



Hemnet launches its first free listing format

Starting today, real estate agents can publish free property listings directly on Hemnet. The launch is the first phase of Hemnet's initiative to gather the complete publicly available market inventory onto a single platform. The initiative provides agents and sellers with free basic visibility early in the sales process and lowers entry barriers for sellers who are hesitant or want to test the market conditions.

On September 29, Hemnet presented a new strategic phase aimed at improving the search experience for the country's home buyers while creating new opportunities for property sellers and real estate agents. Starting today, real estate agents will be able to offer a free entry-level listing on Hemnet to their property sellers.

Through agent-published entry-level listings, a risk-free basic visibility is offered on Sweden's largest property portal without any listing cost for the seller, while the agent can gather potential buyers and build interest around the property early on.

Hemnet's CEO Jonas Gustafsson comments:

"We want to make the entry barriers to the housing market as low as possible. Many sellers are hesitant to start a process in uncertain times or when their plans are not entirely finalized. By opening up for free listings that the agent controls, we can offer sellers a safe starting phase and basic visibility early in the journey. This benefits mobility and creates a significantly better user experience for buyers."

Today's launch of agent-published listings constitutes the first of two new free formats. During the coming week, Hemnet will take the next step as the platform also begins displaying automatically aggregated listings sourced from agency websites. Thereby, Hemnet will gather the complete publicly available market inventory into a single, user-centered search experience.

The free listing formats provide a basic presence on Hemnet. For sellers seeking maximum exposure and increased chances of the best possible sales outcome, Hemnet's paid packages Bas, Premium, or Max apply, just as today - depending on the needs of the sale and what the property seller is ready to invest in marketing.

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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's is listed on Nasdaq Stockholm ('HEM').

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