Notice of Annual General Meeting 2026

Meeting date: Thursday 5 November 2026

Time: 10.00am (AEDT)

Online: https://meetings.openbriefing.com/HPG26

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7 October 2026

hipages Group Holdings Ltd
ABN 67 644 430 839

hipages Group

Notice of Annual General Meeting 2026

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Notice is given that the Annual General Meeting (AGM) of hipages Group Holdings Ltd (**hipages**) ACN 644 430 839 will be held on:

Date: Thursday 5 November 2026

Time: 10.00am (AEDT)

The AGM will be held as a virtual meeting in accordance with rule 13.7(b) of the hipages Constitution.

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Virtual attendance

Shareholders can attend the AGM virtually using MUFG Pension & Market Services Online Platform at https://meetings.openbriefing.com/HPG26

Asking questions

Shareholders can register questions before the AGM (see details on page 6) or submit questions during the AGM using MUFG Pension & Market Services Online Platform or by calling 1800 497 114 (Conference call number) or +61 2 9189 1123 (International number).

Voting

Shareholders can vote before the AGM (see details on page 6) or vote during the AGM using MUFG Pension & Market Services Online Platform.

Further information on MUFG Pension & Market Services Online Platform is available in the Online meeting Guide at https://investors.hipagesgroup.com.au/agms.

Items of Business

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1. Financial Statements and Reports

To receive and consider the Financial Report, the Directors' Report and the Auditor's Report for the year ended 30 June 2026.

Note: this item of business is for discussion only and is not a resolution.

2. Remuneration Report

To consider and, if thought fit, to pass the following resolution as a non-binding ordinary resolution:

"To adopt the Remuneration Report for the year ended 30 June 2026"

Note: this item of business is advisory only and does not bind the Directors or hipages.

3. Re-Election of Independent Non-Executive Director, Inese Kingsmill

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That Inese Kingsmill being eligible, be re-elected as a Director of hipages Group Holdings Ltd in accordance with rule 3.6 of the hipages Constitution."

4. Election of Independent Non-Executive Director, Sally Fielke

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That Sally Fielke being eligible, be elected as a Director of hipages Group Holdings Ltd in accordance with rule 3.3 of the hipages Constitution."

5. Grant of Director Equity Entitlement to the Chair, Inese Kingsmill

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 10.14 and all other purposes, the annual grant of Director Equity Entitlements, and any shares on vesting and exercise of Director Equity Entitlements, valued at $50,000 to the Chair, Inese Kingsmill in accordance with the hipages Management Equity Plan and as described in the Explanatory Notes, be approved for the next three years."

6. Grant of Director Equity Entitlement to Independent Non-Executive Director, Kate Mills

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 10.14 and all other purposes, the annual grant of Director Equity Entitlements, and any shares on vesting and exercise of Director Equity Entitlements, valued at $30,000 to Independent Non-Executive Director, Kate Mills in accordance with the hipages Management Equity Plan and as described in the Explanatory Notes, be approved for the next three years."

7. Grant of Director Equity Entitlement to Independent Non-Executive Director, Adir Shiffman

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 10.14 and all other purposes, the annual grant of Director Equity Entitlements, and any shares on vesting and exercise of Director Equity Entitlements, valued at $30,000 to Independent Non-Executive Director, Adir Shiffman in accordance with the hipages Management Equity Plan and as described in the Explanatory Notes, be approved for the next three years."

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8. Grant of Director Equity Entitlement to Independent Non-Executive Director, Kate Hill

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 10.14 and all other purposes, the annual grant of Director Equity Entitlements, and any shares on vesting and exercise of Director Equity Entitlements, valued at $30,000 to Independent Non-Executive Director, Kate Hill in accordance with the hipages Management Equity Plan and as described in the Explanatory Notes, be approved for the next three years."

9. Grant of deferred equity component of Chief Executive Officer and Executive Director, Roby Sharon-Zipser's STI award for FY2026

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 10.14 and all other purposes, the grant of 60,012 performance rights, and any shares issued on the vesting and exercise of performance rights, to RSZ Pty Ltd atf RSZ Trust, an entity controlled by Chief Executive Officer, Roby Sharon-Zipser, representing the deferred equity component of Roby Sharon-Zipser's Short-Term Incentive

(STI) award for FY2026 in accordance with hipages Management Equity Plan and as described in the Explanatory Notes, be approved."

10. Grant of Chief Executive Officer and Executive Director, Roby Sharon-Zipser's LTI entitlement for FY2027

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 10.14 and all other purposes, the grant of 511,641 performance rights, and any shares issued on the vesting and exercise of performance rights, to RSZ Pty Ltd atf RSZ Trust, an entity controlled by Chief Executive Officer, Roby Sharon-Zipser representing

*Roby Sharon-Zipser's Long-Term Incentive (**LTI**) entitlement for FY2027 in accordance with hipages Management Equity Plan and as described in the Explanatory Notes, be approved."*

11. hipages Management Equity Plan

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 7.2 (Exception 13(b)) and all other purposes, that the hipages Management Equity Plan as described in the Explanatory Notes, be approved."

12. hipages Employee Equity Plan

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That, for the purpose of ASX Listing Rule 7.2 (Exception 13(b)) and all other purposes, that the hipages Employee Equity Plan as described in the Explanatory Notes, be approved."

By order of the Board

Kylie Quinlivan
General Counsel and Company Secretary
7 October 2026

Information for Shareholders

Voting exclusions

If you appoint the Chair of the meeting as your proxy on resolutions 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 or 12 or the Chair of the meeting is appointed your proxy by default, and you do not direct your proxy how to vote on that resolution, you will be expressly authorising the Chair to exercise your proxy even though that resolution is connected directly or indirectly with the remuneration of Key Management Personnel (**KMP**).

Resolution 2

A vote on resolution 2 must not be cast (in any capacity) by or on behalf of:

- a member of KMP, details of whose remuneration are included in the Remuneration Report for the year ended 30 June 2026; or
- a closely related party of such KMP.

However, a person described above may cast a vote on resolution 2 as proxy if the vote is not cast on behalf of a person described above and either:

- the proxy appointment is in writing that specifies the way the proxy is to vote on the resolution; or
- the vote is cast by the Chair of the meeting and the appointment of the Chair as proxy:
  - does not specify the way the proxy is to vote on the resolution; and
  - expressly authorises the Chair of the meeting to exercise the proxy even if the resolution is connected directly or indirectly with the remuneration of a member of KMP.

Resolutions 5 to 10 (inclusive)

hipages will disregard any votes cast in favour of resolutions 5 to 10 (inclusive) by or on behalf of:

- a person referred to in Listing Rule 10.14.1, 10.14.2 or 10.14.3 who is eligible to participate in hipages Management Equity Plan or hipages Employee Equity Plan; or
- an associate of that person or those persons.

However, this does not apply to a vote cast in favour of resolutions 5 to 10 (inclusive) by:

- a person as proxy or attorney for a person entitled to vote on resolutions 5 to 10 (inclusive) in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- the Chair of the meeting as proxy or attorney for a person who is entitled to vote on the resolution, in accordance with direction given to the Chair to vote on the resolution as the Chair decides; or
- a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting, on resolutions 5 to 10 (inclusive); and
  - the holder votes on resolutions 5 to 10 (inclusive) in accordance with directions given by the beneficiary to the holder to vote in that way.

In accordance with section 250BD of the Corporations Act, a vote must not be cast on resolutions 5 to 10 (inclusive) as a proxy by a member of the KMP at the date of the AGM, or a closely related party of those persons, unless it is cast as proxy for a person entitled to vote in accordance with their directions. This restriction on voting undirected proxies does not apply to the Chair of the meeting where the proxy appointment expressly authorises the Chair of the meeting to exercise undirected proxies even if the resolution is connected, directly or indirectly, with the remuneration of the KMP.

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Resolution 11

hipages will disregard any votes cast in favour of resolution 11 by or on behalf of:

- a person who is eligible to participate in hipages Management Equity Plan; or
- an associate of that person or those persons.

However, this does not apply to a vote cast in favour of resolution 11 by:

- a person as proxy for a person entitled to vote on resolution 11 in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- the Chair of the meeting as proxy or attorney for a person who is entitled to vote on the resolution, in accordance with a direction given to the chair to vote on the resolution as the chair decides; or
- a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting on resolution 11; and
  - the holder votes on resolution 11 in accordance with directions given by the beneficiary to the holder to vote in that way.

In accordance with section 250BD of the Corporations Act, a vote must not be cast on resolution 11 as a proxy by a member of the KMP at the date of the AGM, or a closely related party of those persons, unless it is cast as proxy for a person entitled to vote in accordance with their directions. This restriction on voting undirected proxies does not apply to the Chair of the meeting where the proxy appointment expressly authorises the Chair of the meeting to exercise undirected proxies even if the resolution is connected, directly or indirectly, with the remuneration of the KMP.

Resolution 12

hipages will disregard any votes cast in favour of resolution 12 by or on behalf of:

- a person who is eligible to participate in hipages Employee Equity Plan; or
- an associate of that person or those persons.

However, this does not apply to a vote cast in favour of resolution 12 by:

- a person as proxy for a person entitled to vote on resolution 12 in accordance with directions given to the proxy or attorney to vote on the resolution in that way; or
- the Chair of the meeting as proxy or attorney for a person who is entitled to vote on the resolution, in accordance with a direction given to the chair to vote on the resolution as the chair decides; or
- a holder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary provided the following conditions are met:
  - the beneficiary provides written confirmation to the holder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting on resolution 12; and
  - the holder votes on resolution 12 in accordance with directions given by the beneficiary to the holder to vote in that way.

In accordance with section 250BD of the Corporations Act, a vote must not be cast on resolution 12 as a proxy by a member of the KMP at the date of the AGM, or a closely related party of those persons, unless it is cast as proxy for a person entitled to vote in accordance with their directions. This restriction on voting undirected proxies does not apply to the Chair of the meeting where the proxy appointment expressly authorises the Chair of the meeting to exercise undirected proxies even if the resolution is connected, directly or indirectly, with the remuneration of the KMP.

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Other information

Apart from item 1 (which does not require a vote), all resolutions will be voted on by a poll.

A shareholder is eligible to vote at the AGM if they are registered as a holder of shares in hipages at 7.00pm (AEDT) on Tuesday, 3 November 2026.

Virtual meeting

hipages 2026 AGM will be held virtually in accordance with rule 13.7(b) of the hipages Constitution and there will be no physical meeting to attend.

You can attend virtually, ask questions and vote at hipages 2026 AGM using MUFG Pension & Market Services Online Platform. Shareholders are strongly encouraged to lodge a proxy vote before the AGM (see section: *Voting before the AGM below*).

Shareholder questions

If you are entitled to vote at the AGM, you may submit written questions for hipages or the Auditor before the AGM. Please ensure that your written questions are emailed to investor@hipagesgroup.com.au by 5.00pm (AEDT) on Thursday, 29 October 2026.

You may also submit your questions and comments in writing or verbally during the AGM using MUFG Pension & Market Services Online Platform.

The Chair will endeavour to address all relevant questions and comments during the AGM.

The Auditor will also be in attendance at the AGM and will be available to answer questions relevant to the audit and the Auditor's Report.

Appointing proxies and powers of attorney

If you are entitled to vote at the AGM, you can appoint a proxy or attorney to attend and to vote on your behalf (see below). A proxy or attorney does not need to be a hipages shareholder and may be an individual or a body corporate.

If you are entitled to cast two or more votes, you may appoint two proxies and you may specify the proportion or number of votes each proxy or attorney is appointed to exercise. If no proportion or number is specified, each proxy or attorney may exercise half of your votes. If you wish to appoint two proxies, please contact the MUFG Pension & Market Services Share Registry on 1300 554 474 (within Australia) or +61 1300 554 474 (outside Australia).

Voting before the AGM

You are encouraged to submit a proxy vote before the AGM. You may lodge your proxy vote online using the MUFG Pension & Market Services Investor Centre at the address below by 10.00am (AEDT) on Tuesday, 3 November 2026.

Online: https://meetings.openbriefing.com/HPG26

If a shareholder is unable to complete an online proxy appointment, a proxy form can be requested by contacting the MUFG Corporate Markets Share Registry on 1300 554 474 (within Australia) or +61 1300 554 474 (outside Australia). Completed proxy forms (together with any authority under which the proxy was signed or a certified copy of the authority) must be received by the MUFG Corporate Markets Share Registry no later than 10.00am (AEDT) on Tuesday, 3 November 2026, by post or by hand.

By post: hipages Group Holdings Ltd, c/- MUFG Corporate Markets (AU) Limited, Locked Bag A14, Sydney South NSW 1235.

By hand: MUFG Corporate Markets (AU) Limited, Parramatta Square, Level 22, Tower 6, 10 Darcy Street, Parramatta NSW 2150.

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Voting at the AGM

Shareholders can vote during the AGM using MUFG Pension & Market Services Online Platform at https://meetings.openbriefing.com/HPG26. Shareholders are strongly encouraged to lodge a proxy vote before the AGM.

For further information about how to register and vote at the hipages AGM, please refer to the Online Meeting Guide available at https://investors.hipagesgroup.com.au/agms.

Voting by proxies

Under the Corporations Act, if the proxy form directs the proxy how to vote on a particular resolution:

- a proxy who is not the Chair of the meeting does not need to vote but if the proxy does vote, the proxy must vote as directed (subject to any applicable voting restrictions); and
- if the proxy is the Chair of the meeting, the proxy must vote and must vote as directed.

Default to the Chair of the meeting

If:

- a shareholder has appointed a proxy other than the Chair of the meeting and the appointment of the proxy directs the proxy how to vote on the resolution; and
- the shareholder's proxy either does not attend the AGM or attends the AGM but does not vote on the resolution,

then the Chair of the meeting will, before voting on the resolution closes, be taken to have been appointed as the proxy for that shareholder for the purposes of voting on that resolution. In these circumstances, the Chair of the meeting must vote in accordance with the written direction of the shareholder.

Voting intention of the Chair

Where entitled to do so, and subject to the voting restrictions set out on page 4, the Chair intends to vote all undirected proxies in favour of resolutions 2 to 12 (inclusive).

Powers of attorney

If you have appointed an attorney to attend and vote at the AGM, or if your proxy form is signed by an attorney, you must provide the power of attorney (or a certified copy of the power of attorney) to the Share Registry before 10.00am (AEDT) on Tuesday, 3 November 2026 unless this document has been previously lodged with the Share Registry.

You may deliver the power of attorney to the Share Registry by post or by hand using the details provided in the section: *Voting before the AGM above*.

Corporate representatives

A corporate shareholder may appoint a person to act as its representative. The representative must provide a properly executed letter or other document, such as an Appointment of Corporate Representative form, confirming that they are authorised to act as the shareholder's representative at the AGM. The document must be provided to the Share Registry before 10.00am (AEDT) on Tuesday, 3 November 2026. Shareholders can obtain an "Appointment of Corporate Representative" form by calling the Share Registry on 1300 554 474 (within Australia) or +61 1300 554 474 (outside Australia).

Explanatory Notes

Item 1 – Financial Statements and Reports

The Corporations Act requires that the Financial Report, the Directors' Report and Auditor's Report be considered at the AGM. Shareholders are not required to vote on these reports.

The Chair of the meeting will give shareholders a reasonable opportunity to ask questions and make comments on the management of hipages. Shareholders will also be given a reasonable opportunity to ask the Auditor questions about the conduct of the audit and the content of the Auditor's Report.

Item 2 – Remuneration Report

The FY2026 Remuneration Report sets out hipages' executive remuneration framework, the link between hipages' performance and executive remuneration outcomes and remuneration arrangements of hipages' Directors and other KMP for FY2026.

The FY2026 Remuneration Report is included in hipages' 2026 Annual Report which is available on hipages' Investor Hub https://investors.hipagesgroup.com.au/.

The Chair of the meeting will give shareholders a reasonable opportunity to ask questions about or make comments on the FY2026 Remuneration Report.

The vote on the FY2026 Remuneration Report is advisory and will not bind hipages or its Directors. However the Board will take the outcome of the vote into consideration when reviewing the future remuneration policies and practices of hipages.

> *Noting that each Director has a personal interest in their own remuneration from hipages, as described in the Remuneration Report, the Board recommends that shareholders vote in favour of adopting the resolution.*

Item 3 – Re-election of Inese Kingsmill

Inese Kingsmill was last elected by shareholders on 9 November 2023. Pursuant to ASX Listing Rule 14.5, Inese Kingsmill offers herself for re-election in accordance with rule 3.6 of hipages' Constitution. Inese is an independent Non-Executive Chair and is a member of the Audit and Risk Committee and Remuneration and Nominations Committee.

Over the course of an executive career spanning 25 years, Inese Kingsmill earned a reputation as a growth focused and customer oriented business leader. Her experience spanned leadership positions across a broad spectrum of accountabilities at Microsoft, Telstra and Virgin Australia.

The Board reviewed its performance and the performance of the Board Committees in FY2026, as described in hipages' Corporate Governance Statement. Based on this performance review, the Board assessed Inese Kingsmill to be an effective Chair of the Board and an important contributor to the Audit and Risk Committee and Remuneration and Nominations Committee.

> *The Board (other than Inese Kingsmill because of her interest in this resolution) recommends that shareholders vote in favour of this resolution.*

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Item 4 – Election of Sally Fielke

Sally Fielke was appointed as Director by the Board on 31 August 2026, and being eligible, offers herself for election in accordance with rule 3.3 of hipages' Constitution.

Sally is a senior Corporate Affairs executive and qualified lawyer, currently Group Executive, Corporate Affairs at News Corp Australia and has been nominated as a director of the hipages Board by her employer. The Board has assessed Sally as a non-independent director.

Sally was previously Group Corporate & Indigenous Affairs Officer at Coles Group for six years and General Manager Corporate Affairs at Sydney Airport for almost eight years and has held a number of industry association CEO roles.

The Board considers that Sally's experience and skillset will further strengthen the capability of the Board.

> *The Board (other than Sally Fielke because of her interest in this resolution) recommends that shareholders vote in favour of this resolution.*

Items 5, 6, 7, 8, 9 and 10 – Issue of Equity Securities

Listing Rule 10.14 provides that a listed company must not permit any of the following persons to acquire equity securities under an employee incentive scheme:

- (Listing Rule 10.14.1) a director of the company;
- (Listing Rule 10.14.2) an associate of a director of the company; or
- (Listing Rule 10.14.3) a person whose relationship with the company or a person referred to in Listing Rule 10.14.1 or 10.14.2 is such that, in ASX's opinion, the acquisition should be approved by its shareholders,

unless it obtains the approval of its shareholders.

The following resolutions 5 to 10 fall within Listing Rule 10.14.1 and therefore require the approval of hipages' shareholders under Listing Rule 10.14:

- the proposed issue of share rights to Inese Kingsmill;
- the proposed issue of share rights to Kate Mills;
- the proposed issue of share rights to Adir Shiffman;
- the proposed issue of share rights to Kate Hill; and
- the proposed issue of performance rights to Roby Sharon-Zipser;

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Item 5 – Grant of Director Equity Entitlement to the Chair, Inese Kingsmill

Resolution 5 seeks shareholder approval for the annual grant of Director Equity Entitlements valued at $50,000 (or such other amount calculated on a pro-rata basis at the Board's discretion), and any shares on exercise of Director Equity Entitlements, to the Chair, Inese Kingsmill, under the terms of hipages Management Equity Plan, for the next three years.

The Director Equity Entitlements will be provided in the form of share rights, which vest immediately after grant. The provision of share rights to directors aligns the long-term interests of Non-Executive Directors with shareholders. The independence of Non-Executive Directors is carefully balanced including having regard to the number of share rights issued to Non-Executive Directors and by not linking the vesting of share rights to hipages' performance.

The Director Equity Entitlements for each director will be aligned to 1 September each year (**Alignment Date**). Directors will be issued share rights as determined by the Board on a pro rata basis to achieve this alignment. No Director will receive share rights in excess of their annual entitlement.

The number of share rights will be calculated by dividing the Director Equity Entitlement value of $50,000 by the 5-day VWAP of HPG shares ending immediately before the Alignment Date.

Share rights are not subject to any performance or time-based conditions and will vest immediately after grant.

Shareholder approval

If shareholders approve resolution 5, Inese Kingsmill will receive an annual grant of Director Equity Entitlements valued at $50,000 for the next three years. The share rights will be issued no later than three years after the date of the AGM. If shareholders do not approve resolution 5, hipages will not be able to issue share rights to Inese Kingsmill and the Board will discuss alternative options with Inese Kingsmill in good faith.

For other information required under the ASX Listing Rules, see section: *Additional information required by the ASX Listing Rules* and the hipages FY2026 Remuneration Report. For a summary of key terms of the hipages Management Equity Plan, see the section at the end of this Notice titled: *Summary of key terms of hipages' Management Equity Plan* (***HMEP***).

> *The Board (other than Inese Kingsmill because of her interest in this resolution) recommends that shareholders vote in favour of this resolution.*

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Item 6 – Grant of Director Equity Entitlement to Director, Kate Mills

Resolution 6 seeks shareholder approval for the annual grant of Director Equity Entitlements valued at $30,000 (or such other amount calculated on a pro-rata basis at the Board's discretion), and any shares on exercise of Director Equity Entitlements, to the Director, Kate Mills, under the terms of hipages Management Equity Plan, for the next three years.

The Director Equity Entitlements will be provided in the form of share rights, which vest immediately after grant. The provision of share rights to directors aligns the long-term interests of Non-Executive Directors with shareholders. The independence of Non-Executive Directors is carefully balanced including having regard to the number of share rights issued to Non-Executive Directors and by not linking the vesting of share rights to hipages' performance.

The Director Equity Entitlements for each director will be aligned to 1 September each year (**Alignment Date**). Directors will be issued share rights as determined by the Board on a pro rata basis to achieve this alignment. No Director will receive share rights in excess of their annual entitlement.

The number of share rights will be calculated by dividing the Director Equity Entitlement value of $30,000 by the 5-day VWAP of HPG shares ending immediately before the Alignment Date.

Share rights are not subject to any performance or time-based conditions and will vest immediately after grant.

Shareholder approval

If shareholders approve resolution 6, Kate Mills will receive an annual grant of Director Equity Entitlements valued at $30,000 for the next three years. The share rights will be issued no later than three years after the date of the AGM. If shareholders do not approve resolution 6, hipages will not be able to issue share rights to Kate Mills and the Board will discuss alternative options with Kate Mills in good faith.

For other information required under the ASX Listing Rules, see section: *Additional information required by the ASX Listing Rules* and the hipages FY2026 Remuneration Report. For a summary of key terms of the hipages Management Equity Plan, see the section at the end of this Notice titled: *Summary of key terms of hipages' Management Equity Plan (**HMEP**)*.

> *The Board (other than Kate Mills because of her interest in this resolution) recommends that shareholders vote in favour of this resolution.*

Item 7 – Grant of Director Equity Entitlement to Director, Adir Shiffman

Resolution 7 seeks shareholder approval for the annual grant of Director Equity Entitlements valued at $30,000 (or such other amount calculated on a pro-rata basis at the Board's discretion), and any shares on exercise of Director Equity Entitlements, to the Director, Adir Shiffman, under the terms of hipages Management Equity Plan, for the next three years.

The Director Equity Entitlements will be provided in the form of share rights, which vest immediately after grant. The provision of share rights to directors aligns the long-term interests of Non-Executive Directors with shareholders. The independence of Non-Executive Directors is carefully balanced including having regard to the number of share rights issued to Non-Executive Directors and by not linking the vesting of share rights to hipages' performance.

The Director Equity Entitlements for each director will be aligned to 1 September each year (**Alignment Date**). Directors will be issued share rights as determined by the Board on a pro rata basis to achieve this alignment. No Director will receive share rights in excess of their annual entitlement.

The number of share rights will be calculated by dividing the Director Equity Entitlement value of $30,000 by the 5-day VWAP of HPG shares ending immediately before the Alignment Date.

Share rights are not subject to any performance or time-based conditions and will vest immediately after grant.

Shareholder approval

If shareholders approve resolution 7, Adir Shiffman will receive an annual grant of Director Equity Entitlements valued at $30,000 for the next three years. The share rights will be issued no later than three years after the date of the AGM. If shareholders do not approve resolution 7, hipages will not be able to issue share rights to Adir Shiffman and the Board will discuss alternative options with Adir Shiffman in good faith.

For other information required under the ASX Listing Rules, see section: *Additional information required by the ASX Listing Rules* and the hipages FY2026 Remuneration Report. For a summary of key terms of the hipages Management Equity Plan, see the section at the end of this Notice titled: *Summary of key terms of hipages' Management Equity Plan (**HMEP**)*.

> *The Board (other than Adir Shiffman because of his interest in this resolution) recommends that shareholders vote in favour of this resolution.*

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Item 8 – Grant of Director Equity Entitlement to Director, Kate Hill

Resolution 8 seeks shareholder approval for the annual grant of Director Equity Entitlements valued at $30,000 (or such other amount calculated on a pro-rata basis at the Board's discretion), and any shares on exercise of Director Equity Entitlements, to the Director, Kate Hill, under the terms of hipages Management Equity Plan, for the next three years.

The Director Equity Entitlements will be provided in the form of share rights, which vest immediately after grant. The provision of share rights to directors aligns the long-term interests of Non-Executive Directors with shareholders. The independence of Non-Executive Directors is carefully balanced including having regard to the number of share rights issued to Non-Executive Directors and by not linking the vesting of share rights to hipages' performance.

The Director Equity Entitlements for each director will be aligned to 1 September each year (**Alignment Date**). Directors will be issued share rights as determined by the Board on a pro rata basis to achieve this alignment. No Director will receive share rights in excess of their annual entitlement.

The number of share rights will be calculated by dividing the Director Equity Entitlement value of $30,000 by the 5-day VWAP of HPG shares ending immediately before the Alignment Date.

Share rights are not subject to any performance or time-based conditions and will vest immediately after grant.

Shareholder approval

If shareholders approve resolution 8, Kate Hill will receive an annual grant of Director Equity Entitlements valued at $30,000 for the next three years. The share rights will be issued no later than three years after the date of the AGM. If shareholders do not approve resolution 8, hipages will not be able to issue share rights to Kate Hill and the Board will discuss alternative options with Kate Hill in good faith.

For other information required under the ASX Listing Rules, see section: *Additional information required by the ASX Listing Rules* and the hipages FY2026 Remuneration Report. For a summary of key terms of the hipages Management Equity Plan, see the section at the end of this Notice titled: *Summary of key terms of hipages' Management Equity Plan (**HMEP**)*.

> *The Board (other than Kate Hill because of her interest in this resolution) recommends that shareholders vote in favour of this resolution.*

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Item 9 – Grant of deferred equity component of FY2026 short-term incentive (STI) to Chief Executive Officer and Executive Director, Roby Sharon-Zipser

Resolution 9 seeks shareholder approval for the grant of 60,012 performance rights, and any shares on vesting and exercise of performance rights, to RSZ Pty Ltd atf RSZ Trust, an entity controlled by the Chief Executive Officer, Roby Sharon-Zipser under the terms of hipages' Management Equity Plan, as part of his total remuneration package for the year ended 30 June 2026.

Summary of key terms of the deferred equity component of FY2026 STI

The FY2026 Executive Incentive Remuneration Framework aims to drive the achievement of hipages' annual objectives and long-term value creation for shareholders.

For FY2026, Roby Sharon-Zipser is eligible for a short-term incentive opportunity of 35% (target) / 52.5% (maximum) of his FY2026 total fixed remuneration (**TFR**) of $668,093; split 70% in cash and subject to shareholder approval, 30% in deferred equity vesting on 30 June 2027.

Based on financial and non-financial performance measures for the 12-month performance period ending 30 June 2026, Roby Sharon-Zipser was awarded 62.83% of his target short-term incentive opportunity, representing $102,842 in cash and

$44,075 in equity. Further details of Roby Sharon-Zipser's performance outcomes for FY2026 are set out in section 5.2 of the 2026 Remuneration Report.

Roby Sharon-Zipser is entitled to 60,012 performance rights, calculated by dividing the $44,075 deferred equity component of his short-term incentive award by approximately $0.734 being the 5-day VWAP of HPG shares ending on 30 June 2026.

The performance rights will vest and become exercisable 12 months after the end of the relevant performance period, being 30 June 2027.

Shareholder approval

If shareholders approve resolution 9, then 60,012 performance rights will be granted to RSZ Pty Ltd atf RSZ Trust, an entity controlled by CEO Roby Sharon-Zipser shortly after the AGM and in any event no later than three years after the AGM.

If shareholders do not approve resolution 9, hipages will not be able to issue the performance rights and the Board will discuss alternative options with Roby Sharon-Zipser in good faith.

For other information required under the ASX Listing Rules, see section: *Additional information required by the ASX Listing Rules* and the hipages FY2026 Remuneration Report. For a summary of key terms of the hipages Management Equity Plan, see the section at the end of this Notice titled: *Summary of key terms of hipages' Management Equity Plan* (**HMEP**).

> *The Board (other than Roby Sharon-Zipser because of his interest in this resolution) recommends that shareholders vote in favour of this resolution.*

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Item 10 – Grant of FY2027 long-term incentive (LTI) to Chief Executive Officer and Executive Director, Roby Sharon-Zipser

Resolution 10 seeks shareholder approval for the grant of 511,641 performance rights, and any shares on vesting and exercise of performance rights, to RSZ Pty Ltd atf RSZ Trust, an entity controlled by the Chief Executive Officer, Roby Sharon-Zipser under the terms of hipages' Management Equity Plan, as part of his total remuneration package for the year ending 30 June 2027.

Summary of key terms of the FY2027 LTI

The aim of hipages' long-term incentive pursuant to the hipages Management Equity Plan (**LTI**) granted in the form of performance rights is to deepen the alignment between executive reward and long-term shareholder returns and encourage executives to take actions focused on creating sustainable results over the long-term leading to wealth creation for shareholders, rather than on short-term financial targets which may not be aligned to hipages' long term strategic objectives.

For FY2027, Roby Sharon-Zipser is eligible for an LTI opportunity of 30% (target) / 60% (maximum) of his FY2027 total fixed remuneration (**TFR**) of $696,117 (on an annualised basis), being $208,835 (target) / $417,670 (maximum). The relevant performance period is three years from 1 July 2026 to 30 June 2029 with no re-testing period.

The FY2027 LTI will be issued in two tranches:

Tranche	Performance Conditions	Weighting	Maximum Number of Performance Rights
Market Tranche	Market: Relative Total Shareholder Return (rTSR)	70%	376,764
Strategic Tranche (non-market)	Strategic (non-market): Power Users	15%	134,877
	Strategic (non-market): Serviced Customers	15%	
TOTAL		100%	**511,641**

The number of performance rights to be issued to Roby Sharon-Zipser has been calculated by:

- in the case of the Market Tranche, by dividing 70% of his maximum LTI opportunity by the value of a performance right subject to an rTSR performance condition being, $0.776. This valuation has been undertaken by an independent third party valuer using a Monte Carlo simulation; and
- in the case of the Strategic Tranche (non-market), by dividing 30% of his maximum LTI opportunity by the 5-day VWAP of HPG shares, as at 1 September 2026, being $0.929.

Item 10 – Grant of FY2027 long-term incentive (LTI) to Chief Executive Officer and Executive Director, Roby Sharon-Zipser continued

MARKET TRANCHE (weighted 70%)

1. Market Performance Condition: Relative Total Shareholder Return (rTSR)

Performance will be assessed against a relative Total Shareholder Return (**rTSR**) measure. The comparator group for assessing rTSR performance comprises approximately 15 selected ASX-listed companies (as listed below), as approved by the Board.

To determine rTSR performance, companies in the comparator group (including hipages) are ranked from highest to lowest in accordance with their TSR for the relevant performance period. The percentile ranking of hipages is used to determine LTI vesting levels.

Adore Beauty Group Limited, Appen Limited, Airtasker Limited, Articore Group Limited, Catapult Group International Ltd, Dubber Corporation Limited, Freelancer Limited, Kogan.com Limited, OFX Group Limited, Readytech Holdings Limited, Reckon Limited, Siteminder Limited, Temple & Webster Group Ltd, Urbanise.com Limited and The Koala Company Limited.

The following vesting schedule will apply to the rTSR performance measure:

hipages TSR ranking against comparator group	% of the Maximum LTI award that will vest
Below 50th percentile	Nil
At 50th percentile	50% (on Target)
Between the 50th and 75th percentile	Pro-rata vesting on a straight-line basis
At or above 75th percentile	100% (Maximum Stretch)

STRATEGIC TRANCHE (weighted 30% in aggregate)

2. Strategic (non-market) Performance Condition: Power Users (weighted 15%)

Power Users is a measure of unique users that undertake four or more platform actions in a month (excluding a lead generation action). This measure is an indicator of the success of the strategic shift from Marketplace to Platform.

The Power Users target for 30 June 2029 will be set by the Board at the end of FY2027.

The following vesting schedule will apply to the Power Users performance condition:

Percentage Power Users to Target	% of the Maximum LTI award that will vest
Below Threshold (<90% of Target)	Nil
Threshold (90% < Target < 100%)	25% to 75%
Target (100%)	75%
Stretch (100% < Target < 110%)	75% to 100%

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3. Strategic (non-market) Performance Condition: Serviced Customers (weighted 15%)

Serviced Customers refers to the total number of customers which have been on a subscription or used other paid services over the last 12 months. This measure is an indicator of the success of the strategic shift from Marketplace to Platform.

The Serviced Customers target for 30 June 2029 will be set by the Board at the end of FY2027.

The following vesting schedule will apply to the Serviced Customers performance condition:

Percentage Serviced Customers to Target	% of the Maximum LTI award that will vest
Below Threshold (<90% of Target)	Nil
Threshold (90% < Target < 100%)	25% to 75%
Target (100%)	75%
Stretch (100% < Target < 110%)	75% to 100%

Other key terms

The Board has discretion to amend the performance targets, the comparator group and/or how TSR is measured and modified for events which are considered to be outside management's control.

The FY2027 tranche of performance rights will vest at the end of the performance period, being 30 June 2029, subject to the extent that the performance condition is achieved. There is no re-testing of the performance conditions. Vested performance rights are exercisable in the exercise periods notified by the Company from time to time.

Shareholder approval

If resolution 10 is approved by shareholders, 511,641 performance rights will be granted to RSZ Pty Ltd atf RSZ Trust, an entity controlled by Chief Executive Officer, Roby Sharon-Zipser shortly after the AGM and in any event no later than three years after the date of the AGM. If shareholders do not approve resolution 10, hipages will not be able to issue the performance rights and the Board will discuss alternative options with Roby Sharon-Zipser in good faith.

For other information required under the ASX Listing Rules, see section: Additional information required by the ASX Listing Rules and the hipages FY2026 Remuneration Report. For a summary of key terms of the hipages Management Equity Plan, see section: *Summary of key terms of hipages' Management Equity Plan (***HMEP***).*

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Item 11 – hipages Management Equity Plan

Resolution 11 seeks approval of hipages Management Equity Plan for the next 3 years for the purpose of ASX Listing Rule 7.2 (Exception 13) and for all other purposes. If resolution 11 is approved by shareholders, issues of securities under the plan do not count towards the company's 15% capacity under ASX Listing Rule 7.1. If resolution 11 is not approved by shareholders, issues of securities under the plan will count towards the company's 15% capacity under ASX Listing Rule 7.1.

hipages' remuneration philosophy and framework for its executives and senior leaders aims to drive the achievement of hipages' annual objectives and ensure long-term value creation. Performance rights issued to hipages executives are issued pursuant to hipages Management Plan.

Non-executive directors of hipages also receive their Director Equity Entitlements in the form of share rights pursuant to the hipages Management Equity Plan. Director Equity Entitlements are approved by shareholders and not linked to performance.

Information required by ASX Listing Rule 7.2 (Exception 13(b)) is set out below:

A summary of the terms of the employee incentive scheme	Key terms of the scheme are summarised at the end of this Notice in the section titled: *Summary of hipages Management Equity Plan*.
The number of securities issued under the employee incentive scheme since the entity was listed for the date of last approval under this rule	hipages last sought approval under this rule on 9 November 2023. At and from 9 November 2023 6,993,939 equity securities in the form of performance rights (subject to vesting conditions) or share rights have been issued pursuant to the hipages Management Equity Plan.
The maximum number of equity securities proposed to be issued under the scheme following the approval	The maximum number of equity securities to be issued under the hipages Management Equity Plan for the three years following shareholder approval is 6,831,952 securities.
A voting exclusion statement	A voting exclusion statement is set out on page 4.

Item 12 – hipages Employee Equity Plan

Resolution 12 seeks approval of hipages Employee Equity Plan for the next 3 years for the purpose of ASX Listing Rule 7.2 (Exception 13) and for all other purposes. If resolution 12 is approved by shareholders, issues of securities under the plan do not count towards the company's 15% capacity under ASX Listing Rule 7.1. If resolution 12 is not approved by shareholders, issues of securities under the plan will count towards the company's 15% capacity under ASX Listing Rule 7.1.

hipages' team members are at the heart of hipages' success, enabling us to achieve our purpose, vision and long-term goals. This is why hipages employees participate in the hipages Employee Equity Plan (except executives covered by the hipages Management Equity Plan).

Information required by ASX Listing Rule 7.2 (Exception 13(b)) is set out below:

A summary of the terms of the employee incentive scheme	Key terms of the scheme are summarised at the end of this Notice in the section titled: *Summary of hipages Management Equity Plan*.
The number of securities issued under the employee incentive scheme since the entity was listed for the date of last approval under this rule	hipages last sought approval under this rule on 9 November 2023. At and from 9 November 2023 977,326 equity securities in the form of performance rights (subject to vesting conditions) or share rights have been issued pursuant to the hipages Employee Equity Plan.
The maximum number of equity securities proposed to be issued under the scheme following the approval	The maximum number of equity securities to be issued under the hipages Employee Equity Plan for the three years following shareholder approval is 6,831,952 securities.
A voting exclusion statement	A voting exclusion statement is set out on page 4.

Additional Information required by the ASX Listing Rules

Resolution 5

Below is additional information relevant to shareholders' decision on whether or not to approve the grant of share rights, and shares on vesting and exercise of share rights, to Inese Kingsmill, as required under ASX Listing Rule 10.15.

Inese Kingsmill's current total remuneration package

Inese Kingsmill's FY2026 total remuneration was $225,000, Chair fees of $175,000, and a Director Equity Entitlement valued at $50,000.

Share rights on issue to Inese Kingsmill pursuant to the hipages Management Equity Plan

Current share rights on issue:	
Balance on ASX listing (12 November 2020)	–
Rights awarded as remuneration in FY2022	8,282
Rights converted into HPG shares	(8,282)
Rights awarded as pro-rata remuneration in FY2023	18,091
Rights converted into HPG shares	(18,091)
Rights awarded as revised remuneration in FY2024	52,753
Rights converted into HPG shares	(52,753)
Rights awarded as remuneration in FY2025	34,464
Rights awarded as remuneration in FY2026	39,385
Rights converted into HPG shares	(73,849)
Rights awarded as remuneration in FY2027	59,852
Sub-total current share rights on issue	**59,852**
Award of share rights subject to approval at hipages' 2026 AGM:	
Resolution 5: grant of annual Director Equity Entitlement valued at $50,000 for the next three years	

No price was paid, or is payable, for the grant of the share rights set out in the table above. No loan will be provided to Inese Kingsmill in relation to the share rights to be awarded.

Details of any securities issued under the scheme will be published in the annual report of the entity relating to the period in which they were issued, along with a statement that approval for the issue was obtained under listing rule 10.14. Any additional persons covered by listing rule 10.14 who become entitled to participate in an issue of securities under the scheme after the resolution is approved and who were not named in the notice of meeting will not participate until approval is obtained under that rule.

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Resolution 6

Below is additional information relevant to shareholders' decision on whether or not to approve the grant of share rights, and shares on vesting and exercise of share rights, to Kate Mills, as required under ASX Listing Rule 10.15.

Kate Mills' current total remuneration package

Kate Mills' FY2026 total remuneration was $130,000, comprising director fees of $70,000, Remuneration and Nominations Committee Chair fees of $20,000 and Audit and Risk Committee member fees of $10,000 and a Director Equity Entitlement valued at $30,000.

Share rights on issue to Kate Mills pursuant to the hipages Management Equity Plan

Current share rights on issue:	
Rights awarded as remuneration in FY2024	43,795
Rights awarded as remuneration in FY2025	26,521
Rights awarded as remuneration in FY2026	23,462
Sub-total current share rights on issue	**93,778**
Award of share rights subject to approval at hipages' 2026 AGM:	
Resolution 6: grant of annual Director Equity Entitlement valued at $30,000 for the next three years	

No price was paid, or is payable, for the grant of the share rights set out in the table above. No loan will be provided to Kate Mills in relation to the share rights to be awarded.

Details of any securities issued under the scheme will be published in the annual report of the entity relating to the period in which they were issued, along with a statement that approval for the issue was obtained under listing rule 10.14. Any additional persons covered by listing rule 10.14 who become entitled to participate in an issue of securities under the scheme after the resolution is approved and who were not named in the notice of meeting will not participate until approval is obtained under that rule.

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Resolution 7

Below is additional information relevant to shareholders' decision on whether or not to approve the grant of share rights, and shares on vesting and exercise of share rights, to Adir Shiffman, as required under ASX Listing Rule 10.15.

Adir Shiffman's current total remuneration package

Adir Shiffman's FY2026 total remuneration was $110,000, comprising director fees of $70,000, Remuneration and Nominations Committee member fees of $10,000 and a Director Equity Entitlement valued at $30,000.

Share rights on issue to Adir Shiffman pursuant to the hipages Management Equity Plan

Current share rights on issue:	
Rights awarded as remuneration in FY2025	27,932
Rights awarded as remuneration in FY2026	32,231
Rights awarded as remuneration in FY2027	42,342
Sub-total current share rights on issue	**102,505**
Award of share rights subject to approval at hipages' 2026 AGM:	
Resolution 7: grant of annual Director Equity Entitlement valued at $30,000 for the next three years	

No price was paid, or is payable, for the grant of the share rights set out in the table above. No loan will be provided to Adir Shiffman in relation to the share rights to be awarded.

Details of any securities issued under the scheme will be published in the annual report of the entity relating to the period in which they were issued, along with a statement that approval for the issue was obtained under listing rule 10.14. Any additional persons covered by listing rule 10.14 who become entitled to participate in an issue of securities under the scheme after the resolution is approved and who were not named in the notice of meeting will not participate until approval is obtained under that rule.

Resolution 8

Below is additional information relevant to shareholders' decision on whether or not to approve the grant of share rights, and shares on vesting and exercise of share rights, to Kate Hill, as required under ASX Listing Rule 10.15.

Kate Hill's current total remuneration package

Kate Hill's FY2026 total remuneration was $120,000, comprising director fees of $70,000 and Audit and Risk Committee Chair fees of $20,000 and a Director Equity Entitlement valued at $30,000.

Share rights on issue to Kate Hill pursuant to the hipages Management Equity Plan

Current share rights on issue:	
Rights awarded as remuneration in FY2025	20,678
Rights converted into HPG shares	(20,678)
Rights awarded as remuneration in FY2026	23,631
Rights converted into HPG shares	(23,631)
Rights awarded as remuneration in FY2027	35,911
Sub-total current share rights on issue	**35,911**
Award of share rights subject to approval at hipages' 2026 AGM:	
Resolution 8: grant of annual Director Equity Entitlement valued at $30,000 for the next three years	

No price was paid, or is payable, for the grant of the share rights set out in the table above. No loan will be provided to Kate Hill in relation to the share rights to be awarded.

Details of any securities issued under the scheme will be published in the annual report of the entity relating to the period in which they were issued, along with a statement that approval for the issue was obtained under listing rule 10.14. Any additional persons covered by listing rule 10.14 who become entitled to participate in an issue of securities under the scheme after the resolution is approved and who were not named in the notice of meeting will not participate until approval is obtained under that rule.

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Resolutions 9 and 10

Below is additional information relevant to shareholders' decision on whether or not to approve the grant of performance rights, and shares on vesting and exercise of performance rights, to Roby Sharon-Zipser, as required under ASX Listing Rule 10.15.

Roby Sharon-Zipser's current total remuneration package

Roby Sharon-Zipser's FY2026 total remuneration opportunity on an annualised basis was $1,235,972 (target) / $1,686,935 (maximum), comprising TFR of $668,093, non-monetary benefits of $9,152, STI opportunity of 35% (target) / 52.5% (maximum) of TFR, being $233,832 (target) / $350,749 (maximum) LTI opportunity of 30% (target) / 60% (maximum), being $200,428 (target) / $400,856 (maximum) and Special CEO Short-Term Incentive opportunity of 20% (target) / 40% (maximum), being $133,619 (target) / $267,237 (maximum). Roby was awarded 62.83% of his FY2026 STI, representing $146,917, of which 70% was paid in cash and subject to shareholders approving resolution 9, 30% to be issued as deferred equity in the form of 60,012 performance rights vesting on 30 June 2027.

Roby Sharon-Zipser's FY2027 total remuneration opportunity on an annualised basis is $1,287,816 (target) / $1,757,695 (maximum), comprising TFR of $696,117, non-monetary benefits of $8,844, STI opportunity of 35% (target) / 52.5% (maximum) of TFR, being $243,641 (target) / $365,461 (maximum), Special CEO Short-Term Incentive opportunity of 20% (target) / 40% (maximum), being $139,223 (target) / $278,447 (maximum) and LTI opportunity of 30% (target) / 60% (maximum), being $208,835 (target) / $417,670 (maximum), subject to shareholder approval.

Performance rights on issue to Roby Sharon-Zipser pursuant to hipages Management Equity Plan

Current share rights on issue:	
Balance on ASX listing (12 November 2020)	–
Rights awarded on IPO	321,429
Rights awarded as FY2021 remuneration	83,773
Rights awarded as FY2022 remuneration	131,175
Long-term incentive award for FY2023	132,040
Deferred equity component of short-term incentive award FY2023	44,281
Long-term incentive award for FY2024	273,516
Rights exercised	(536,059)
Deferred equity component of short-term incentive award FY2024	66,579
Long-term incentive award for FY2025	455,348
Rights exercised	(196,053)
Deferred equity component of short-term incentive award FY2025	38,944
Long-term incentive award for FY2026	500,426
Sub-total current performance rights on issue	**1,315,399**
Award of performance rights subject to approval at hipages' 2026 AGM:	
Resolution 9: Deferred equity component of short-term incentive award FY2026	60,012
Resolution 10: Long-term incentive award for FY2027	511,641
If resolutions 9 and 10 are approved, total performance rights	**1,887,052**

No price was paid, or is payable, for the grant or exercise of the performance rights set out in the table above. No loan will be provided to Roby Sharon-Zipser in relation to the performance rights to be awarded.

Details of any securities issued under the scheme will be published in the annual report of the entity relating to the period in which they were issued, along with a statement that approval for the issue was obtained under listing rule 10.14. Any additional persons covered by listing rule 10.14 who become entitled to participate in an issue of securities under the scheme after the resolution is approved and who were not named in the notice of meeting will not participate until approval is obtained under that rule.

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Summary of key terms of hipages' Management Equity Plan (HMEP)

Issue Price	No price is payable for the grant, vesting or exercise of performance rights.
Expiry Date	Performance rights will expire five years after grant.
Voting / dividend rights	Performance rights do not confer any voting or dividend rights (unless and until converted to HPG shares).
Exercise of rights	On exercise, the Board may determine to settle the exercise of performance rights in cash, shares or a combination. If the Board determines to settle the performance rights in cash, the cash amount will be inclusive of superannuation and calculated based on the 5-day VWAP of HPG shares immediately before the exercise date. If the Board determines to settle the performance rights in shares, each performance right will convert to one ordinary HPG share.
Cessation of employment	If a participant ceases employment with hipages before their performance rights have vested, such performance rights will lapse unless the Board exercises its discretion otherwise. The Board may exercise its discretion for some or all of the performance rights to continue on foot and vest or become exercisable, subject to compliance with law and ASX Listing Rules. In exercising its discretion, the Board will have regard to the cessation of employment due to death, disability, genuine retirement or redundancy.
Malus	The Board may exercise its discretion to lapse unvested and vested performance rights in certain circumstances (in the Board's reasonable opinion) including fraud, dishonesty, material financial misstatement and actions that bring hipages into serious disrepute.
Change of control events	In the event of a change of control of hipages, or where the Board determines a change of control is likely to occur, the Board may exercise its discretion to vest and make exercisable the performance rights, subject to compliance with law and ASX Listing Rules.
Reorganisation	In the event of a reorganisation of hipages share capital including consolidation, sub-division, reduction, issue of bonus shares, buy-back or cancellation, the Board may make appropriate adjustments so as to maintain the purpose of the plan and so that the percentage of the fully diluted share capital of hipages is the same before and after such reorganisation, subject to compliance with law and ASX Listing Rules.
Further information	A full copy of HMEP was announced on 11 November 2020 and is available at www.asx.com.au/asxpdf/20201111/pdf/44pr7gxbbyl4qx.pdf.

Summary of key terms of hipages' Employee Equity Plan (HEEP)

Issue Price	No price is payable for the grant, vesting or exercise of performance rights.
Expiry Date	Performance rights will expire five years after grant.
Voting / dividend rights	Performance rights do not confer any voting or dividend rights (unless and until converted to HPG shares).
Exercise of rights	On exercise, the Board may determine to settle the exercise of performance rights in cash, shares or a combination. If the Board determines to settle the performance rights in cash, the cash amount will be inclusive of superannuation and calculated based on the 5-day VWAP of HPG shares immediately before the exercise date. If the Board determines to settle the performance rights in shares, each performance right will convert to one ordinary HPG share.
Cessation of employment	If a participant ceases employment with hipages before their performance rights have vested, such performance rights will lapse unless the Board exercises its discretion otherwise. The Board may exercise its discretion for some or all of the performance rights to continue on foot and vest or become exercisable, subject to compliance with law and ASX Listing Rules. In exercising its discretion, the Board will have regard to the cessation of employment due to death, disability, genuine retirement or redundancy.
Malus	The Board may exercise its discretion to lapse unvested and vested performance rights in certain circumstances (in the Board's reasonable opinion) including fraud, dishonesty, material financial misstatement and actions that bring hipages into serious disrepute.
Change of control events	In the event of a change of control of hipages, or where the Board determines a change of control is likely to occur, the Board may exercise its discretion to vest and make exercisable the performance rights, subject to compliance with law and ASX Listing Rules.
Reorganisation	In the event of a reorganisation of hipages share capital including consolidation, sub-division, reduction, issue of bonus shares, buy-back or cancellation, the Board may make appropriate adjustments so as to maintain the purpose of the plan and so that the percentage of the fully diluted share capital of hipages is the same before and after such reorganisation, subject to compliance with law and ASX Listing Rules.
Further information	A full copy of HEEP was announced on 11 November 2020 and is available at https://announcements.asx.com.au/asxpdf/20201111/pdf/44pr7lrg8dsjlx.pdf.

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hipages Group

ABN 67 644 430 839

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*During business hours Monday to Friday

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LODGEMENT OF A VOTING FORM

This Voting Form (and any Power of Attorney under which it is signed) must be received at an address given above by **10:00am (AEDT) on Tuesday, 3 November 2026,** being not later than 48 hours before the commencement of the Meeting. Any Voting Form received after that time will not be valid for the scheduled Meeting.

Voting Forms may be lodged using the reply paid envelope or:

ONLINE
https://au.investorcentre.mpms.mufg.com

Login to the Investor Centre using the holding details as shown on the Voting Form. Select 'Voting' and follow the prompts to lodge your vote. To use the online lodgement facility, shareholders will need their "Holder Identifier" - Securityholder Reference Number (SRN) or Holder Identification Number (HIN).

BY MOBILE DEVICE
Our voting website is designed specifically for voting online. You can now lodge your vote by scanning the QR code adjacent or enter the voting link **https://au.investorcentre.mpms.mufg.com** into your mobile device. Log in using the Holder Identifier and postcode for your shareholding.

To scan the code you will need a QR code reader application which can be downloaded for free on your mobile device.

QR Code

HOW TO COMPLETE THIS SHAREHOLDER VOTING FORM

YOUR NAME AND ADDRESS

This is your name and address as it appears on the Company's share register. If this information is incorrect, please make the correction on the form. Shareholders sponsored by a broker should advise their broker of any changes. **Please note: you cannot change ownership of your shares using this form.**

VOTING UNDER BOX A

If you ticked the box under Box A you are indicating that you wish to vote directly. Please only mark either **"for"** or **"against"** for each item. Do not mark the **"abstain"** box. If you mark the **"abstain"** box for an item, your vote for that item will be invalid.

If no direction is given on all of the items, or if you complete both Box A and Box B, your vote may be passed to the Chairman of the Meeting as your proxy.

Custodians and nominees may, with the Share Registrar's consent, identify on the Voting Form the total number of votes in each of the categories **"for"** and **"against"** and their votes will be valid.

If you have lodged a direct vote, and then you attend the Meeting, your attendance will cancel your direct vote.

The Chairman's decision as to whether a direct vote is valid is conclusive.

VOTING UNDER BOX B – APPOINTMENT OF PROXY

If you wish to appoint the Chairman of the Meeting as your proxy, mark the box in Step 1. If you wish to appoint someone other than the Chairman of the Meeting as your proxy, please write the name of that individual or body corporate in Step 1. A proxy need not be a shareholder of the Company.

DEFAULT TO CHAIRMAN OF THE MEETING

Any directed proxies that are not voted on a poll at the Meeting will default to the Chairman of the Meeting, who is required to vote those proxies as directed. Any undirected proxies that default to the Chairman of the Meeting will be voted according to the instructions set out in this Voting Form, including where the Resolution is connected directly or indirectly with the remuneration of KMP.

VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT

You may direct your proxy how to vote by placing a mark in one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as they choose. If you mark more than one box on an item your vote on that item will be invalid.

APPOINTMENT OF A SECOND PROXY

You are entitled to appoint up to two persons as proxies to attend the Meeting and vote on a poll. If you wish to appoint a second proxy, an additional Voting Form may be obtained by telephoning the Company's share registry or you may copy this form and return them both together.

To appoint a second proxy you must:

(a) on each of the first Voting Form and the second Voting Form state the percentage of your voting rights or number of shares applicable to that form. If the appointments do not specify the percentage or number of votes that each proxy may exercise, each proxy may exercise half your votes. Fractions of votes will be disregarded; and

(b) return both forms together.

SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided:

Individual: where the holding is in one name, the holder must sign.

Joint Holding: where the holding is in more than one name, either shareholder may sign.

Power of Attorney: to sign under Power of Attorney, you must lodge the Power of Attorney with the registry. If you have not previously lodged this document for notation, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the *Corporations Act 2001*) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please indicate the office held by signing in the appropriate place.

CORPORATE REPRESENTATIVES

If a representative of the corporation is to attend the Meeting virtually the appropriate "Certificate of Appointment of Corporate Representative" must be received at support@cm.mpms.mufg.com prior to admission in accordance with the Notice of Annual General Meeting. A form of the certificate may be obtained from the Company's share registry or online at www.mpms.mufg.com/en/mufg-corporate-markets.

NAME SURNAME
ADDRESS LINE 1
ADDRESS LINE 2
ADDRESS LINE 3
ADDRESS LINE 4
ADDRESS LINE 5
ADDRESS LINE 6

X99999999999

For personal use only

VOTING FORM

I/We being a member(s) of hipages Group Holdings Limited and entitled to attend and vote hereby appoint:

STEP 1 Please mark either A or B

A VOTE DIRECTLY

☐ **elect to lodge my/our vote(s) directly (mark box)**

in relation to the Annual General Meeting of the Company to be held at **10:00am (AEDT) on Thursday, 5 November 2026,** and at any adjournment or postponement of the Meeting.

You should mark either "for" or "against" for each item. Do not mark the "abstain" box.

OR

B APPOINT A PROXY

☐ **the Chairman of the Meeting (mark box)**

OR if you are **NOT** appointing the Chairman of the Meeting as your proxy, please write the name and email of the person or body corporate you are appointing as your proxy

Name

Email

or failing the person or body corporate named, or if no person or body corporate is named, the Chairman of the Meeting, as my/our proxy to act on my/our behalf (including to vote in accordance with the following directions or, if no directions have been given and to the extent permitted by the law, as the proxy sees fit) at the Annual General Meeting of the Company to be held at **10:00am (AEDT) on Thursday, 5 November 2026** (the **Meeting**) and at any postponement or adjournment of the Meeting.

The Meeting will be conducted as a virtual meeting and you can participate by logging in online at **https://meetings.openbriefing.com/HPG26** (refer to details in the Virtual Meeting Online Guide).

Important for Resolution 2: If the Chairman of the Meeting is your proxy, either by appointment or by default, and you have not indicated your voting intention below, you expressly authorise the Chairman of the Meeting to exercise the proxy in respect of Resolution 2, even though the Resolution is connected directly or indirectly with the remuneration of a member of the Company's Key Management Personnel (**KMP**).

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business.

STEP 2

VOTING DIRECTIONS

Proxies will only be valid and accepted by the Company if they are signed and received no later than 48 hours before the Meeting.
Please read the voting instructions overleaf before marking any boxes with an ☒

Resolutions

		For	Against	Abstain*
2	Remuneration Report			
3	Re-Election of Independent Non-Executive Director, Inese Kingsmill			
4	Election of Non-Executive Director, Sally Fielke			
5	Grant of Director Equity Entitlement to the Chair, Inese Kingsmill			
6	Grant of Director Equity Entitlement to Independent Non-Executive Director, Kate Mills			
7	Grant of Director Equity Entitlement to Independent Non-Executive Director, Adir Shiffman			
8	Grant of Director Equity Entitlement to Independent Non-Executive Director, Kate Hill			
9	Grant of deferred equity component of Chief Executive Officer and Executive Director, Roby Sharon-Ziper's STI award for FY2026			
10	Grant of Chief Executive Officer and Executive Director, Roby Sharon-Zipser's LTI entitlement for FY2027			
11	hipages Management Equity Plan			
12	hipages Employee Equity Plan			

* If you mark the Abstain box for a particular Item, you are directing your proxy not to vote on your behalf on a show of hands or on a poll and your votes will not be counted in computing the required majority on a poll.

STEP 3

SIGNATURE OF SHAREHOLDERS – THIS MUST BE COMPLETED

Shareholder 1 (Individual)	Joint Shareholder 2 (Individual)	Joint Shareholder 3 (Individual)
Sole Director and Sole Company Secretary	Director/Company Secretary (Delete one)	Director

This form should be signed by the shareholder. If a joint holding, either shareholder may sign. If signed by the shareholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth).