

ASX Release
30 April 2026

hipages Group expands into insurance adjacency with acquisition of tradie-focused VIZ Insurance

hipages Group Holdings Ltd (ASX:HPG) (“hipages” or “the Group”) today announces it has acquired a majority equity stake in VIZ Insurance Pty Ltd (“VIZ”), a digital-first insurance platform purpose-built for Australian tradies, from Insurtech Gateway Australia Pty Ltd for \$1.4 million.

Founded in 2016, VIZ provides specialised insurance products for 85+ trade occupations through its innovative digital platform, with cover provided in as little as six minutes. The ‘VIZ Tradie Pass’, Australia’s first digital wallet insurance card, gives tradies instant access to a Certificate of Currency directly from their mobile phone.

The acquisition of 51% of the issued capital in VIZ is the latest step in hipages’ platform strategy to expand into strategic adjacencies. This strategy significantly increases the Group’s TAM and is expected to drive enhanced customer retention and accelerated revenue growth. It also provides optionality to offer insurance products to homeowner customers in the future.

hipages Group receives two Board seats and strategic shareholder protections, alongside call and put options to acquire the remaining VIZ equity over four annual tranches. Tranche pricing is set at a multiple of future revenues (excluding hipages-introduced revenue), with each multiple tied to EBITDA margin achievement. VIZ Executive Director Simon O’Dell will remain with VIZ following the acquisition. The acquisition was funded from the Group’s existing cash reserves.

hipages Group CEO and Co-Founder, Roby Sharon-Zipser, said: “The acquisition of VIZ Insurance is the next exciting step in our platform strategy.

“Insurance is a non-discretionary product that every trade business needs to operate. The VIZ team has developed an innovative digital-first platform targeted at tradies that is a perfect fit for hipages. The business has been delivering strong growth, and we look forward to welcoming Simon and the team to the hipages family.

“Our platform strategy enables us to access new markets and materially increase our TAM. By adding new value-added services on our ‘hipages for business’ platform, we aim to become the operating system for trade businesses, which will drive increased retention, revenue growth and cash generation, and deliver significant value for our shareholders.”

VIZ Founder, Simon O’Dell, said: “The VIZ platform has been gaining strong traction with Australian tradies, who are attracted to our specialised products and super-fast service. In hipages we have found an ideal strategic partner, with a similar entrepreneurial culture and access to over 35,000 trade business customers. We look forward to working with Roby and the team to continue to grow our business as part of the hipages ecosystem.”

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



Join hipages' Investor Hub to receive the latest updates. Register and create an account at <https://investors.hipagesgroup.com.au/auth/signup>

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About hipages Group (ASX:HPG)

hipages Group is an online tradie marketplace and Software-as-a-Service (SaaS) platform connecting trade businesses 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 trade businesses, providing more work to over 35,000 subscribed customers. hipages Group's proprietary all-in-one platform for tradespeople, 'hipages for business', is key to the Company's strategic evolution from marketplace to platform. The platform helps tradespeople build better businesses by managing their whole workflow from lead generation through to payment and completion.

Find out more at www.hipages.com.au

About VIZ Insurance

VIZ Insurance Pty Limited (ABN 49 615 973 487, AFSL 494857) is a digital-first insurance platform purpose-built for Australian tradies. VIZ Insurance Pty Ltd operates as an agent under binding authority from Ivory Insurance Pty Ltd, meaning Ivory carries the underwriting risk and VIZ earns a commission on every policy issued. This is a standard underwriting agency model – VIZ owns the brand, customer relationship, and distribution; Ivory owns the risk. Product cover spans public & products liability, tools of trade, and tax audit insurance across 85+ trade occupations. VIZ Insurance Pty Ltd has operated continuously since 2016 and was acquired by Insurtech Gateway Australia in May 2025.

About Insurtech Gateway Australia

Insurtech Gateway Australia Pty Ltd (ACN 633 140 879, AFSL 525866) is the Australian arm of Insurtech Gateway, a UK-headquartered specialist incubator that backs early-stage insurance technology ventures and provides them with regulatory, capital and operational support. It has been the sole shareholder of VIZ Insurance since May 2025.

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