

Company announcement 5/2024

22 March 2024

Implementation of new long-term share-based incentive programme

The Board of Directors of HusCompagniet A/S (“**HusCompagniet**” or the “**Company**”) has today implemented a new long-term share-based incentive programme, which is designed and structured around the concept of retaining members of the Executive Management and giving each member a significant interest in the share price development over a longer period of time.

Under the long-term share-based incentive programme the Board of Directors has decided to grant (i) restricted share units (“**RSUs**”), which entitle the participant, subject to vesting occurring, to be allocated a number of shares in the Company, equivalent to the number of vested RSUs, free of charge and (ii) share options, which entitle the participant, subject to vesting occurring, to purchase a number of shares in the Company, equivalent to the number of vested share options, at a fixed exercise price.

The Board of Directors has today decided to award Martin Ravn-Nielsen, Group CEO, 20,869 RSUs and 75,868 share options, and Allan Auning-Hansen, Group CFO, 12,344 RSUs and 44,875 share options. In addition, a total of up to 161,000 RSUs and 99,000 share options will be awarded to a number of key employees.

The three-year vesting period for the RSUs and the share options is calculated from 22 March 2024 (or such other date as decided by the Board of Directors) and until and including the date of the publication of the Company’s annual report for 2026.

Vesting is not conditional upon achieving any financial or non-financial targets, but is, however, conditional upon (i) the participant remaining employed with the Company or a subsidiary throughout the vesting period or the participant becoming a good leaver during the vesting period, in which case only a proportionate portion of RSUs and share options shall vest, and (ii) the participant having complied in all respects with the general terms and conditions as determined by the Board of Directors.

The grants are based on the volume weighted average share price of HusCompagniet’s shares traded on Nasdaq Copenhagen in the five (5) trading days in reasonable time prior to the grant.

Upon vesting, the share options may be exercised from the day after the publication of the Company’s annual report for 2026 until four (4) weeks after the publication of the Company’s annual report for 2028.

The exercise price of each share option will correspond to 110% of the volume weighted average share price of HusCompagniet’s shares traded on Nasdaq Copenhagen in the period from 11 March 2024 until 15 March 2024, giving an exercise price for each vested share option of DKK 49.55 per share of DKK 5 nominal value.

Upon vesting of RSUs, each RSU entitles the participant to one share of DKK 5 nominal value which is delivered free of charge.

The total value of the grant of the RSUs and the share options, determined through the Black-Scholes model, is DKK 11,460,534, including the grants to Martin Ravn-Nielsen, Group CEO, and Allan Auning-Hansen, Group CFO.

For additional information, please contact:

Allan Auning-Hansen, Group CFO +45 30 10 25 00

About HusCompagniet

HusCompagniet is a leading provider of single-family detached houses in Denmark and builds semi-detached houses for private consumers and professional investors. The activities in the semi-detached segment are supported by HusCompagniet Production offering prefabricated wood-framed houses. HusCompagniet also has a presence in Sweden where the Group produces prefabricated wood-framed detached houses through its VårgårdaHus brand.

The Group operates an asset-light and flexible delivery model with on-site building, primarily on customer-owned land. The construction process is outsourced to subcontractors, enabling a flexible cost base.

HusCompagniet has showrooms and showhouses in Denmark and Sweden supplemented by digital sales through the online platform “HusOnline”. HusCompagniet currently has around 400 employees dedicated to maintaining the Group’s industry-leading customer satisfaction level and co-creating the homes of tomorrow – today.