

Appendix 3Y

Change of 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 30/09/01 Amended 01/01/11

| | |
|-----------------------|--------------------------------|
| Name of entity | hipages Group Holdings Limited |
| ABN | 67 644 430 839 |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

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|----------------------------|------------------|
| Name of Director | Inese Kingsmill |
| Date of last notice | 1 September 2025 |

Part 1 - Change of director's relevant interests in securities

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.

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| Direct or indirect interest | Indirect |
| Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest. | Kingsmill Family Investments Pty Ltd ACN 152 161 361 for the Kingsmill Family SMSF |
| Date of change | 3 September 2025 |
| No. of securities held prior to change | 140,453 Fully Paid Ordinary Shares Registered holders: <ul style="list-style-type: none">• Inese Kingsmill (8,282 Fully Paid Ordinary Shares)• Kingsmill Family Investments Pty Ltd ACN 152 161 361 (110,171 Fully Paid Ordinary Shares)• Valda Seibelis (22,000 Fully Paid Ordinary Shares) 73,849 Rights Registered holder: Kingsmill Family Investments Pty Ltd ACN 152 161 361 for the Kingsmill SMSF |

+ See chapter 19 for defined terms.

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| Class | Fully Paid Ordinary Shares Rights |
| Number acquired | 73,849 Fully Paid Ordinary Shares Nil Rights |
| Number disposed | Nil Fully Paid Ordinary Shares 73,849 Rights |
| Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation | No consideration is payable on conversion of a Right to a Fully Paid Ordinary Share. |
| No. of securities held after change | 214,302 Fully Paid Ordinary Shares Registered holders: <ul style="list-style-type: none"> • Inese Kingsmill (8,282 Fully Paid Ordinary Shares) • Kingsmill Family Investments Pty Ltd ACN 152 161 361 for the Kingsmill SMSF (184,020 Fully Paid Ordinary Shares) • Valda Seibelis (22,000 Fully Paid Ordinary Shares) Nil Rights |
| Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | Exercise of Rights under hipages Management Equity Plan for Fully Paid Ordinary Shares. |

Part 2 – Change of 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.

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| Detail of contract | Non-Executive Director Equity Entitlements |
| Nature of interest | Right to annual grant of Director Equity Entitlements valued at \$50,000. Approved by shareholders at the 2022 AGM. No time based vesting conditions apply. This means that on the date when the relevant year's Director Equity Entitlements are granted, the Director Equity Entitlements vest immediately and become exercisable. |
| Name of registered holder (if issued securities) | N/A |
| Date of change | N/A |

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| No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small> | N/A |
| Interest acquired | N/A |
| Interest disposed | N/A |
| Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small> | N/A |
| Interest after change | N/A |

Part 3 – ⁺Closed period

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| Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required? | No |
| If so, was prior written clearance provided to allow the trade to proceed during this period? | N/A |
| If prior written clearance was provided, on what date was this provided? | N/A |

⁺ See chapter 19 for defined terms.