

Company announcement 4/2025

21 March 2025

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 grant Martin Ravn-Nielsen, Group CEO, 18,881 RSUs and 70,921 share options, and Allan Auning-Hansen, Group CFO, 11,011 RSUs and 41,361 share options. In addition, a total of 131,544 RSUs and 60,904 share options will be granted to a number of key employees.

The RSUs and the share options are subject to a three-year vesting period which is calculated from 1 March 2025 (or such other date as decided by the Board of Directors) until and including the date of the publication of the Company’s annual report for 2027.

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 number of RSUs and share options granted is based on the volume weighted average share price of HusCompagniet’s shares traded on Nasdaq Copenhagen over a period of five (5) trading days reasonably prior to the grant as determined by the Board of Directors.

Upon vesting, the share options may be exercised during open trading windows in the period from the day after publication of the Company’s annual report for 2027 until four (4) weeks after publication of the Company’s annual report for 2029.

The exercise price of each share option corresponds to 110% of the volume weighted average share price of HusCompagniet’s shares traded on Nasdaq Copenhagen in the period from 10 March 2025 until 14 March 2025, resulting in an exercise price for each vested share option of DKK 58.26 per share of DKK 5 nominal value.

Upon vesting of RSUs, each RSU entitles the participant to receive one share in the Company 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 10,933,494, including the grants to Martin Ravn-Nielsen, Group CEO, and Allan Auning-Hansen, Group CFO.

For additional information, please contact:

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About HusCompagniet

HusCompagniet is a leading provider of detached and semi-detached houses in Denmark and is also present in Sweden with its Vårgårda Hus brand.

HusCompagniet has showrooms and showhouses in Denmark and Sweden. The offering includes the high-end business unit FORMIUM for exclusive detached houses, and HusOnline, a digital online sales platform.

HusCompagniet is growing its position in the market for semi-detached houses for professional investors. The activities in the semi-detached segment are strongly supported by the ability to provide prefabricated wood frames from the HC Elements factory in Esbjerg and the Group's factory in Sweden.

MORROW is HusCompagniet's innovative and scalable semi-detached housing concept, offering wood constructions with a climate footprint significantly below legal requirement.

The Group operates an asset-light and flexible delivery model with on-site building, primarily on customer-owned land. Construction is outsourced to subcontractors, and visibility of the order book enables a flexible cost base.

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.