

ASX Release 24 February 2026

hipages Group H1 FY26 Results

Profitable growth and strategic execution

hipages Group Holdings Ltd (ASX: HPG) ("hipages" or "the Group"), Australia and New Zealand's number #1 platform to connect households and tradie businesses, today announces its financial results for the six months ended 31 December 2025 (H1 FY26)¹.

Highlights²

- Significant 4ppt EBITDA margin expansion and \$4.3 million FCF generation
- Double-digit revenue and ARPU growth, with all tradies migrated to new pricing plans
- Strong cash flow generation and balance sheet provides strategic optionality
- Strategic execution with launch of rebranded 'hipages for business' tradie app and 'hipages Perks' for tradie businesses and households
- Deploying AI workflows across the value chain: enhancing front-end user experience and streamlining back-end operations

Financial metrics	H1 FY26	H1 FY25	Var
Total revenue (\$m)	44.9	40.6	+11%
Recurring revenue % total	98%	97%	+1ppt
Gross profit margin (%)	89%	89%	-
Operating expenses (\$m)	(33.7)	(31.9)	+6%
EBITDA (\$m)	11.2	8.7	+29%
EBITDA margin (%)	25%	21%	+4ppt
Statutory net profit after tax (\$m)	2.7	0.1	>100%
Free cash flow (\$m)	4.3	1.2	+257%
Key operating metrics			
MRR excl. GST (\$m)	7.5	6.8	+9%
Subscription ARPU (\$)	2,497	2,267	+10%
Subscription businesses (000's) ³	35.3	34.9	+1%
Job volume (000's)	708	707	+0%
Business-household connections (m)	1.36	1.42	(4%)

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

"The first half of FY26 was a period of focused execution by the hipages team, as we navigated a volatile macroeconomic environment to deliver double-digit revenue growth, 4ppt EBITDA margin expansion and a significant step-up in free cash flow generation to \$4.3 million.

¹ H1 FY26 ASX Release should be read alongside the Appendix 4D and H1 FY26 Results presentation.

² All comparisons refer to the previous corresponding period (pcp) unless otherwise stated.

³ Refers to hipages Australia and hipages New Zealand (Builderscrack) tradies committed to a monthly subscription product.

“We continued to execute our platform strategy, completing the migration of 100% of our tradie customer base to new pricing plans, which helped to drive double-digit ARPU growth.

“We also rebranded our tradie app as ‘hipages for business’ to target a wider universe of potential customers and expanded ‘hipages Perks’ to offer exclusive deals and benefits to both tradies and households. Both are showing encouraging early signs.

“In H1, we continued to add new product functionality, including smart quotes and improved scheduling and estimating capabilities.

“Up next in H2, we will further deploy AI workflows into our product to enhance the user experience on both sides of the marketplace, including an AI job posting assistant and tradie location tracker for households, and a voice plugin for even faster quoting, and workday route optimisation for tradies. These are only a few examples, with many further developments coming to drive user engagement and retention.

“Beyond FY26, we will focus our product development on three horizons. First, driving growth in our core marketplace to help our customers market themselves more effectively. Second, building new job management functionality for ‘hipages for business’ to drive increased engagement and retention. And third, developing new adjacent services across our ecosystem to monetise households and drive new revenue streams.

“We will remain disciplined in our technology investment and cost management, focusing on opportunities to drive accelerated growth and increased profitability.”

FY26 outlook

hipages provides an updated FY26 revenue target of \$90 million – \$91 million, reflecting current macroeconomic conditions that continue to impact marketplace activity.

With the benefit of the Group’s efficient operating model and operating leverage, hipages reaffirms its targets for EBITDA margin of 24%-26% and free cash flow of \$8 million – \$10 million.

hipages is well capitalised with \$31.1 million in cash and funds on deposit as at 31 December 2025, providing significant strategic optionality.

Investor briefing and Q&A

hipages Group CEO & Co-Founder, Roby Sharon-Zipser and CFO, Jaco Jonker will host a webinar to present the H1 FY26 results for investors and analysts at **10:00am AEDT today (24 February 2026)**.

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

<https://investors.hipagesgroup.com.au/webinars/GyVNqy-h1-fy26-results-and-webcast>

ENDS

ASX Release was authorised by the Board of hipages Group (ASX: HPG)

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About hipages Group (ASX:HPG)

hipages Group is an online home improvement marketplace and Software-as-a-Service (SaaS) platform connecting trades and home improvement businesses with residential and commercial consumers through 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 trades and home improvement experts, providing more work to over 35,000 subscribed businesses. hipages for business (formerly, Tradiecore) is a proprietary workflow software solution that is key to the Company's strategic evolution from marketplace to an end-to-end platform. hipages for business helps trades and home improvement businesses by managing their whole workflow from lead generation through to payment and completion.