

ASX Release 22 August 2025

hipages Group FY25 Results

Successful STP migration establishes foundation for long-term profitable growth

hipages Group Holdings Ltd (ASX: HPG) (hipages or the Group), Australia and New Zealand's number #1 platform to connect homeowners and tradies, today announces its financial results for the 12 months ended 30 June 2025 (FY25).

Highlights¹

- Achieved FY25 guidance for revenue growth, EBITDA margin and free cash flow
- Free cash flow up 162% to \$5.6m, reflecting strong and efficient operating model
- MRR² up 14% to \$7.4m, total revenue up 10% to \$83.1m
- Strong ARPU³ growth of 9% to \$2,267 driven by new pricing plans in Australia and subscription model in NZ; Australia ARPU up 8% to \$2,381
- Operating leverage driving record EBITDA margin of 24%
- Significant strategic delivery with successful single tradie platform (STP) migration, new pricing plans in Australia and subscription model implementation in NZ

Financial metrics	FY25	FY24	Var
Total revenue (\$m)	83.1	75.8	+10%
Recurring revenue (\$m)	80.8	72.1	+12%
Recurring revenue % total	97%	95%	+2ppt
Operating expenses (\$m)	(63.5)	(59.4)	+7%
EBITDA before significant items (\$m)	19.6	16.4	+20%
EBITDA margin (%)	24%	22%	+2ppt
Statutory net profit after tax (\$m) ⁴	2.4	3.6	(33%)
Free cash flow (\$m)	5.6	2.1	+162%
Key operating metrics			
MRR excl. GST (\$m)	7.4	6.4	+14%
ARPU (\$)	2,267	2,079	+9%
Subscription tradies (000's) ⁵	36.6	36.7	(0%)
Job volume (000's)	1,382	1,342	+3%
Tradie-homeowner connections (m) ⁶	2.8	2.8	(0%)

¹ All comparisons refer to the previous corresponding period (pcp) unless otherwise stated.

² MRR: Monthly Recurring Revenue refers to the committed monthly subscription revenue from tradies (excl GST) at the end of the period. It is calculated as the number of tradie accounts multiplied by their monthly subscription price excl. GST.

³ ARPU: Annual Revenue Per User (Tradie ARPU) is the annual operating revenue (total revenue from ordinary activities) divided by the average of the opening and closing number of total hipages tradies and total subscription Builderscrack tradies.

⁴ FY24 statutory net profit included a \$3.1m profit in relation to the disposal of an equity interest in an associate and a \$0.4m benefit from the write back of deferred consideration related to the historical acquisition of Builderscrack (NZ subsidiary).

⁵ Subscription tradies refer to hipages Australia and hipages New Zealand (Builderscrack) tradies committed to a monthly subscription product. FY24 tradie numbers included 967 NZ tradie customer accounts that were still on a success fee model.

⁶ Connections now reported as a Group number following the shift to subscription model in NZ. FY24 previously reported as 2.7m was for Australia only – in line with FY25 of 2.7m connections for Australia.

Commenting on the result, hipages Group CEO & Founder, Roby Sharon-Zipser said:

"FY25 was a pivotal year of strategic delivery for hipages Group, with the successful migration of our customer base onto our new single tradie platform Tradiecore, new pricing plans in Australia and subscription model implementation in New Zealand. I'm incredibly proud of the efforts of the team to deliver these key strategic milestones while continuing our strong growth trajectory.

"To have achieved our guidance for revenue growth, EBITDA margin and free cash flow, while undertaking the most complex technology implementation in our history, is a huge achievement.

"The step change in our free cash generation is particularly pleasing, with every incremental dollar of revenue generated in FY25 over the prior year, delivering 47 cents in free cash. This showcases the power of our efficient operating model to generate significant and growing cash flows while investing for long-term growth.

"With all 33k of our Australian customers now on Tradiecore and 13% actively using job management features, we are seeing promising early signs for retention and engagement. Looking ahead, our focus is on building new Tradiecore functionality and adding new services that we expect will drive further engagement and profitable growth."

Strong financial performance and strategic delivery

hipages Group delivered strong financial results in FY25, achieving guidance while delivering a complex strategic evolution.

- **Successful strategic delivery:** 100% of more than 33k Australian customers migrated onto STP, introduction of new pricing plans in Australia and transition of NZ business to subscription model.
- **Strong revenue and ARPU growth:** Exit MRR growth of 14% to \$7.4 million and revenue growth of 10% to \$83.1 million, driven by ARPU growth of 9% to \$2,267. Australia ARPU up 8% to \$2,381, benefiting from introduction of new pricing plans, with 81% of tradies migrated to new pricing plans as at 30 June 2025. NZ FY25 exit rate ARPU of \$1,536 for the month of June shows benefit of transition to subscription model.
- **Subscription tradies stable** at 36.6k, with 1% growth in Australia, offset by an expected decline in NZ, as it transitioned to a full subscription model.
- **Continued EBITDA margin expansion:** Operating leverage and disciplined expense management drove EBITDA before significant items up 20% to \$19.6 million, reflecting an EBITDA margin expansion of 2 percentage points to 24%.
- **Step change in FCF:** Growth and efficient operating model supports continued investment in our future while driving a step change in free cash flow generation, up 162% to of \$5.6 million, further strengthening the Group's financial position with \$26.9 million cash and funds on deposit with no debt as at 30 June 2025.

FY26 outlook and strategic roadmap

FY26 is set to be a year of momentum and innovation as we aim to activate engagement of tradies on the platform and unlock the next phase of growth across our marketplaces in Australia and New Zealand. Our priorities include enhancing lead pricing mechanics, matching, and self-serve capabilities – making it easier and faster for tradies and homeowners to connect.

We are planning the release of powerful new features within our software solutions, with a strong focus on driving adoption and delivering greater value for customers. We also see opportunities to broaden our platform with a suite of adjacent services, designed to deepen engagement and open new revenue streams. Importantly, we are progressing the embedding of AI across our product and operations – a step that brings our product vision closer to reality and lays the groundwork for the future of tradie and homeowner technology.

With the majority of the STP migration, pricing model change and NZ subscription model implementation now complete, the Group enters FY26 with strong dynamics to drive revenue and profits.

For FY26, hipages Group is targeting:

- **Revenue growth** of 10%-12%
- **EBITDA margin** of 24%-26%
- **Free cash flow** of \$8-\$10 million

Investor webcast and conference call

hipages Group CEO & Co-Founder, Roby Sharon-Zipser and CFO, Jaco Jonker will host a webinar to present the FY25 results for investors and analysts at **10:00am AEDT today (22 August 2025)**.

To attend the webcast, please pre-register via the following link:

<https://webcast.openbriefing.com/hpg-fyr-2025/>

ENDS

ASX Release was authorised by the Board of hipages Group Holdings Ltd.

Further Information:

Ryan Thompson

M: +61 423 151 378

E: ryan.thompson@sodali.com

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, over 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 more than 36k subscribed trade businesses. Tradiecore, hipages Group's 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.