

# Hemnet Group AB (publ) Annual General Meeting

6 May 2025





# Year in review

Jonas Gustafsson, CEO

# Hemnet is Sweden's leading property destination

**2.9M**

Unique weekly users  
in 2024, up by 2%  
from 2023

Source: Hemnet (2024)

**no. 3**

Strongest commercial  
media platform in  
Sweden (after  
Aftonbladet and  
Expressen)

Weekly reach  
increased by 5%  
2024 vs. 2023

Source: Orvesto (2024)

**>40M**

Visits per month

3.2 sessions per user  
per week in 2024,  
down from 3.3 in  
2023

Source: Hemnet (2024)

**16x**

More clicks on  
listings than  
no.2 portal

Source: Internal data,  
refers to second hand listings for sale

# Financial summary 2024



Net sales growth

**+38.8%**  
year-on-year

SEK 1,394.6m

ARPL growth

**+42.1%**  
year-on-year

SEK 6,382

EBITDA margin

**51.6%**

SEK 719.8m

# Hemnet's growth drives strong operating leverage

Net Sales CAGR | 2017-2024

**23%**

ARPL CAGR | 2017-2024

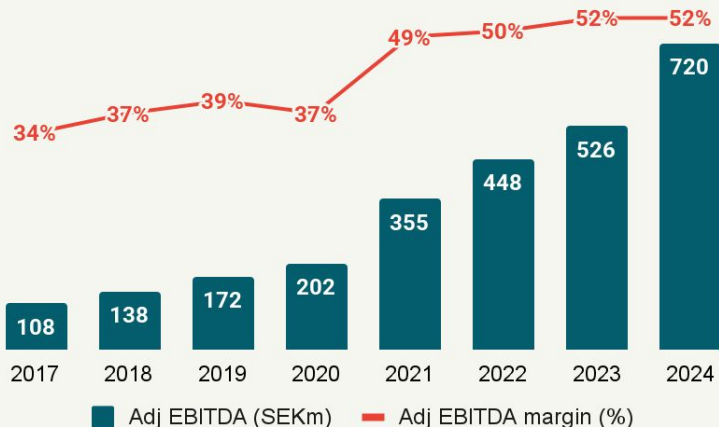
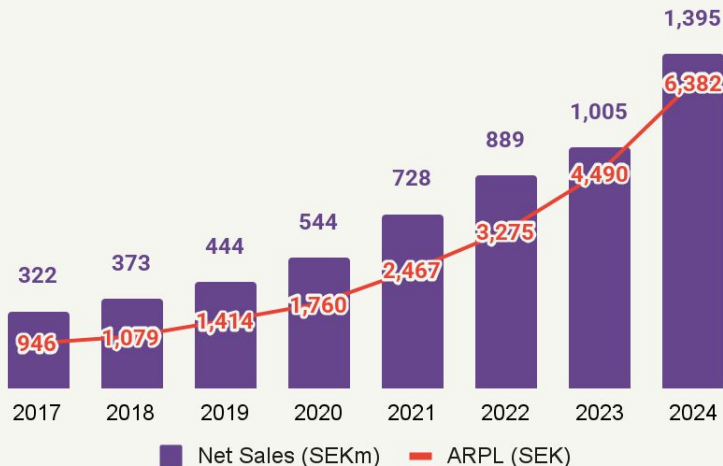
**31%**

EBITDA CAGR | 2017-2024

**31%**

Margin expansion | 2017-2024

**18pp**



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

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

Note: rounded growth numbers

# ESG steps in 2024

## Moving forward within our sustainability areas

### Being one of Sweden's best workplaces

Building a diverse workplace with 20 nationalities and a 47/53 women/men split in 2024



### Living by ethical principles

Training of all employees in our code of conduct and in privacy issues



### Combating climate change

Making it easier for buyers to identify environmentally friendly property options



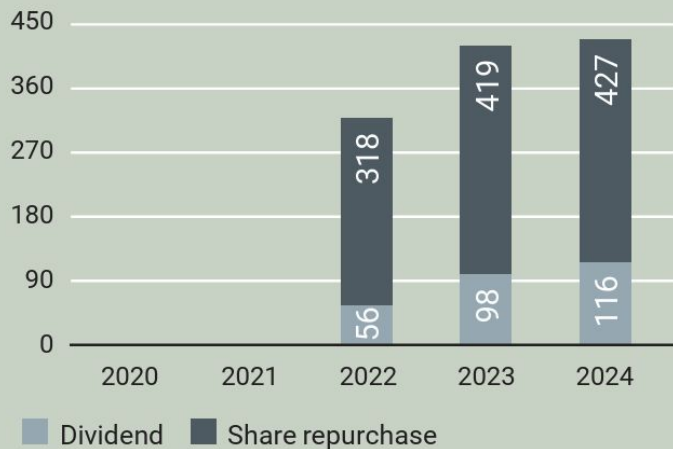
### Creating positive social impact

Continued to contribute to organisations and initiatives that operate from the belief that having a place to call home is a human right



# More than 1.4 billion SEK returned through dividends and buybacks since 2022

## Cash returned to shareholders



## Program information

- The buy-back program that was announced on 25 April 2024 has been completed and a total of **1,276,528** ordinary shares have been repurchased for a total amount of SEK 449.8 million
- The board of directors proposes that the annual general meeting resolves to cancel the **1,209,261** treasury ordinary shares that as of 21 March 2025 had been repurchased by the company under the company's share buy-back program



# Thank you!





# Andreas Haug

**Chair 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:** 11.30

**Jonas Bergh**



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

**% of votes:** 10.49

**Erik Ståhl  
Hallengren**



**Nominated by:**  
SEB Fonder

**% of votes:** 2.08

**Celia Grip**



**Nominated by:**  
Swedbank Robur  
Fonder

**% of votes:** 2.71

**Anders Nilsson**  
(Co-opted)



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

**% of votes:** -

# Nomination committee's proposals (summary):

**Item 1** - Election of the chair of the annual general meeting 2025

Attorney Björn Kristiansson is proposed as chair of the annual general meeting 2025

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

The number of board members elected at the annual general meeting shall be eight and 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 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:

- The remuneration for board members shall amount to SEK 450,000 annually.
- The remuneration for the chair of the board shall amount to SEK 1,100,000 annually.
- Remuneration for the audit committee shall amount to SEK 92,500 annually for the members of the audit committee and SEK 185,000 for the chair of the audit committee.
- Remuneration for the work on the remuneration committee shall be SEK 87,000 annually for members, as well as for the chair of the remuneration committee.

**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):

<b>Item 14</b> - Election of board members	To be presented in the following pages
<b>Item 15</b> - Election of chair of the board of directors	Anders Nilsson (re-election)
<b>Item 16</b> - 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.

*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).*

# 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

## Rasmus Järborg



Chief Product Officer and Deputy CEO at Nordnet and E&X Coach at SSE Business Lab. Previous roles include: Chair of Shareville. CSO and other leading positions at SEB. Senior advisor to the CEO at SEB. Director in the Office of the Chairman & CEO at UBS Investment Bank in London. Board member of Sleep Cycle.

<b>Elected:</b>	2024
<b>Committee membership:</b>	Remuneration committee
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	5,000

## Sandra Gadd



CFO of Boozt and board member of Kjell & Company. Previous roles include a background as auditor for Deloitte and Board Member of Hållbar E-handel and Hövding Sverige AB.

**Elected:** 2025

**Committee membership:** N/A

**Independency (Hemnet & management):** Yes

**Independency (major shareholders):** Yes

**Shareholding:** N/A

## Maria Hedengren



Board member and Chairman of the Audit Committee of Scila. Board member and member of the Audit Committee of Stillfront Group. Venture Partner of Eight Roads. Chairman of the Board of Feminvest. Board member and member of the Audit Committee at Mips. Advisory Board member and Senior Advisor at STJ Advisors. Founder of Oxygen First.

**Elected:** 2025

**Committee membership:** N/A

**Independency (Hemnet & management):** Yes

**Independency (major shareholders):** Yes

**Shareholding:** 500

New election

## Important links

### Corporate website:

<https://www.hemnetgroup.se/en/>

### Hemnet statistics:

<https://www.hemnet.se/statistik/nyttillkomna>

### Media & subscription for press releases and regulatory updates:

<https://www.hemnetgroup.se/en/media/press-releases/>

## IR Contact



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## Financial calendar

18 Jul 2025	Interim report Q2 2025
23 Oct 2025	Interim report Q3 2025

# Disclaimer

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