



Hemnet recruits Lisa Farrar as Chief Operating Officer

Stockholm, June 20, 2023: Hemnet Group AB (publ) ("Hemnet"), Sweden's leading housing platform, strengthens its management team by hiring Lisa Farrar as Chief Operating Officer (COO). The role entails overall responsibility for the company's commercial operations.

Hemnet has experienced significant growth in recent years, with the number of employees growing from 92 to 135 between 2019 and 2022, while doubling its revenue. The recruitment of Lisa Farrar is a strategic step to enhance the company's commercial operations through optimal synergy between product, pricing, packaging, sales, marketing, and customer experience.

Lisa Farrar brings extensive experience in the digital sector from various industries and companies. She has previously held several executive roles, including Chief Experience Officer at IVC Evidensia, Chief Digital Officer at Nordic Choice Hotels (now Strawberry), and Managing Director at Orbitz/MrJet.

"The appointment of a COO marks an important milestone and the next step in Hemnet's commercial journey and continued growth. Lisa's solid experience in digital business development, innovation, and growth in different corporate environments makes her the perfect fit for the mission to further develop Hemnet's core business, strengthen our customer focus, and explore new growth areas," says **Cecilia Beck-Friis**, CEO of Hemnet.

"Hemnet has a fantastic market position built over its 25-year history, and has taken impressive steps forward in recent years. Despite its prominent position and strong brand, I see significant opportunities for the company to continue developing its existing business and explore new areas. It is a mission I'm really looking forward to, as well as meeting and working together with the rest of the team and becoming part of a culture that has left a very good impression on me," says **Lisa Farrar**.

Lisa Farrar will assume her position at Hemnet no later than December 20, 2023. She will then take over the ultimate responsibility for the company's product, sales, customer service, and commercial teams.

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About Hemnet

Hemnet operates the leading property platform in Sweden. The company emerged as an industry initiative in 1998 and has since transformed into a "win-win" value proposition for the housing market. By offering a unique combination of relevant products, insights and inspiration, Hemnet has built lasting relationships with buyers, sellers, and agents for more than 20 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people to turn to for the various housing needs that arise through life. This is mirrored in the Company's vision to be the key to your property journey, supplying products and services to improve efficiency, transparency and mobility on the housing market. Hemnet's is listed on Nasdaq Stockholm ('HEM').

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