

# 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.

|                       |   |
|-----------------------|---|
| <b>Name of entity</b> | <b>hipages Group Holdings Limited (Company)</b> |
| <b>ABN</b>            | <b>67 644 430 839</b>                           |

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.

|                            |                |
|----------------------------|----------------|
| <b>Name of Director</b>    | Kate Hill      |
| <b>Date of appointment</b> | 25 August 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.

| <b>Number &amp; class of securities</b> |
|---|
| Nil                                     |

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**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*

| <b>Name of holder &amp; nature of interest</b>  | <b>Number &amp; class of Securities</b> |
|---|---|
| <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.

|  |   |
|--|---|
| <b>Detail of contract</b>                                    | Non-Executive Director Equity Entitlement   |
| <b>Nature of interest</b>                                    | <p>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 her appointment to the Board of the Company (<b>Director Equity Entitlement</b>). The Director Equity Entitlement is not subject to any performance conditions and will vest on the date of grant.</p> |
| <b>Name of registered holder (if issued securities)</b>      | Kate Hill   |
| <b>No. and class of securities to which interest relates</b> | <p>On grant and vesting, the share rights are capable of conversion into fully paid ordinary shares on a one-to-one basis.</p>  |

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+ See chapter 19 for defined terms.