



# Welcome to the Hemnet Group AB (publ) Annual General Meeting

25 April 2024



# Agenda

## **Opening of AGM**

Chair of the AGM

## **Chairperson's address**

Anders Nilsson, Chair

## **Year in review**

Cecilia Beck-Friis, CEO

## **Nomination Committee**

Andreas Haug, Vor Capital

## **Closing of AGM**



## Hemnet is the Swedish property market

**9/10**

Share of sold properties in Sweden listed on Hemnet

Source: Hemnet (2022), Statistics Sweden

**42 million**

Visits per month

Source: Hemnet (2023)

**~100%**

Share of organic traffic

Source: Hemnet (2023)

**19<sub>x</sub>**

Number of visits in average per listing vs. #2 property portal

Source: Hemnet, Statistics Sweden

# 2023 Financial Summary

## Net sales growth

**+13%**

SEK 1.0Bn

## ARPL growth

**+37%**

SEK 4,490

## EBITDA growth

**+17%**

SEK 525.5m / 52.3% margin

## Key metrics

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### Published listings

**-11.6%**

175.3 thousand

### Cash conv. / FCF

**91.8%**

SEK 440.1m

### Leverage / Net debt

**0.8x**

SEK 438.1m

### Headcount

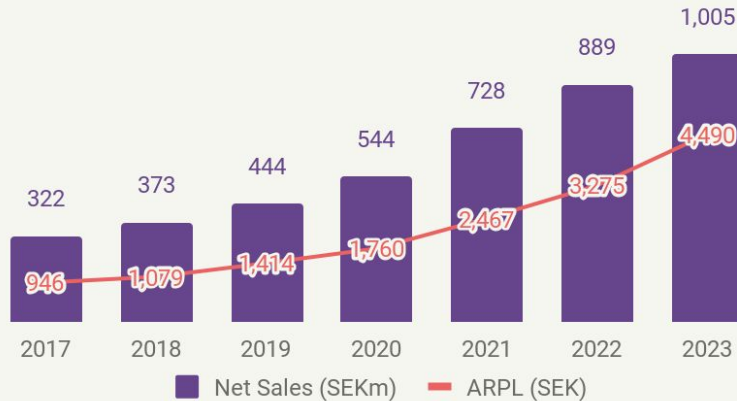
**154**

Employees at year end

# Hemnet has a proven track record of net sales growth with operating leverage

**Net sales**  
5-year CAGR

**22%**



Hemnet aims to achieve annual **net sales growth of 15-20 percent**

**EBITDA**  
5-year CAGR

**33%**



Hemnet aims to achieve an adjusted **EBITDA margin of over 55 percent** in the long term

# Examples of innovation and product development

## Buyers



Photos on sold properties

My Home

## Sellers



Republishing included in Premium package

Pay when listing is removed (PLiR)

23-day rule change for republishing

## Agents



Sold by Us

Ecosystem for agent search

# We have developed several levers to drive sustainable ARPL growth

## ARPL Growth Levers

### Product (Features & value)



- Product and package features
- Clarifying value
- Strong network effects

### Recommendations (Increasing no. of recommending agents)



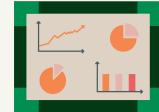
- Increasing % of agents recommending VAS
- Finding the right incentives
- Win-win solutions

### Timing of payment (Pay when listing is removed)



- Connecting payment of listing to receipt of funds
- Decreasing the barrier to list on Hemnet

### Pricing (Finding the right price)

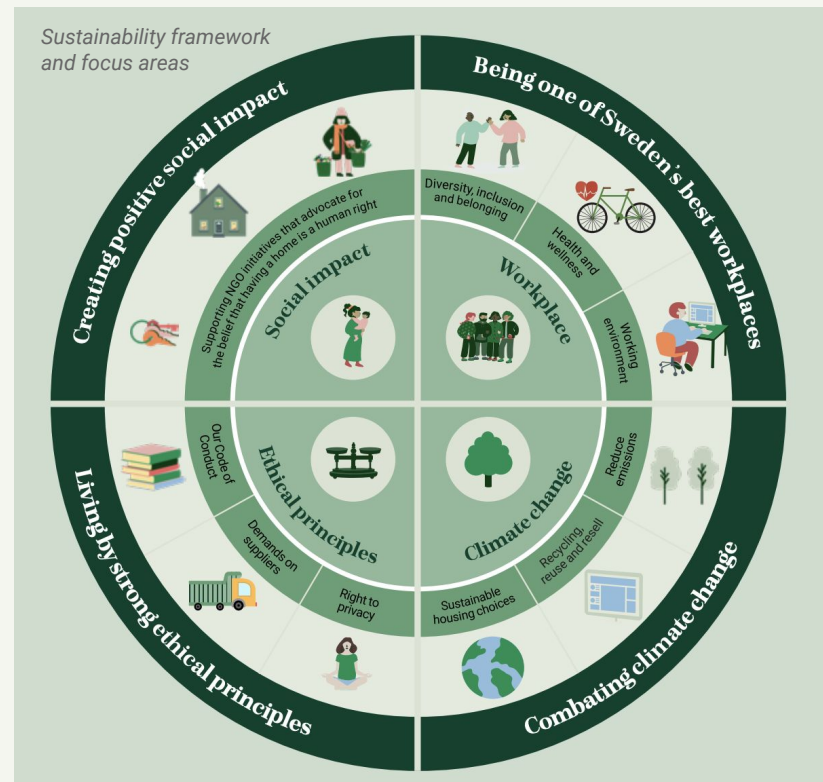


- A segmented price list to find “the correct price” for each listing
- Segmenting listing price based on a number of attributes

# Our sustainability efforts during 2023

Additional details available in the Sustainability Report

- Completed a full **greenhouse gas screening**
- **Long-term target to reach net-zero emissions** by 2050 approved by the Science Based Targets initiative (SBTi)
- Integrated **energy efficiency labels** on property listings to help our visitors to make sustainable housing choices
- Established a **Diversity, Inclusion, and Belonging** group dedicated to driving engagement in these important areas
- Launched a comprehensive **leadership training program**, in which all of our leaders participated
- Enhanced our community engagement through initiatives such as providing volunteering opportunities with **Stockholm's City Mission**, organizing a fundraiser for **Sweden for UNHCR**, and using our platforms to raise awareness about the key issues these organisations face



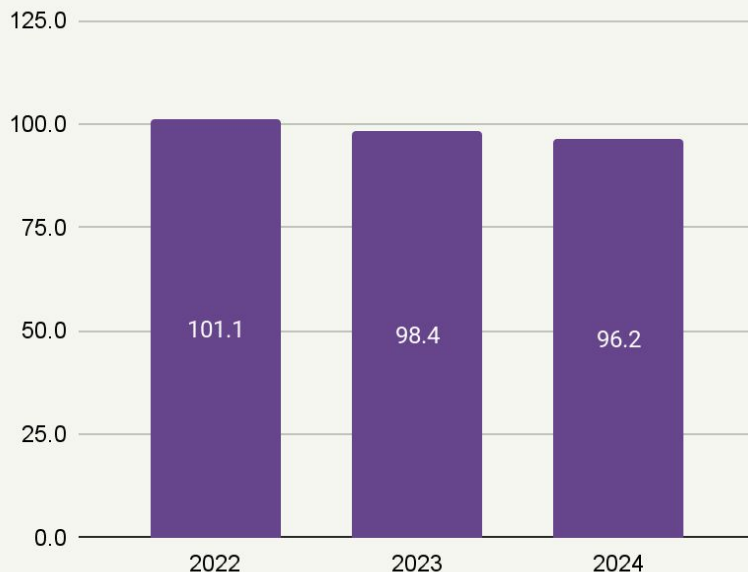


# ~SEK550m returned through dividends and buybacks since previous AGM

## Shares outstanding

*Adjusting for shares to be cancelled*

## Program information



- The buy-back program that was announced on 27 April 2023 is hereby completed and a total of **2,015,399** ordinary shares have been repurchased for a total amount of **SEK 450.4m**.
- The board of directors proposes that the annual general meeting resolves to the cancellation of **2,112,069** treasury ordinary shares that as of 18 March 2024 have been repurchased by the company under the company's share buy-back program

# Thank you!



# Andreas Haug

**Member of the Nomination Committee**

Representing Vor Capital LLP



# The Nomination Committee of Hemnet Group AB

**Andreas Haug**  
(Chair)



**Nominated by:** Vor  
Capital LLP

**% of votes:** 10.46

**Jonas Bergh**



**Nominated by:**  
Mäklarsamfundet  
Bransch i Sverige AB

**% of votes:** 10.44

**Per Johansson**



**Nominated by:**  
Didner & Gerge

**% of votes:** 5.57

**Celia Grip**



**Nominated by:**  
Swedbank Robur  
Fonder

**% of votes:** 3.81

**Anders Nilsson**



**Chair of  
Hemnet Group AB  
(publ)**

**% of votes:** -

# Nomination committee's proposals (summary):

**Item 1** - Election of the chair of the annual general meeting

Attorney Björn Kristiansson is proposed as chair

**Item 12 A** - Determination of the number of board members and deputy board members

7, and that no deputy board members shall be appointed.

**Item 12 B** - Determination of the number of auditors and deputy auditors

A registered accounting firm shall be appointed as auditor and that no deputy auditors shall be appointed.

**Item 13 A** – Determination of fees to the board of directors

It is proposed that the following fees are paid to the board of directors:

- Board members: SEK 375,000 annually.
- Chair of the board: SEK 910,000 annually.
- Audit committee: SEK 85,000 annually for the members and SEK 160,000 annually for the chair
- Remuneration committee: SEK 85,000 annually for members, as well as for the chair

**Item 13 B** – Determination of fees to the auditor

It is proposed that fees are paid to the company's auditors upon approval of their invoices.

# Nomination committee's proposals (summary):

**Item 14** - Election of board members

To be presented in the following pages

**Item 15** - Election of chair of the board of directors

Anders Nilsson (re-election)

**Item 16** - Election of auditor

Based on the audit committee's recommendation it is proposed that Ernst & Young Aktiebolag is elected as auditor for the period until the end of the next annual general meeting. Anna Svanberg will continue as auditor-in-charge.

**Item 17** – Resolution on approval of updated instructions for the nomination committee.

The nomination committee proposes that the instructions for the nomination committee shall be approved by the annual general meeting.

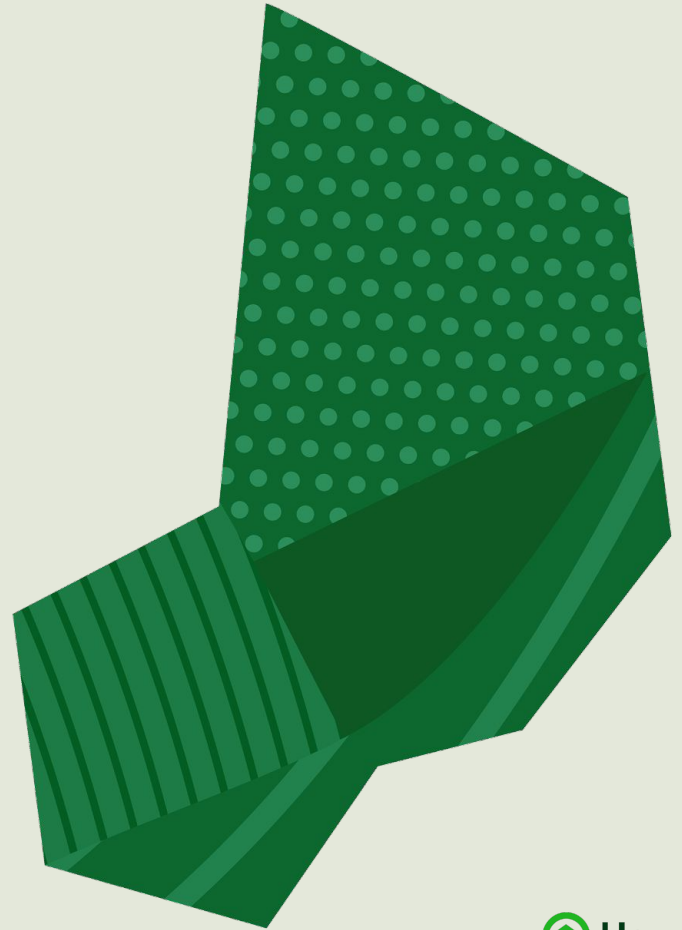
The instructions are available in full in the notice to the AGM:

<https://www.hemnetgroup.se/en/media/press-releases/2024/welcome-to-attend-hemnets-annual-general-meeting/>

*Information regarding all board members, the nomination committee's evaluation of each proposed board member's independence, the nomination committee's statement and information regarding the proposed auditor may be found on the company's website, [www.hemnetgroup.com](http://www.hemnetgroup.com), and will be sent, free of charge, to the shareholders who request the company to do so.*

# Item 14

## Election of board members



## Anders Nilsson (Chair)



Anders Nilsson has many years of experience from executive and leading positions within Swedish consumer-oriented, technology-driven and public companies. Previously CEO of Com Hem AB and of Tele2 AB.

<b>Elected:</b>	2023
<b>Committee membership:</b>	Remuneration committee (chair)
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	N/A

## Anders Edmark



Real estate agent and CEO for real estate agency Mäklarhuset Örnköldsvik. Chair of the Board of Directors of Mäklarsamfundet Bransch i Sverige AB as well as of several of its subsidiaries including Svensk Mäklarstatistik AB. Board member of Hemnet.

<b>Elected:</b>	2017
<b>Committee membership:</b>	Audit committee
<b>Independency (Hemnet &amp; management):</b>	No
<b>Independency (major shareholders):</b>	No
<b>Shareholding:</b>	17 374



## Håkan Hellström



Real-estate agent and CEO of Svensk Fastighetsförmedling Sydost. Chair of parent company of Svensk Fastighetsförmedling AB. Vice Chair of Mäklarsamfundet Bransch i Sverige AB and board member of its subsidiaries Svensk mäklarstatistik AB and Mäklarsystem i Sverige AB.

<b>Elected:</b>	2021
<b>Committee membership:</b>	Remuneration committee
<b>Independency (Hemnet &amp; management):</b>	No
<b>Independency (major shareholders):</b>	No
<b>Shareholding:</b>	31 652

## Tracey Fellows



Tracey Fellows is a senior executive and board professional with vast experience from property portals as well as media and technology. Previously President of Global Digital Real Estate for News Corp, CEO of REA Group, VP of Microsoft Asia-Pacific and CEO of Microsoft in Australia.

<b>Elected:</b>	2020
<b>Committee membership:</b>	Audit committee
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	12 142

## Nick McKittrick



Nick McKittrick has extensive experience from the industry. Previous roles include co-founding executive and CEO of Rightmove and CEO and board member of Homegate AG.

<b>Elected:</b>	2020
<b>Committee membership:</b>	Audit committee
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	150 630

## Maria Redin



President and CEO of MTG. Prior to this, Maria has held several executive roles and board-positions in the Kinnevik- Group, including CFO of MTG, Member of the Board at NetEnt, CFO and CEO at Bet24.

<b>Elected:</b>	2022
<b>Committee membership:</b>	Audit committee (Chair)
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	3 600

## Rasmus Järborg



Rasmus Järborg is a senior executive with vast experience from product development and finance. Chief Product Officer & Deputy at Nordnet. E&X Coach at SSE Business Lab. Previous positions include: Chair of the Board of Shareville. Chief Strategy Officer at SEB. Director in the Office of the Chairman & CEO at UBS Investment Bank in London. Board member of Sleep Cycle.

<b>Proposed election:</b>	2024
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<b>Committee membership:</b>	N/A
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<b>Independency (Hemnet &amp; management):</b>	Yes
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<b>Independency (major shareholders):</b>	Yes
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<b>Shareholding:</b>	N/A
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## **Closing of AGM**

## Financial calendar

18 Jul 2024	Interim report Q2 2024
24 Oct 2024	Interim report Q3 2024

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