

# Chairman's speech

## Hemnet Group AB Annual General Meeting 2024

Good morning to the shareholders, nominating committee, fellow board members, management and employees of Hemnet, and welcome to the third annual general meeting of Hemnet Group AB.

At the AGM approximately a year ago I was elected as Chair for the company and this is a good time to reflect on this period and the future.

First and foremost, I would like to express my gratitude to our shareholders for your support and trust in Hemnet. Your confidence in our vision has been instrumental in driving our success.

I would also like to thank the management team, Hemnet employees and of course CEO Cecilia Beck-Friis for their ability to make Hemnet perform very well financially during a challenging year for the Swedish property market.

Our performance last year tells the story of Hemnet - we are at the core of the Swedish real estate market and regardless of market condition we add value and our role is vital to this ecosystem.

Going forward, this is the foundation we aim to build on by enhancing our services for buyers, sellers and agents creating higher usage, customer satisfaction, pricing power and thereby increasing value for our shareholders.

In 2023, we achieved a 13% growth in net sales, compared to our target of 15-20%. Our growth should be seen in the light of a decline in new listings on Hemnet of 12% compared to the previous year, which in itself had a significant negative impact on revenue. This decline came on the back of a strong increase in interest rates, where the Swedish central bank borrowing rate increased from 2,5% to 4%, leading to a decline in real estate prices to pre-covid levels of around 2020. The decline in new listings was more than offset by an increase in ARPL of 37% through a combination of dynamic pricing and introduction of new features driving uptake of our premium services from 1 in 3 to 50% by the end of the year.

The key going forward is to increase the pace at which we develop our products on the great foundation the team has built over the years so we become even more attractive, driving usage and willingness to pay. By doing so we create the means by which the company can grow revenue and profitability, rather than being at the mercy of the market. That said we do see indications of a more favorable market this year;

- The number of property listings published on Hemnet is up 11% year to date. While this is based on easier comparables from 2023, it is a clear signal that we are moving in the right direction

25 Apr 2024

- The number of homebuyers expecting prices to increase or maintain is now at 56%, the highest since september 2020
- There is consensus around expected interest rate decreases, especially in the latter half of the year, which I believe will further boost the market with confidence

A brief word on the work of the board.

The board held 10 board meetings, and 11 meetings of the audit and remuneration committees. You can find details on each in the annual report. Focus of the board's work for the year has been primarily on strategic and business planning, including the new compensation model, or put in other words; to make Hemnet the best company it can be.

I want to thank Pierre Siri for his immense contribution to the board of directors, as he is not opting for re-election this year. Pierre has been involved in Hemnet since 2017 and has played an important role in guiding the product development and tech strategy of Hemnet, leveraging on his many years of experience from other online classifieds.

At the same time I want to welcome Rasmus Järborg to the board of directors, following a diligent search effort by the nomination committee. Rasmus is currently the vice-CEO of Nordnet, as well as the Chief Product Officer, and we are very much looking forward to his experience in building a best in class customer experience as Hemnet continues to expand and improve its product offering.

Last but not least, I would like to thank our management team led by Cecilia, employees, customers, and partners for their hard work, dedication, and support. Together, we have achieved remarkable progress, and I am confident that we will continue to write the success story of Hemnet.

**Anders Nilsson**

Chair of Hemnet Group AB