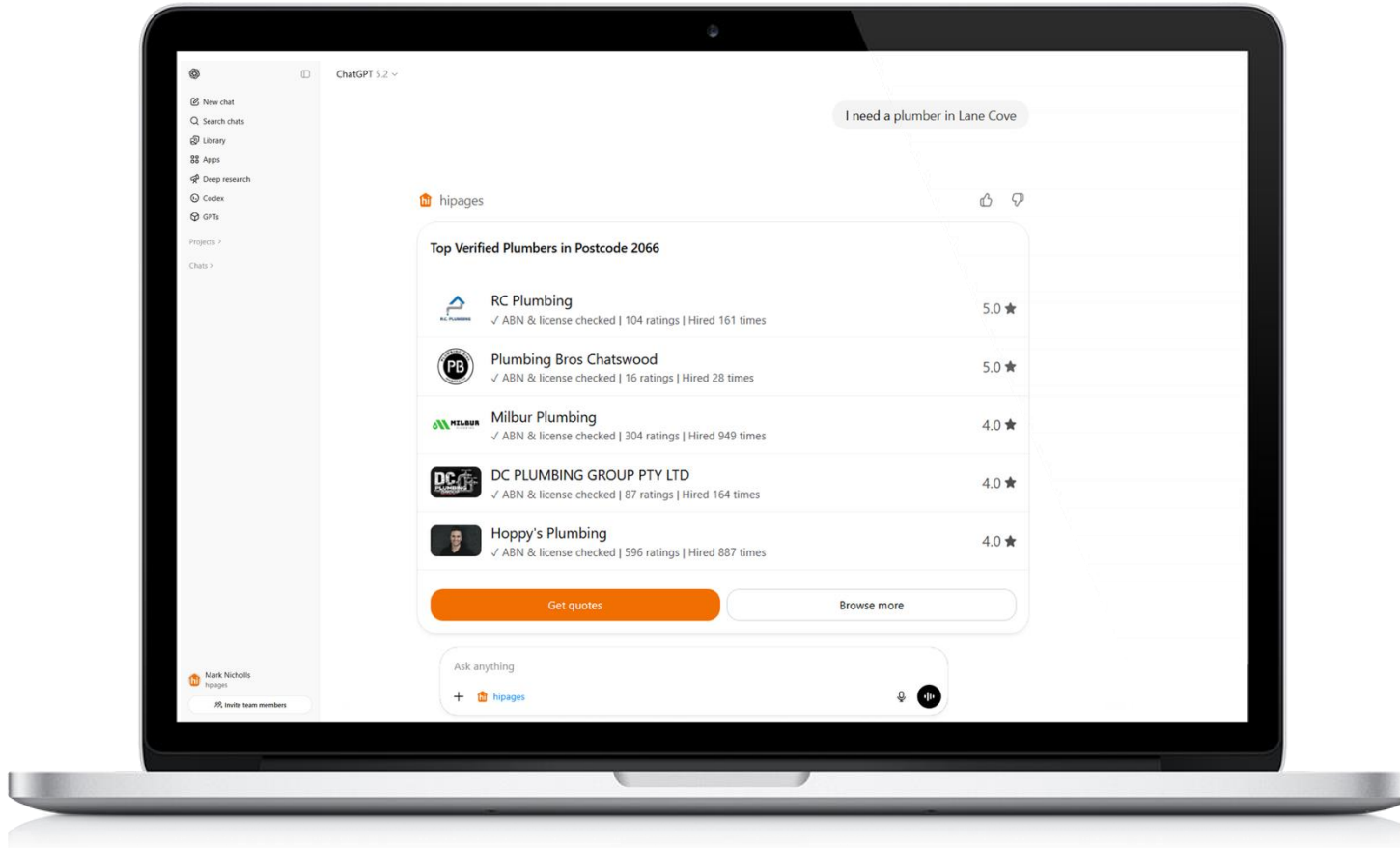
LLM visibility – Percentage of chats mentioning each brand



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

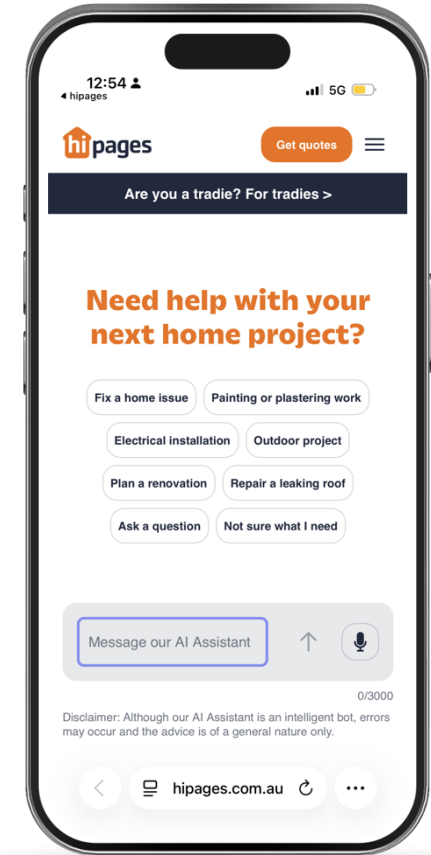
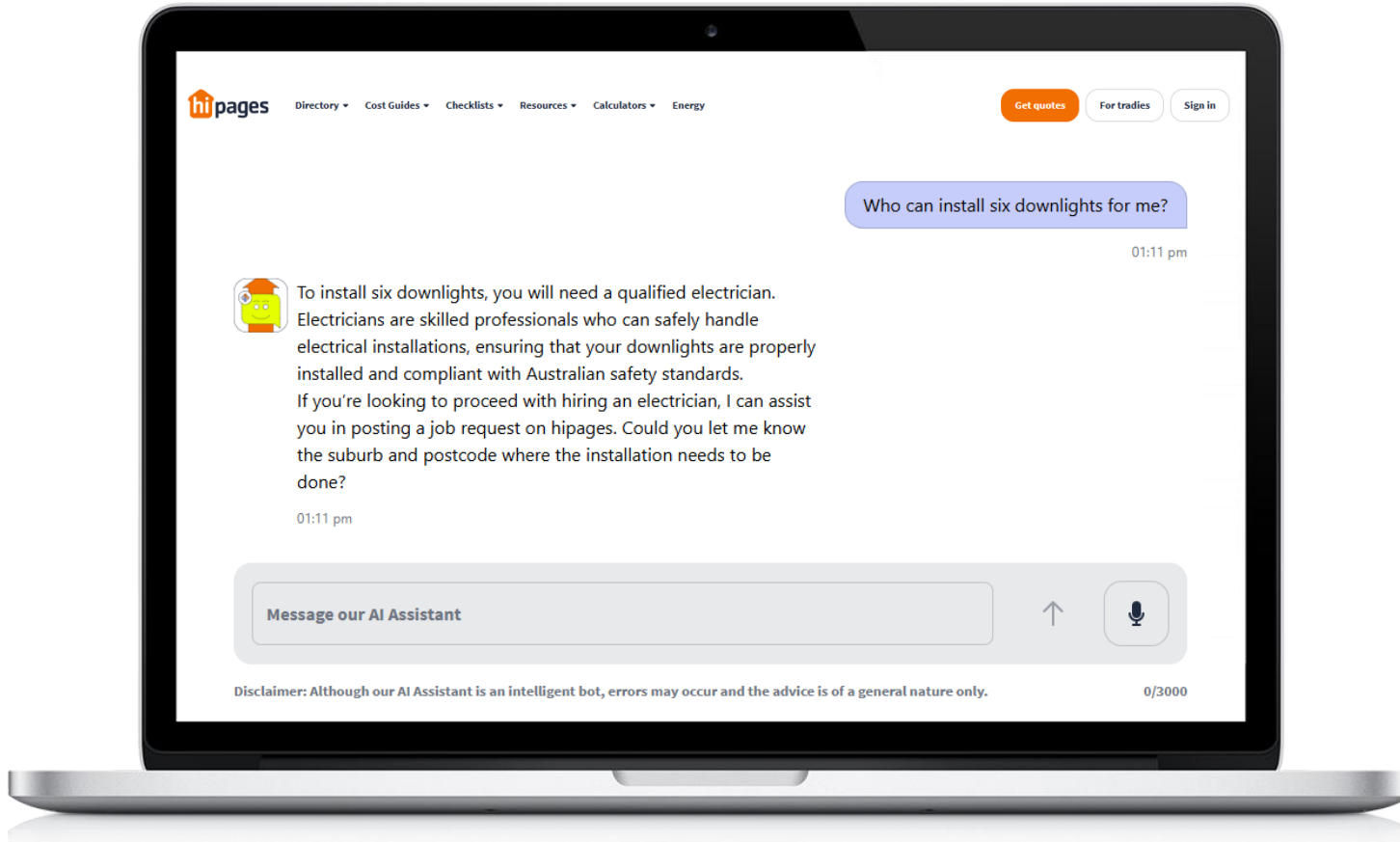
1. LLM Discoverability & Optimisation

ChatGPT integration brings households and businesses even closer together



2. Customer Acquisition, Conversion & Engagement

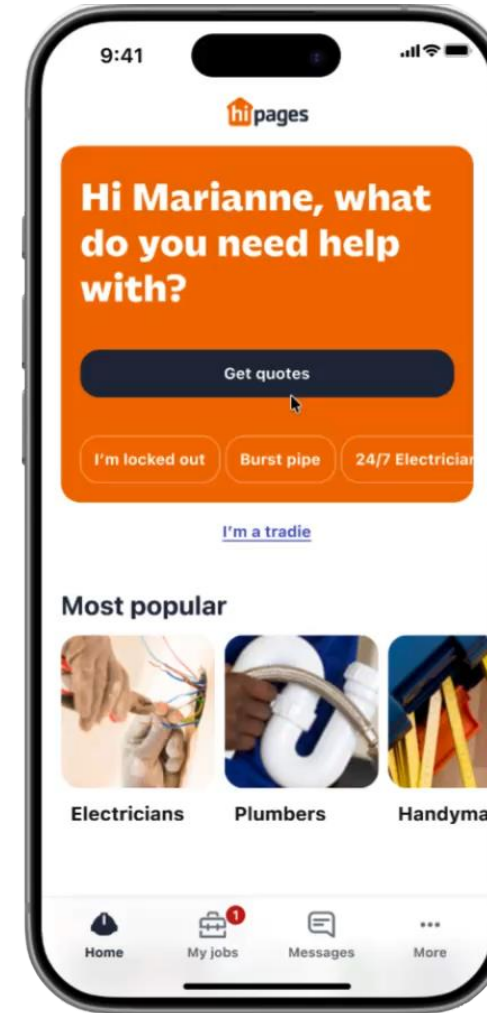
AI-Assistant delivers a seamless end-to-end experience



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



Product Innovation

SRIYA VIPIN

Head of Product, Business Platform



Our evolution from Marketplace to Platform

Expands the TAM

Helping tradies and home improvement experts
manage and grow their business

Improves retention

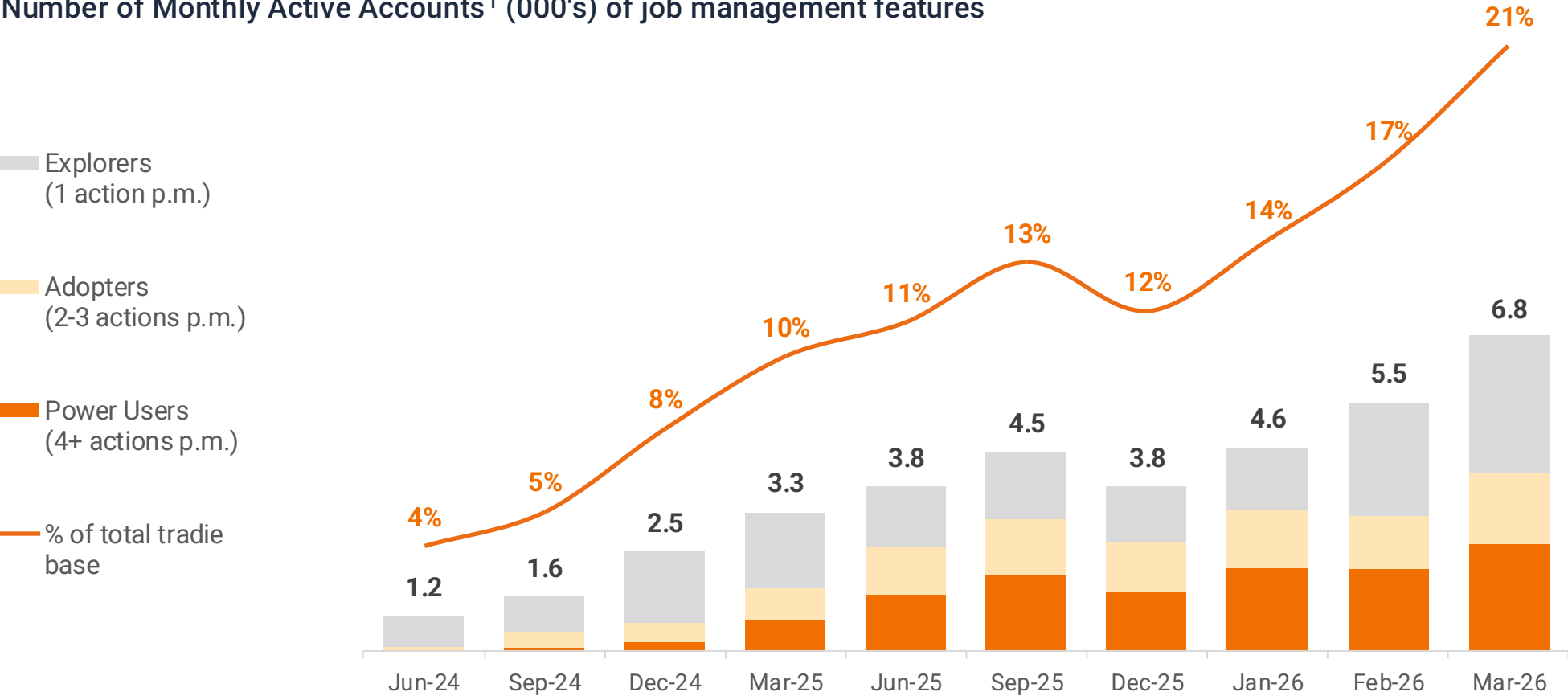
Significant retention benefit
For tradies with 4+ Job Management actions per month

Builds data moat

Proprietary data layer
Job history, pricing, scheduling, business information, etc.

Growth in Monthly Active Accounts (MAA)

Number of Monthly Active Accounts¹ (000's) of job management features



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"

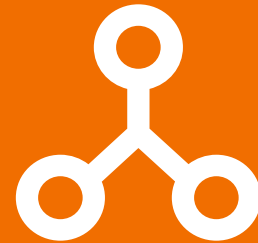
1 in 4

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



68%

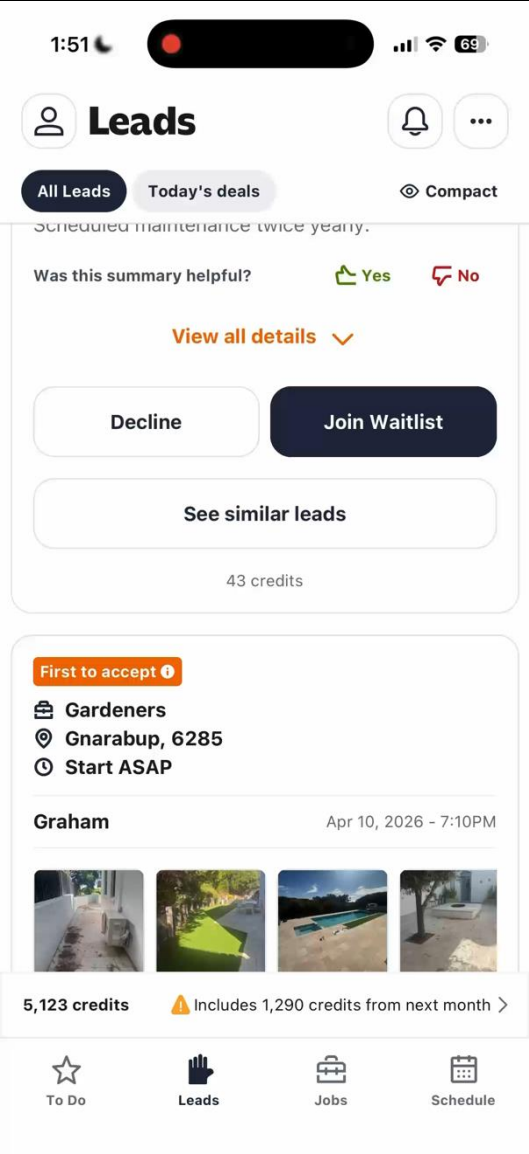
Believe there are efficiencies to be gained though technology use



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**

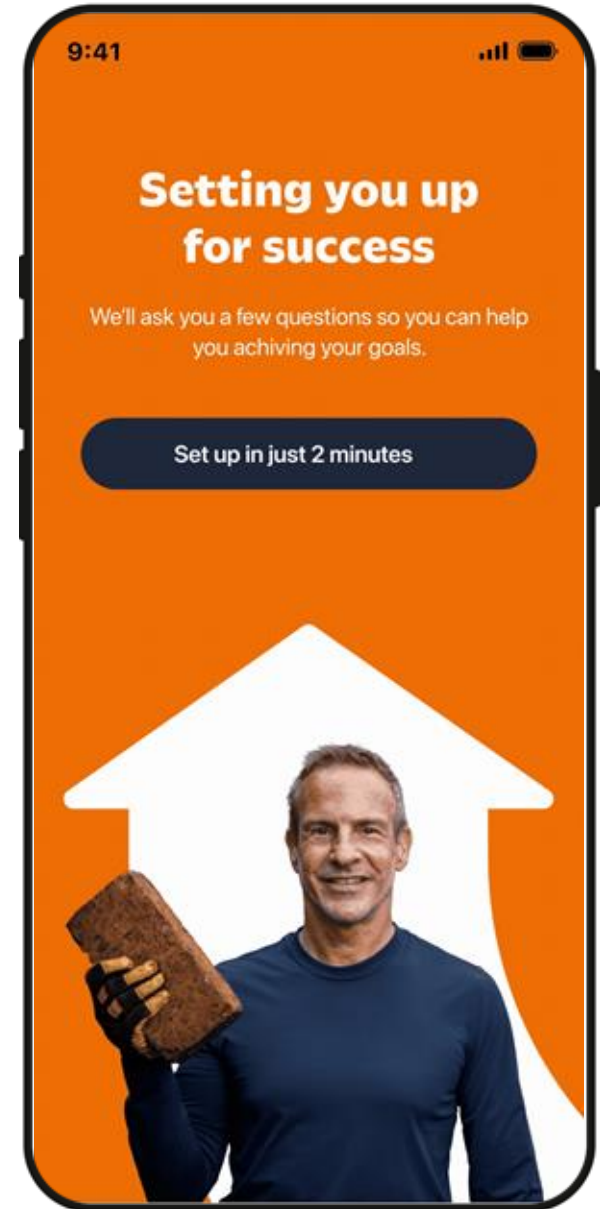
Live product demo



Future Capabilities

Insights, Reporting & Recommendations

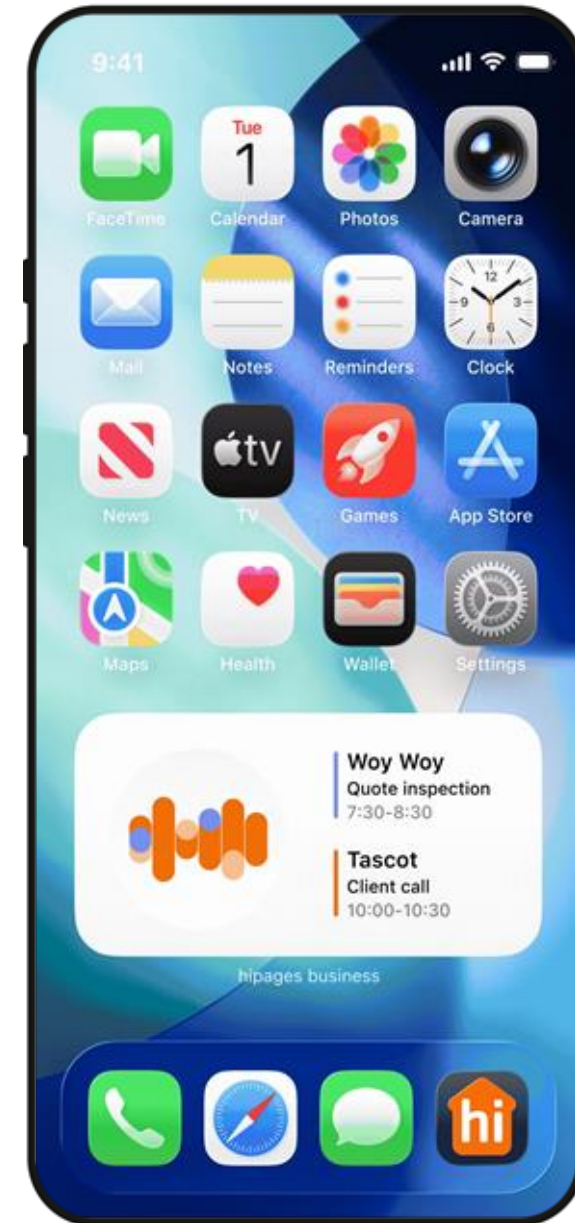
- Tradies have no way of tracking their business growth and revenue across their entire pipeline
- Always-on visibility about how their business is tracking beyond just at tax time



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

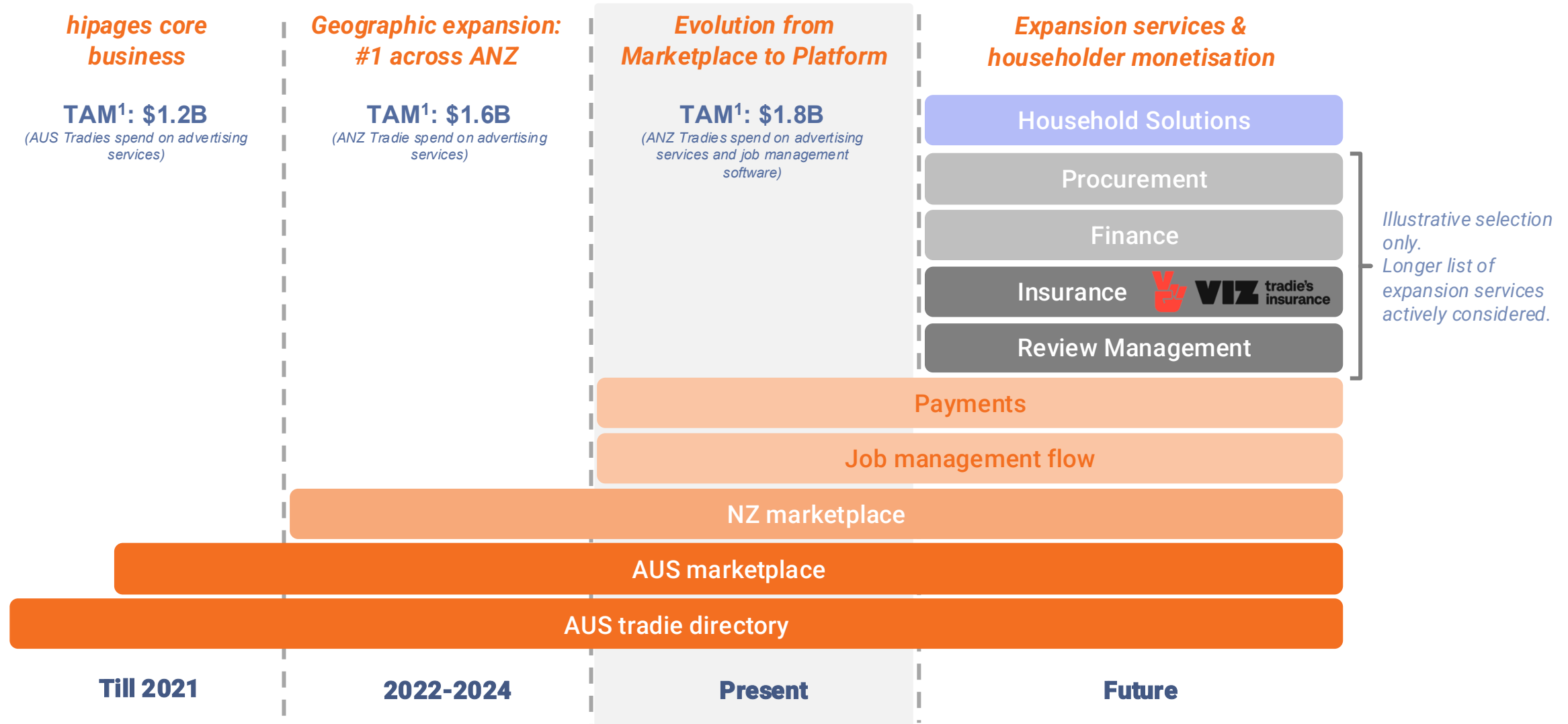


Ecosystem Expansion

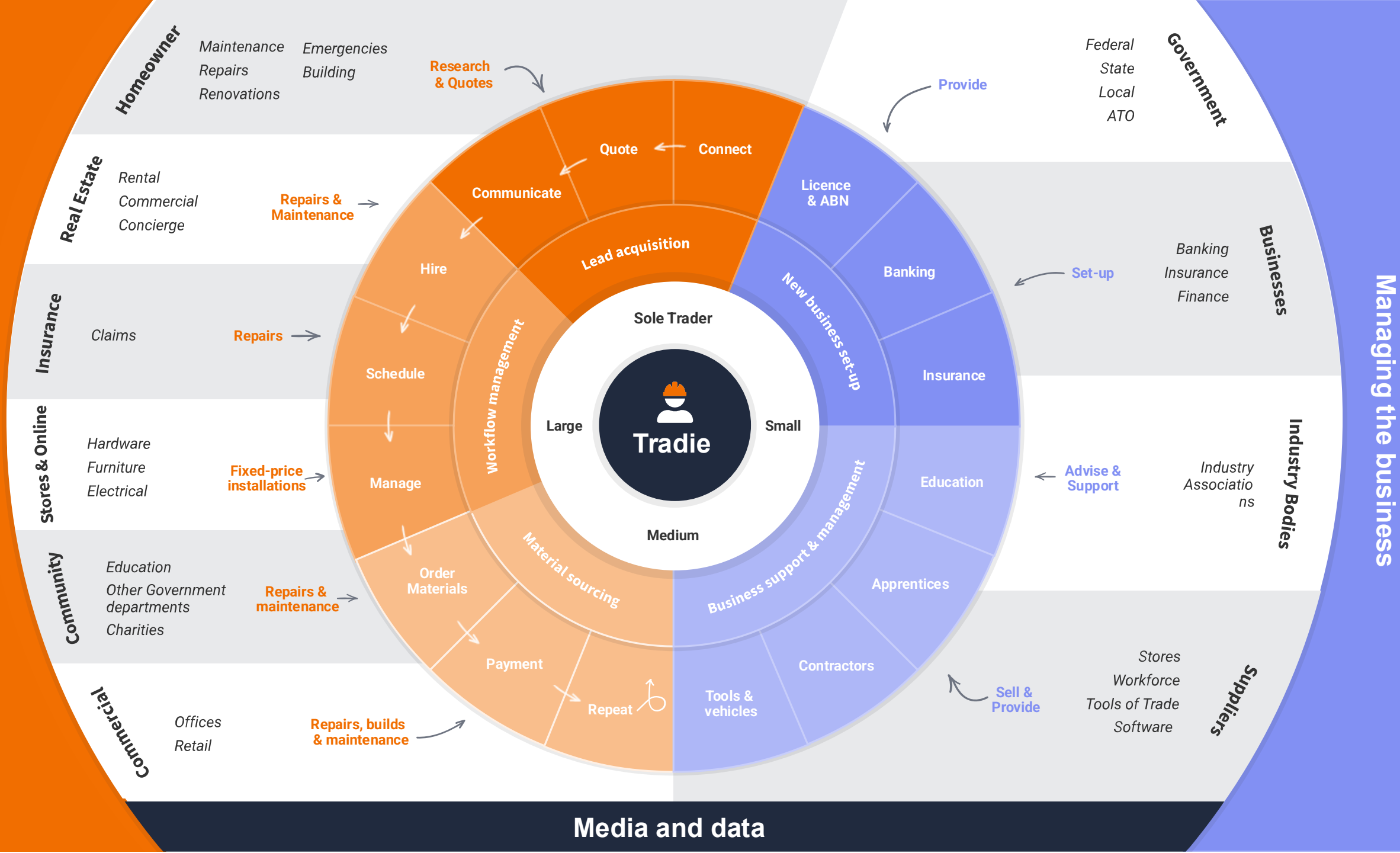
ROB TOLLIDAY
Chief Revenue Officer



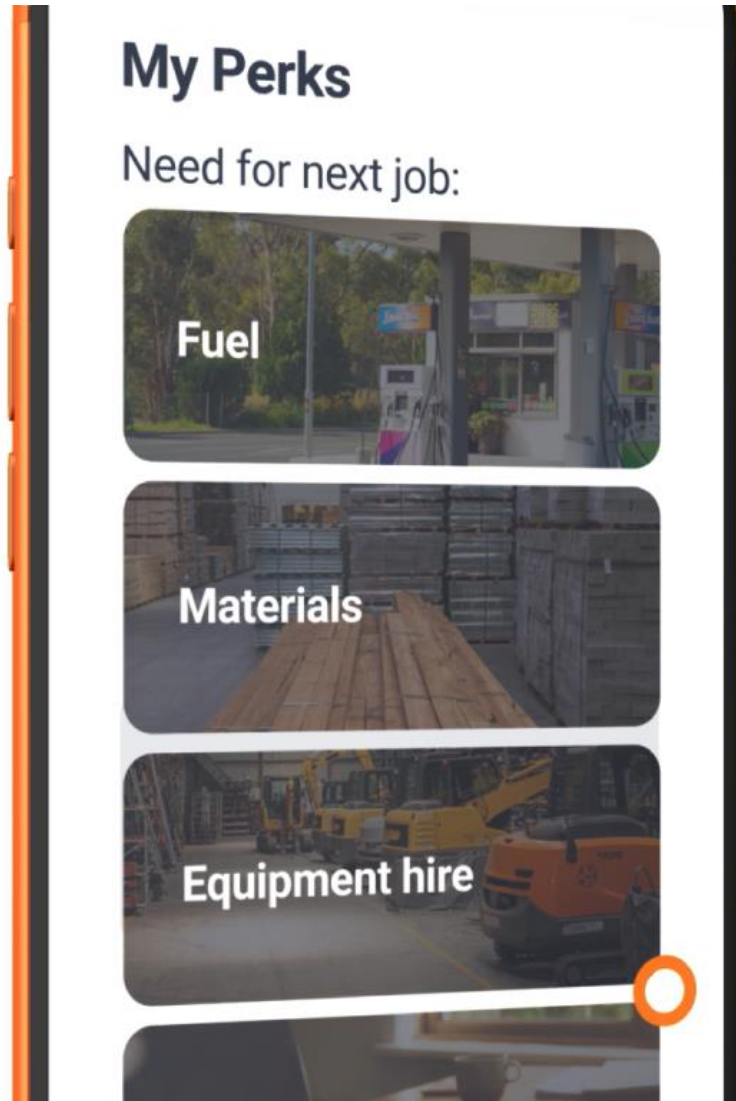
Unlocking a significantly larger addressable market with new services



Winning & completing work



hipages Business Perks



Future business Perks experience

Fuel, materials, equipment, accreditation, 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.

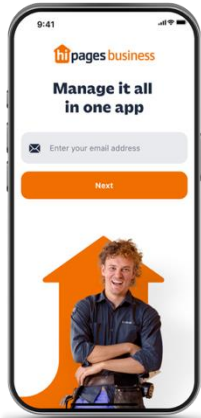
Finance

- ✓ Small Project - Under \$2k
- ✓ Larger project - Up to \$50k
- ✓ Refinance my home

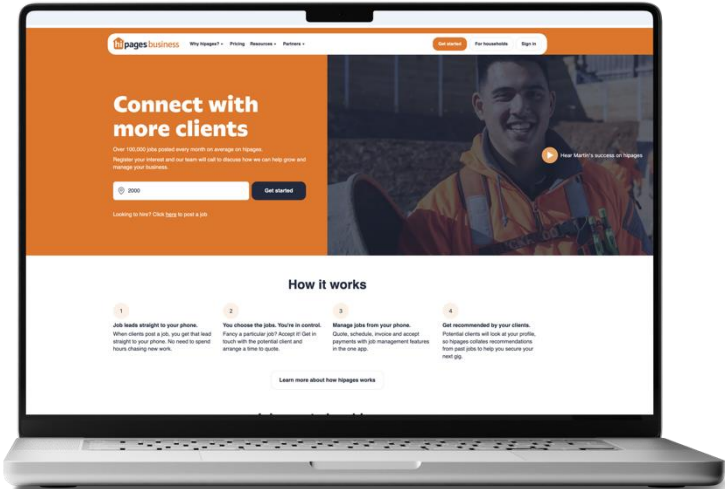
Smart Home Tech

Buying & Selling

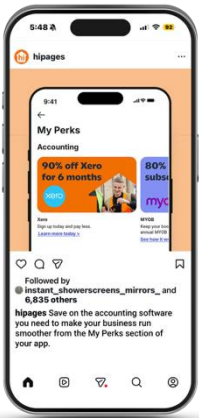
Leveraging our assets to promote hipages Perks



App



Web



Social



Email

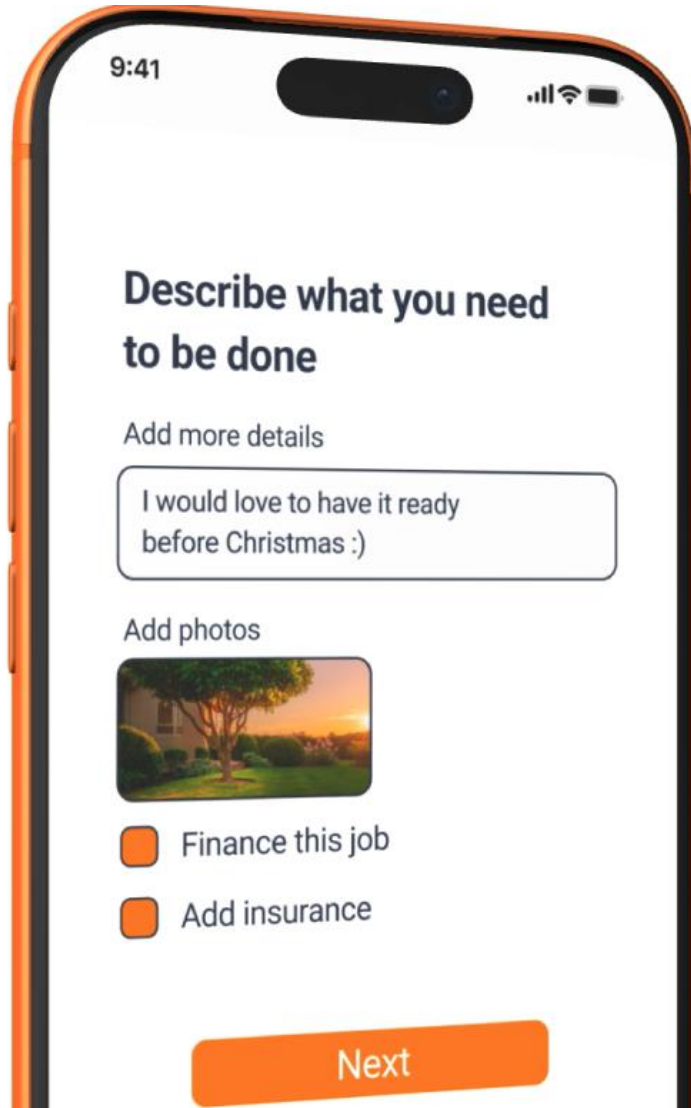


Voice



SMS

Deeply embedded experience



9:41

Describe what you need to be done

Add more details

I would love to have it ready before Christmas :)

Add photos



☐ Finance this job

☐ Add insurance

Next

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

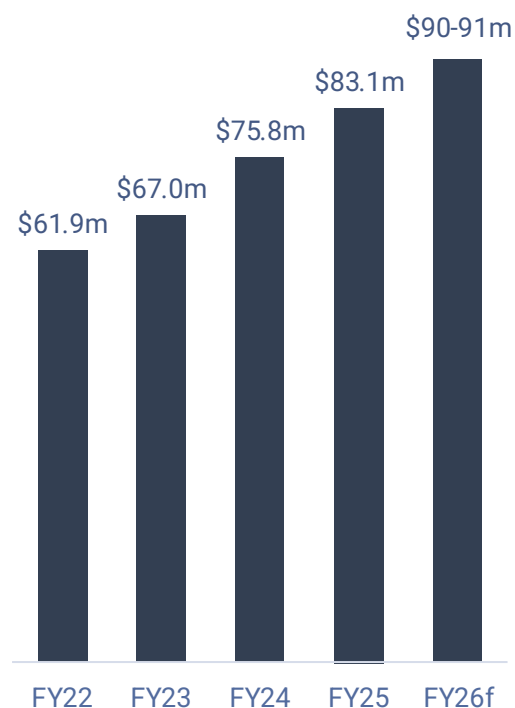
**Scaled
market leader**

**Operating
leverage**

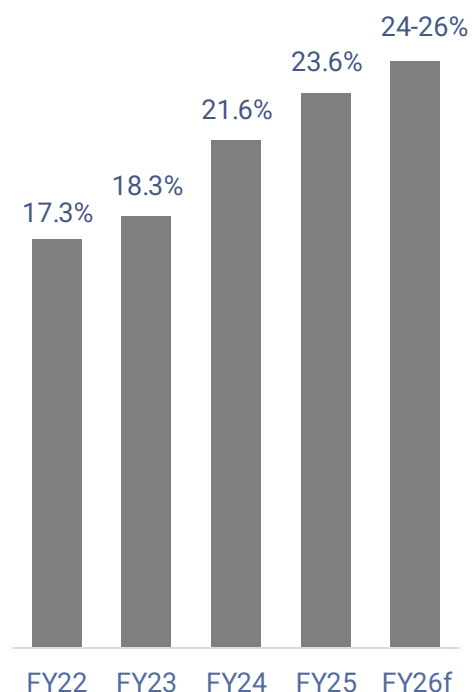
**Strong cash
generation**

**>\$32m cash
and no debt**

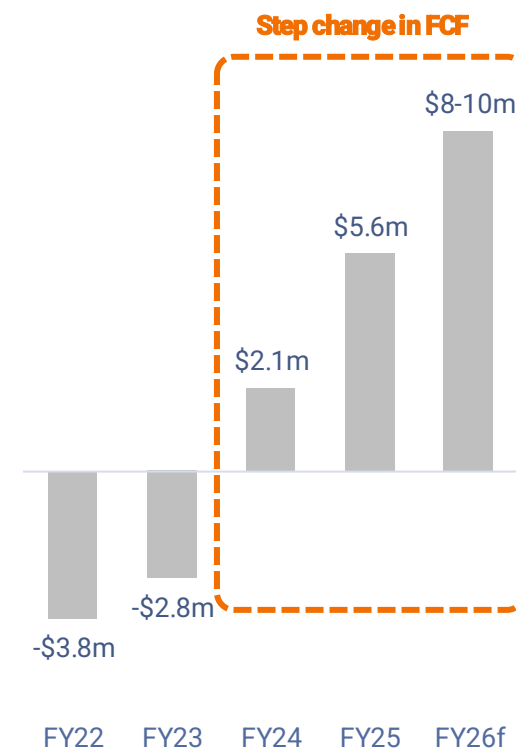
Total Revenue



EBITDA margin¹

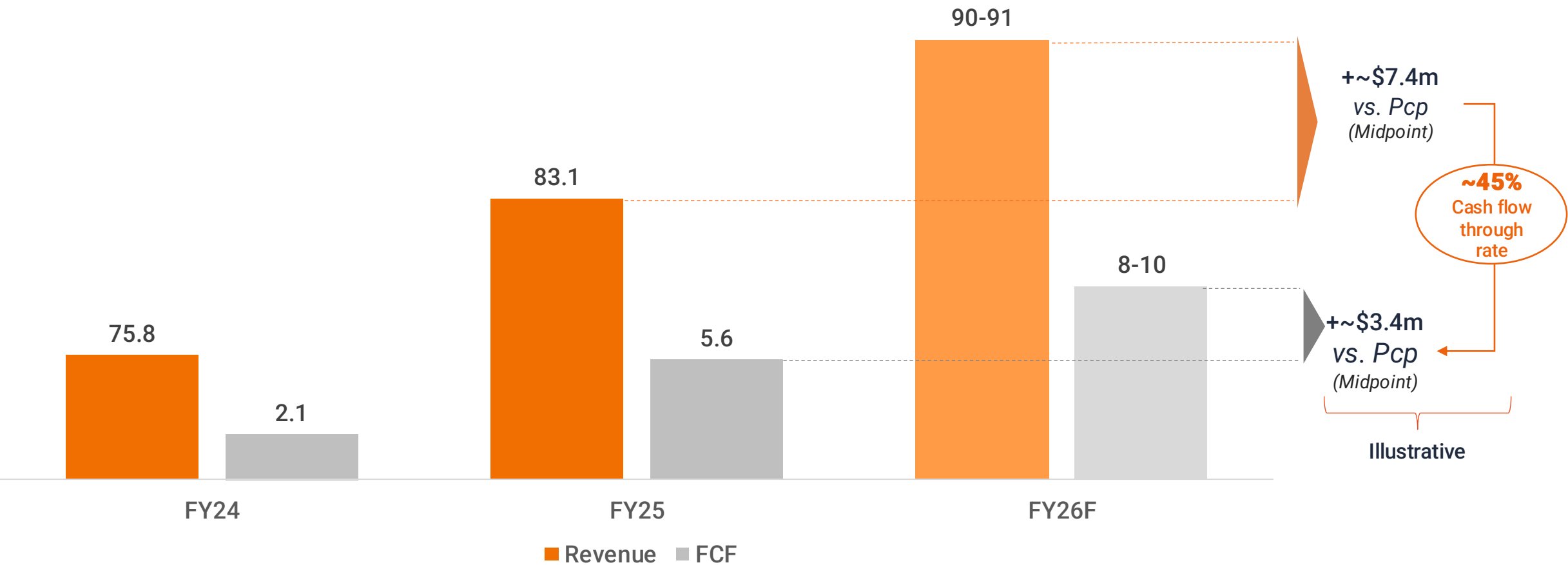


Free Cash Flow



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

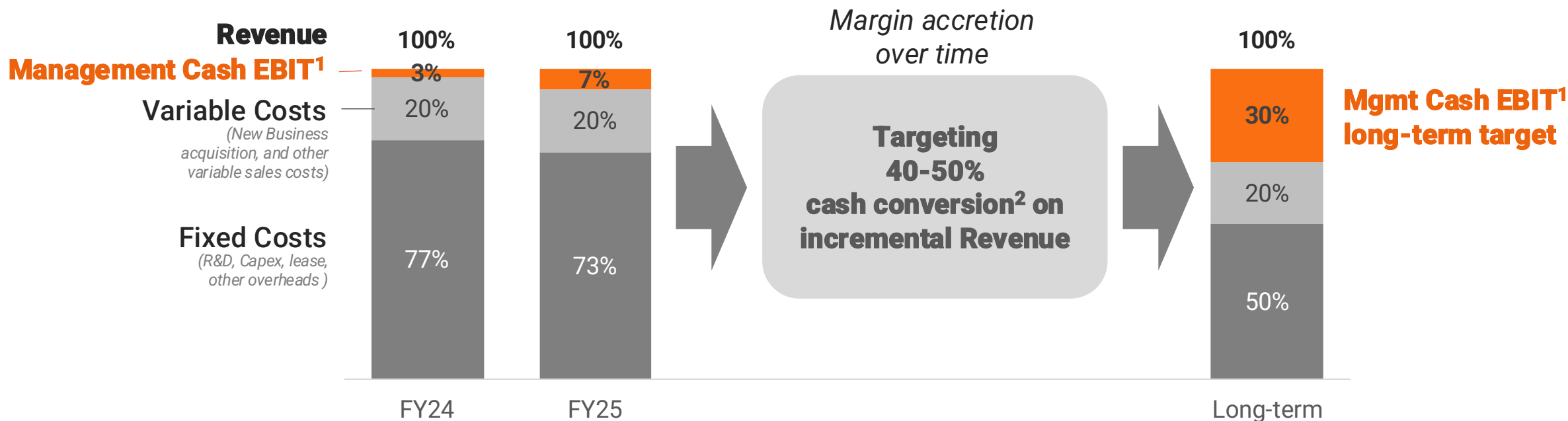
Revenue and Free Cash Flow¹ (\$m)



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**

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

CFO

