Net sales and listing volumes for October 2026

Hemnet Group AB (publ) ("Hemnet") today publishes preliminary figures for October. These updates, which were announced in the Year-end Report 2025, aim to provide increased transparency as the company partially transitions to its new model, ”Sell first, pay later”, which significantly impacts year-over-year comparatives.

In October, Hemnet’s net sales amounted to SEK 112.2 million (148.7), a decrease of 25% compared to the same period last year, while the average revenue per paid listing (ARPL) increased by 12%. The number of published listings amounted to 15.3 thousand during the month, an increase of 12% compared to the previous year. The number of paid listings amounted to 8.5 thousand.

On October 20, Hemnet launched free listings. There has been strong initial interest in the new format, and approximately 6,000 free listings were published in October, which are included in the total number of published listings. At the same time, Hemnet’s paid packages continue to be the natural choice for sellers and real estate agents seeking maximum visibility and increasing the chances of achieving the highest possible final price. Early data shows that during the first week after publication, a paid listing receives, on average, twice as many page views and is saved three times as often as a free listing.

Listings with ”Sell first, pay later” are included in the number of published listings at the time of publication. When these listings are marked as sold, they are subsequently included in the number of paid listings. The number of published listings also includes ‘Under the radar’ listings (Underhandsannonser) and free listings. Since October 27, the offering on Hemnet is also supplemented with automatically aggregated listings, which are not included in the number of published listings.

Michael Hansen, interim CEO at Hemnet, comments:
”With the new listing formats, we have taken a major step toward bringing together the entire housing market. Buyers get a significantly better overview, and sellers get more exposure earlier in the sales journey. The initial data also clearly show what our paid packages deliver. A paid listing gets more exposure, drives more engagement, and is saved considerably more often - and that is precisely what builds interest ahead of viewings and bidding. As interim CEO, my focus going forward is to build on the company’s current momentum and maintain a fast pace in product development. Buying or selling a home is one of life’s biggest decisions, and our mission is to make Hemnet an even stronger engine for property transactions across Sweden, benefiting buyers, sellers, and real estate agents alike.”

	October 2026	October 2025	*Change*	January - October 2026	January - October 2025	*Change*
Net sales, total (SEK m)	112.2	148.7	*-24.5%*	1,032.6	1,327.4	*-22.2%*
Net sales, Property sellers (SEK m)	95.2	129.8	*-26.7%*	859.0	1,147.1	*-25.1%*
Net sales, B2B* (SEK m)	17.0	18.9	*-10.1%*	173.6	180.3	*-3.7%*
ARPL paid (SEK)	9,414	8,428	*11.7%*	9,094	8,167	*11.3%*
Published listings (thousands)	15.3	13.7	*11.7%*	123.4	147.0	*-16.1%*
Paid listings (thousands)	8.5	13.7	*-38.0%*	96.2	147.0	*-34.6%*

** B2B consists of the following customer categories: Real estate agents, Real estate developers, and Advertisers.*

Financial calendar
In accordance with our updated financial calendar for 2026 and 2027, the nearest upcoming dates for market updates are as follows:

14 December 2026	Net sales November 2026
28 January 2027	Year-end report 2026

Note: The figures in this press release are preliminary and unaudited. Full financial information for the fourth quarter will be presented in the year-end report for 2026 on 28 January 2027.

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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 25 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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Image Attachments
Fasadbild Sergelgatan Hemnet