

ASX Release 30 September 2025

CEO Special Short-Term Incentive

hipages Group Holdings Ltd (ASX:HPG) (the Company) announces the approval of a CEO Special Short-Term Incentive (**CEO Special STI**) award by the Board, in recognition of CEO and Co-Founder Roby Sharon-Zipser's significant contribution to hipages, and to further incentivise shareholder value creation and the delivery of critical strategic outcomes during the Company's next growth phase.

With the Company having reached an important inflection point of sustainable Free Cash Flow generation, the CEO Special STI is designed to incentivise further shareholder value creation by focusing on Company productivity and efficiency based on the Rule of 40 and measured through Free Cash Flow Margin performance.

The Free Cash Flow Margin targets for the CEO Special STI are higher than the existing STI targets for Operating Revenue and Free Cash Flow.

The CEO will be eligible for the CEO Special STI in FY26, with in-principle approval granted for FY27. There is no increase in the CEO's total fixed remuneration for FY26. The issuance of any performance rights will be subject to shareholder approval and the CEO meeting the relevant vesting conditions.

The material terms of the CEO Special STI are provided in accordance with ASX Listing Rule 3.16.4, as follows:

- The CEO Special STI is an additional incentive opportunity, separate from the CEO's existing Executive STI and LTI arrangements.
- Subject to shareholder approval and fulfilment of vesting conditions, the CEO Special STI for FY26 will provide share price exposure from the beginning of the 12-month performance period, with an allocation price of \$0.90, being the 5 day VWAP of HPG shares ending 30 June 2025. The performance rights will be issued at the end of the performance period¹.
- The CEO Special STI opportunity is 20% of Total Fixed Remuneration (**TFR**) (at target) and 40% of TFR (at maximum).
- Vesting is subject to the following three conditions:
 1. **Performance Condition** - Company achievement of targeted Free Cash Flow Margin over a 12-month performance period, assessed against the following vesting schedule:

Vesting Tier	Entitlement
Threshold FCF Margin	0% achievement

¹ Vesting remains subject to the subsequent fulfilment of the Service and Leadership Conditions as assessed on 30 June 2027. Rights may be forfeited if these conditions are not met.

Target FCF Margin	50% to 100% achievement calculated on a straight line basis between Target and Stretch
Stretch FCF Margin	

2. **Service** - Continued employment in the role of CEO until at least 30 June 2027.
 3. **Leadership** - Demonstration of exemplary leadership, in alignment with the Company's strategic and cultural aspirations. The Board will assess this condition holistically, exercising its discretion to ensure the CEO Special STI outcome appropriately reflects expected leadership performance.
- Any shares obtained on vesting and exercise of the Special CEO STI will be restricted from disposal until 1 July 2028.
 - The performance rights will be issued pursuant to the hipages Management Equity Plan including malus and clawback provisions.

Mr Roby Sharon Zipser's current total remuneration package on an annualised basis is \$1,235,972 (target) / \$1,686,935 (maximum), comprising:

- TFR of \$668,093, non-monetary benefits of \$9,152
- Executive STI opportunity of 35% (target) / 52.5% (maximum) of TFR, being \$233,832 (target) / \$350,749 (maximum); awarded 70% cash and 30% deferred equity;
- Special CEO STI opportunity of 20% (target) / 40% (maximum), being \$133,619 (target) / \$267,237 (maximum); awarded 100% deferred equity; and
- Executive LTI opportunity of 30% (target) / 60% (maximum), being \$200,428 (target) / \$400,856 (maximum); awarded 100% equity.

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Authorised for release to the ASX by the Board of hipages Group Holdings Limited.

Further information:

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About hipages Group (ASX:HPG)

hipages Group is an online tradie marketplace and Software-as-a-Service (SaaS) platform connecting tradies with residential and commercial consumers through its platforms hipages Australia and hipages New Zealand (Builderscrack). To date, nearly 5 million Australians and New Zealanders have used hipages Group to change the way they find, hire, and manage trusted tradies, providing more work to almost 35,000 subscribed trade businesses. Tradiecore, hipages Group proprietary workflow management platform is key to the Company's strategic evolution from marketplace to platform. Tradiecore helps tradies build better businesses by managing their whole workflow from lead generation through to payment and completion.