

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	hipages Group Holdings Limited (Company)
ABN	67 644 430 839

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Dr Adir Shiffman
Date of appointment	7 July 2023

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
Nil

+ See chapter 19 for defined terms.

Appendix 3X
Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
<p>Note: Provide details of the circumstances giving rise to the relevant interest.</p>	<p>Nil</p>

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Non-Executive Director Equity Entitlement
Nature of interest	Subject to shareholders' approval, an annual right to receive \$30,000 of share rights in the Company annually, with such number of share rights calculated on the basis of the 5-day VWAP of Company shares immediately prior to the grant date. First grant is to occur on the first anniversary of his appointment to the Board of the Company (Director Equity Entitlement). The Director Equity Entitlement is not subject to any performance conditions and will vest on the date of grant.
Name of registered holder (if issued securities)	Dr Adir Shiffman
No. and class of securities to which interest relates	On grant and vesting, the share rights are capable of conversion into fully paid ordinary shares on a one-to-one basis.

+ See chapter 19 for defined terms.