



## 9 out of 10 homes sold in 2024 were advertised on Hemnet

**Hemnet continues to be the leading choice for Swedish home sellers. Based on new figures from Statistics Sweden (SCB), 89 percent of all home sales in 2024 were advertised on Hemnet.**

On July 4, Statistics Sweden (SCB) published its annual statistics for the 2024 housing market. According to SCB, a total of 164,080 homes were sold in Sweden during the year (including single-family houses, holiday homes, and tenant-owned apartments). Hemnet's calculations show that 146,377 homes sold during the year had been advertised on Hemnet at some point during the sales process, corresponding to 89 percent of the total number of transactions reported by SCB. This figure is in line with Hemnet's share over the past six years.

– The fact that nearly 9 out of 10 homes sold in Sweden are advertised on Hemnet demonstrates the trust Swedish home sellers place in our platform. Our role is to support people in what is often the biggest financial decision of their lives, and SCB's official statistics confirm that we are succeeding in that mission, says **Jonas Gustafsson**, CEO of Hemnet.

Hemnet's share of total homes sold based on data from Hemnet and Statistics Sweden (SCB)	
2019	90 %
2020	87 %
2021	86 %
2022	86 %
2023	90 %
2024*	89 %

*\* The 2024 statistics are preliminary until July 2026. Historically, however, the revisions made during finalization have had limited impact on the reported number of sales.*

The data is based on a direct comparison between the number of reported sales of tenant-owned apartments and single-family houses in SCB's statistics, and corresponding figures in Hemnet's internal data – where the property in question has had a published listing. Newly built tenant-owned units and transactions not considered to be market-based are excluded, in accordance with SCB's definitions.

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#### About Hemnet

Hemnet operates the leading property platform in Sweden. The company emerged as an industry initiative in 1998 and has since transformed into a "win-win" value proposition for the housing market. By offering a unique combination of relevant products, insights and inspiration, Hemnet has built lasting relationships with buyers, sellers, and agents for more than 20 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people to turn to for the various housing needs that arise through life. This is mirrored in the company's vision to be the key to your property journey, supplying products and services to improve efficiency, transparency and mobility on the housing market. Hemnet is listed on Nasdaq Stockholm ('HEM').

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