

# Hemnet Group AB (publ) Annual General Meeting

8 May 2026





# Year in review

Jonas Gustafsson, CEO

# Hemnet is Sweden's largest property portal

**2.7M**

Unique weekly users  
in 2025

Source: Hemnet (2025)

**>40M**

Visits per month

Source: Hemnet (2025)

**no. 4**

Largest commercial  
media platform in  
Sweden  
(after Aftonbladet,  
Expressen and DN)

Source: Hemnet (2025)

**22%**

Of Swedish population  
between ages of 16  
and 80 visit Hemnet  
weekly

Source: Hemnet, SCB (2024)

# Financial summary 2025



Net sales growth

**+9.5%**  
year-on-year

SEK 1,526.8m

ARPL growth

**+28.1%**  
year-on-year

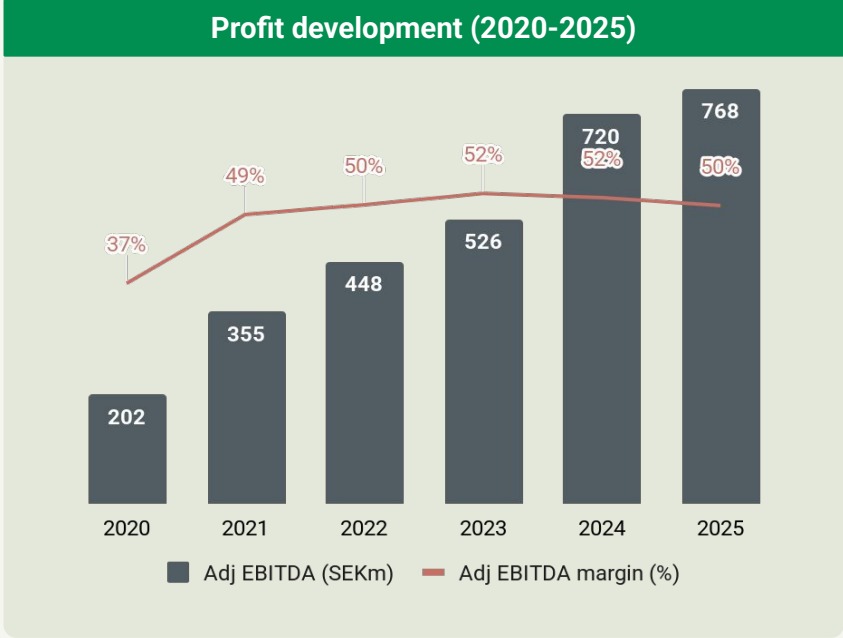
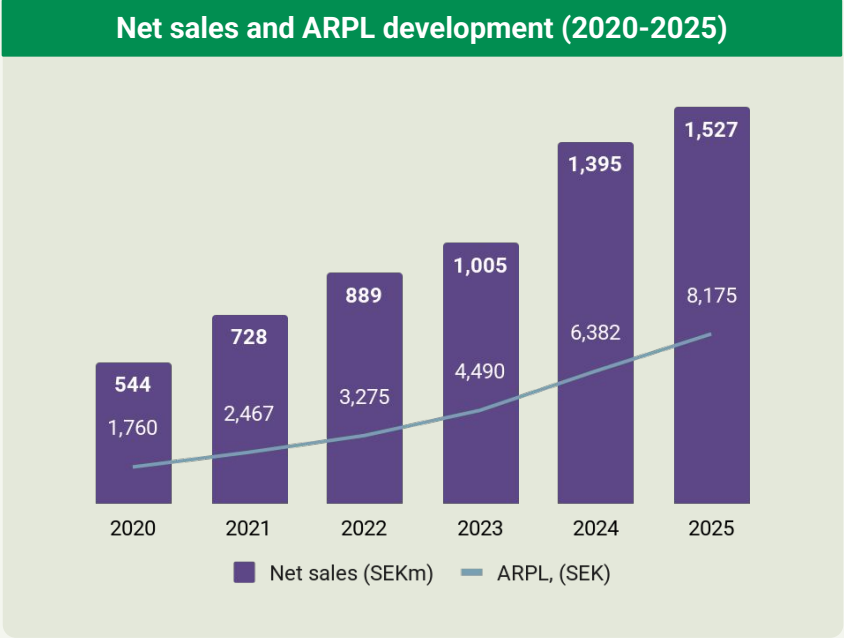
SEK 8,175

EBITDA margin

**50.3%**

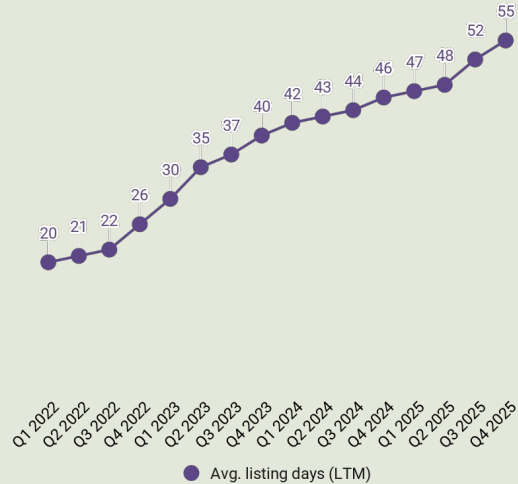
SEK 767.5m

# Hemnet has been through a fantastic financial growth development over recent years



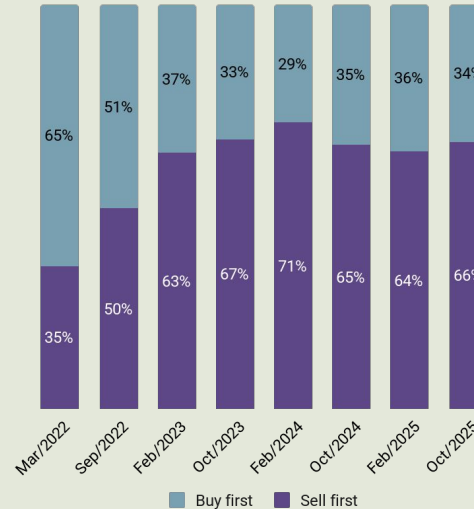
# Sweden's property market dynamics has changed post-pandemic

## Longer sales cycles Median sales duration time



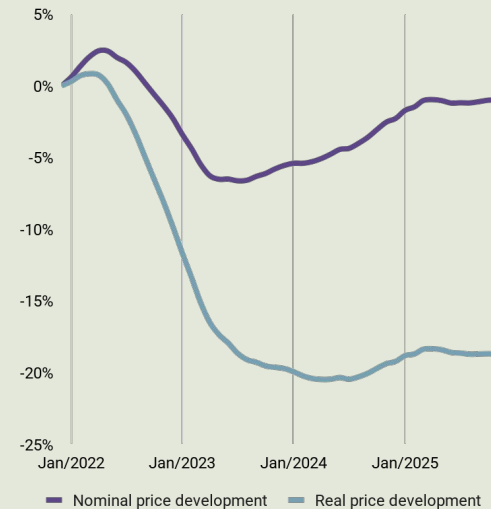
## Sell before you buy

% selling first vs. buying first 2022-2025



## Weak price development

Swedish apartment prices 2022-2025



**Increasingly prominent pre-market** characterized by lower seller intent, longer sales processes and a changed way of working among real estate agents

# Delivering on our strategic focus going into 2026

## Strategic focus areas going into 2026

**Sell first, pay later  
(SFPL)**

**Strategic partnerships**

**Leveraging AI &  
product innovation**

**Sales & marketing  
focus**

**We will continue to deliver on the strategic focus areas while we aim to launch additional initiatives to further accelerate customer and partner value creation with “Hemnet hela vägen”**

# ESG steps in 2025

## Moving forward with our sustainability areas

Being one of Sweden's best workplaces



Combating climate change



Creating positive social impact



Living by ethical principles



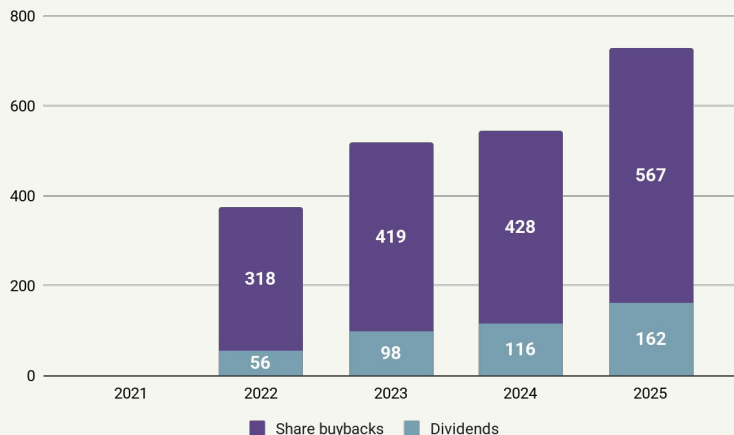
## ESG ratings

We continue to strengthen our sustainability performance and transparency. In 2025, Hemnet participated in the **S&P Global Corporate Sustainability Assessment (CSA)**, **Sustainalytics ESG Risk Rating**, and **Climate Disclosure Project (CDP)**.

- **S&P Global CSA:** As of 03/10/2025, Hemnet is ranked in the **74th percentile** in the media industry in the S&P Global Corporate Sustainability Assessment
- **Sustainalytics:** Hemnet was **assessed by Morningstar Sustainalytics** as part of their 2025 ESG Risk Rating process, confirming continued improvements across several dimensions.
- **CDP grade B** which is the highest grade for SMEs

# Almost 2.2 billion SEK returned through dividends and buybacks since 2022

## Cash returned to shareholders (SEK million)



## Program information

- Hemnet's dividend policy states that the company shall pay a minimum annual dividend of more than  $\frac{1}{3}$  of net income
- In the event that the company retains excess cash, this will be returned to shareholders e.g. through special dividends or share repurchases
- Hemnet has consistently returned cash to shareholders since 2022, almost 2.2 billion SEK up until year-end 2025

# 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:** 11.97

**Jonas Bergh**



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

**% of votes:** 10.60

**Sussi Kvart**



**Nominated by:**  
Handelsbanken  
Fonder

**% of votes:** 1.54

**Andreas Wollheim** **Anders Nilsson**  
(Co-opted)



**Nominated by:**  
SEB  
Fonder

**% of votes:** 2.50



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

**% of votes:** 0.01

# Nomination Committee's proposals (summary):

**Item 1** - Election of Chair of the Annual General Meeting

It is proposed that attorney-at-law Tilda Rosengren shall be elected as Chair of the 2026 Annual General Meeting.

**Item 12 A** - Determination of the number of board members to be appointed

It is proposed that the number of board members elected by the General Meeting shall be eight and that no deputy board members shall be appointed.

**Item 12 B** - Determination of the number of auditors and alternate auditors to be appointed

It is proposed that a registered accounting firm shall be appointed as auditor and that no deputy auditors shall be appointed.

**Item 13 A** – Determination of fees to be paid to the Board of Directors

It is proposed that the following fees are paid to the Board of Directors:

- The remuneration to the board members shall amount to SEK 500,000 per year.
- The remuneration to the Chair of the Board of Directors shall amount to SEK 1,200,000 per year.
- The remuneration to the members of the Audit Committee shall amount to SEK 125,000 per year, and SEK 250,000 per year shall be paid to the Chair of the Audit Committee.
- The remuneration to the members of the Remuneration Committee and to the Chair of the Remuneration Committee shall amount to SEK 90,000 per year.

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

It is proposed that the auditor's fees shall be paid in accordance with approved invoices.

# Nomination Committee's proposals (summary):

**Item 14** - Election of members of the Board of Directors To be presented in the following pages.

**Item 15** - Election of Chair of the Board of Directors It is proposed that Anders Nilsson is re-elected as Chair of the Board of Directors.

**Item 16** - Election of auditor In accordance with the recommendation of the Audit Committee, Ernst & Young Aktiebolag is proposed as auditor for the period until the next Annual General Meeting. Provided that the Annual General Meeting resolves in accordance with the Nomination Committee's proposal, Ernst & Young Aktiebolag has informed that the authorised public accountant Jakob Grunditz will be appointed as the 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)



Former CEO of Com Hem AB and Tele 2 AB (publ). Many years of experience in senior positions in Swedish consumer-oriented, technology-driven and public companies such as Modern Times Group MTG AB and Millicom International Cellular.

<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>	5,000

## Anders Edmark



Over 40 years of experience as an agent, with extensive knowledge of the property industry. Chair of Mäklarsamfundet Bransch i Sverige AB and Svensk Mäklarstatistik. Founder and co-owner of Mäklarhuset Örnsköldsvik. Board member and co-founder of SAH INVEST AB, Konsulthuset i Örnsköldsvik AB and Fastighetsbolaget Huset i Örnsköldsvik AB. Board member of Auktoriserade Fastighetsmäklares Riksförbund AFR:s Service AB.

<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

## Tracey Fellows



Senior executive and board professional with vast experience from property portals as well as media and technology. Board member of REA Group Limited, Swiss Marketplace Group Ltd. and Trade Me Limited. Previously President of Global Digital Real Estate for News Corp, CEO of REA Group Limited, 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

## Sandra Gadd



CEO of Kjell Group AB (publ). Has held various leadership roles within finance and business development, as well as CFO of Bootz AB (publ). Worked as authorised public accountant and later management consultant at Deloitte. Former board member of Hövding AB and Kjell Group AB (publ).

<b>Elected:</b>	2025
<b>Committee membership:</b>	Audit Committee
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	750

## Maria Hedengren



Board member of Mips AB (publ), Smart Eye Aktiebolag (publ), Stillfront Group AB (publ) and Scila AB. Chair of Feminvest Holding AB and its subsidiaries. Venture Partner, Eight Roads Venture Capital. Member of the Advisory Board, STJ Advisors. Previous experience includes CFO of iZettle AB and NetEnt AB (publ). CEO of Ready International AB (publ). Board member of Fishbrain AB and NetEnt AB (publ).

<b>Elected:</b>	2025
<b>Committee membership:</b>	Audit Committee (Chair)
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	1,000

## Håkan Hellström



Chair of Korall Group AB and SF Sydost AB. Board member of Linnéakademin för Vetenskap och Näringsliv and Dina Försäkringar Syd AB. Previous experience includes Chair of Svensk Fastighetsförmedling, Vice Chair of Mäklarsamfundet Bransch AB and board member of Svensk Mäklarstatistik.

<b>Elected:</b>	2021
<b>Committee membership:</b>	Remuneration Committee
<b>Independency (Hemnet &amp; management):</b>	No
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	32,652

## Nick McKittrick



Board member of Burns Sheehan Ltd. Previous experience includes co-founding executive and CEO of Rightmove Group Limited. Board member and CEO of Homegate AG. Board member of TX Markets AG. Background in technology consulting at Accenture.

<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

## Fredrik Strömsten



Previous experience includes being Senior Director of Product at Workday, board member, CPO and CSO at Sana Labs AB, co-founding and serving as the CEO of Swedish rental property portal Qasa, Cevian Capital and McKinsey & Company.

<b>Elected:</b>	2026
<b>Committee membership:</b>	N/A
<b>Independency (Hemnet &amp; management):</b>	Yes
<b>Independency (major shareholders):</b>	Yes
<b>Shareholding:</b>	N/A

New election

## Important links

**Corporate website:**

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

**Hemnet statistics:**

<https://www.hemnet.se/statistik/finansiell-rapportering>

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

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

## IR Contact



### Ludvig Segelmark

Head of IR

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## Financial calendar

<b>18 May 2026</b>	Net sales April 2026
<b>12 June 2026</b>	Net sales May 2026
<b>17 July 2026</b>	Q2 Report 2026

# Disclaimer

This presentation may contain forward-looking information and statements with respect to the financial condition, results of operation and business of Hemnet Group AB (publ) (the "Company"). Such forward-looking information and statements are based on current expectations, estimates and projections of the Company or assumptions based on information available to the Company. Although the Company believes that its expectations reflected in any such forward-looking information and statements are based upon reasonable assumptions, the Company can give no assurance that those expectations will be achieved. Several factors could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by information and statements in this presentation. Any forward-looking statements made during this presentation speak only as of the date of this presentation and the Company undertakes no obligation, other than as required by applicable law, to update any of them in light of new information or future events.