

Hemnet Group's presentation of the Q3 interim report

4 November 2021

Presenting today



Cecilia Beck-Friis
CEO



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CFO

Highlights



Strong growth in net sales and adjusted EBITDA

Q3 Highlights:



Net sales increased 38.0% to SEK 195.8m



Adjusted EBITDA increased 61.6% to SEK 102.3m, margin up 7.6 pp to 52.2%



ARPL growth driven by increased product awareness & conversion, growing property prices, more agents recommending our value-added services and a continued high interest in the property market



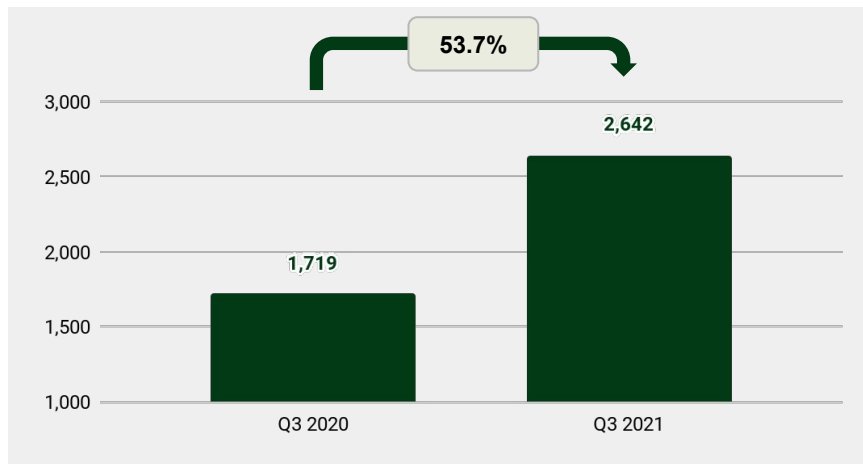
Another strong quarter, driven by changes to our business model implemented in Q1, as well as high activity in the property market

Business Update



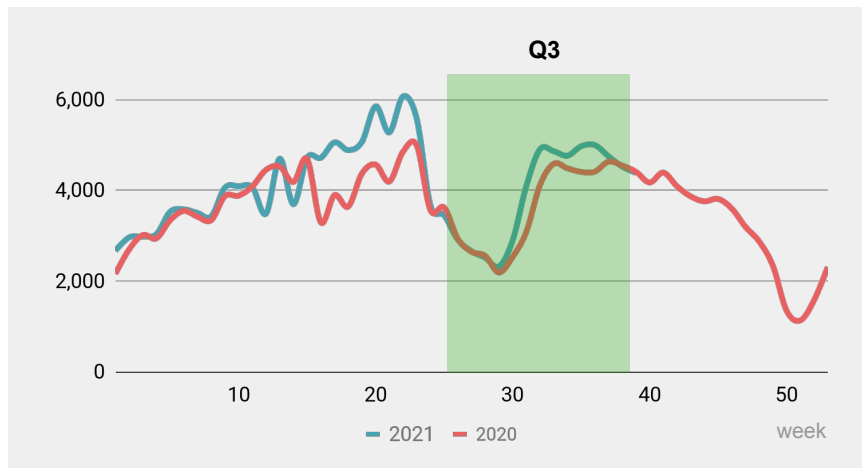
Growth in ARPL and published listings

Total ARPL (SEK)



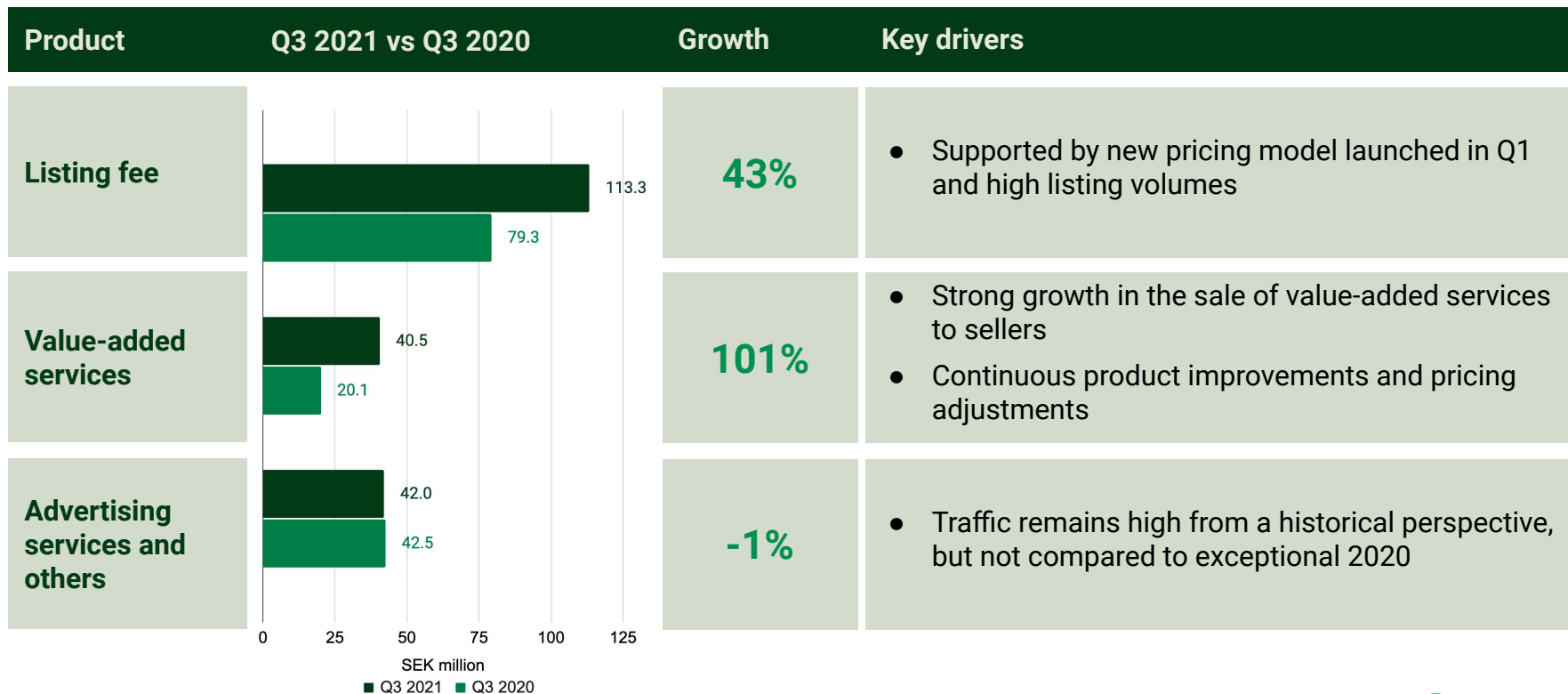
ARPL growth driven by continued increasing uptake of seller's products in combination with price adjustments

Published listings



Listing volumes up 5.3% from Q3 2020, driven by high activity in the property market

Net sales by service category



Hemnet received two recognitions for employment equality and brand in Q3

Hemnet one of three finalists for the Allbright award

- Allbright is a politically-independent, non-profit foundation that promotes equality and diversity on the executive business level in Sweden
- The “Allbrightpriset” is awarded annually to listed Swedish companies that promote gender balance and equality of business management teams and the board of directors



Hemnet once again ranked as one of Sweden's strongest brands

- YouGov continuously ranks Sweden's strongest brands using data from a syndicated brand tracker
- Hemnet was ranked 4th for reputation as an employer and 5th for strongest brand among media companies

#	Reputation as employer	Strongest brand
1	Spotify	Spotify
2	Netflix	Netflix
3	Google	Google
4	Youtube	Hemnet
5	Hemnet	SVT

Sources: Allbright 2021, Yougov: The survey was carried out by the opinion and market research company YouGov. The survey was carried out from June 1st to August 31st 2021 through online interviews with women and men aged 18 and older in Sweden. The selection is representative for gender, age and region. For more info on the YouGov methodology please visit www.yougov.se.

We are in the process of reviewing our ESG reporting and processes

- A sustainability report has been published by Hemnet for the past two years in which we have identified which areas within ESG and sustainability are the most important for our business.
- We are now adding an external perspective to our work as we are interviewing a number of stakeholders about how our sustainability work is perceived. We will use these insights to further develop and clarify our sustainability work going..
- We believe that this new process will meet the expectations from external stakeholders, and more importantly, help guide us to a positive ESG impact in our business



Financial Highlights



Financial highlights

+38%

Net Sales
SEK 195.8m

+8pp

Adj. EBITDA margin
52.2%

+62%

Adj. EBITDA
SEK 102.3m

77.1Mkr

Operating cash flow
SEK 112.5m cash & eqv.

+54%

ARPL
SEK 2,642

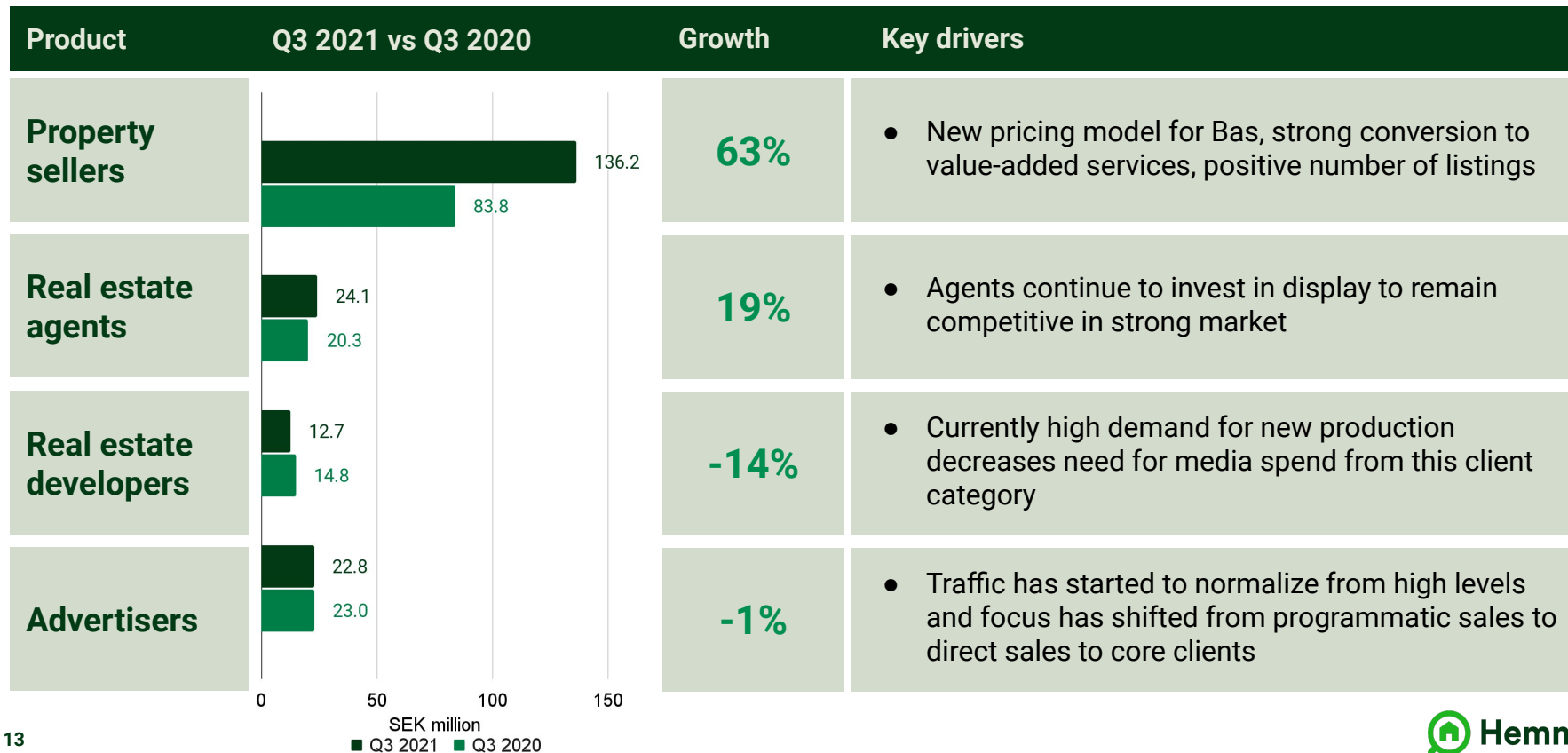
-0.4x
(vs Q2-21)

Leverage
0.8x

Changes in Adjusted EBITDA



Net sales by customer category



Cash flow and leverage

Cash flow

SEKm	Q3'21	Q3'20	FY20	FY19
Cash flow from operations b/f wc	90.0	47.1	125.6	134.9
Change in working capital	-12.9	-16.7	1.4	3.9
Operating cash flow	77.1	30.4	127.0	138.8
Cash flow from investing	-0.5	-1.2	-7.0	-10.8
Cash flow from financing	-86.9	-6.8	-92.3	-219.2
Cash flow for the period	-10.3	22.4	27.7	-91.3

- Cash flow from financing Q3'21 includes SEK -85.0m from voluntary repayments of loans
- Cash and cash equivalents of SEK 112.5m at the end of the period

Leverage

SEKm	Q3'21	Q3'20
LTM adjusted EBITDA	318.4	195.3
Net debt	255.7	465.4
Net debt / LTM adjusted EBITDA	0.8x	2.4x

Financial targets

Growth

15-20%

Annual Net sales growth

Profitability

45-50%

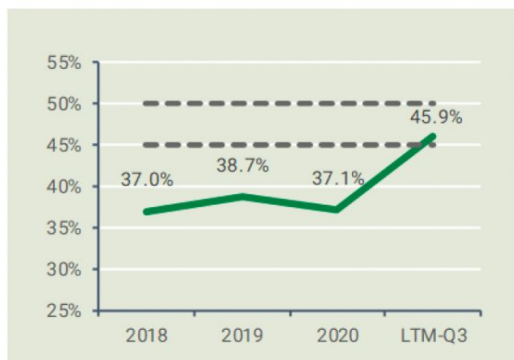
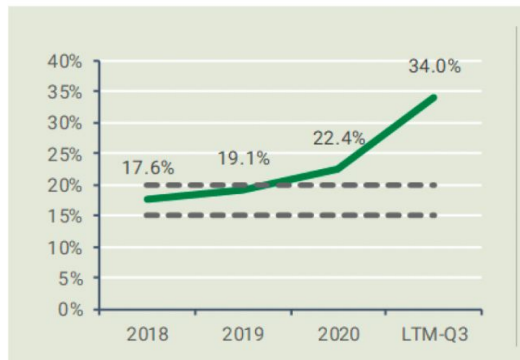
Medium term Adjusted EBITDA
margin

Leverage

<2.0X

Net Debt to Adjusted EBITDA

Accumulated 12 months (2018-LTM Q3 2021)



Summary



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Q&A



Financial Calendar

1 February 2022 Year-end report, Q4

28 April 2022 Interim report, Q1

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