

Financial Report 2024





Continued Real Revenue Growth: Rental Income Increases by 7.9%, about 1.5% Beyond Inflation

Real Growth in Rental Income and EBITDA continues

- Rental income increases by 7.9% year-over-year, 1.5% beyond inflation.
- EBITDA totaled ISK 10.1 billion, increasing 6,9% year-over-year.
- Net profit was ISK 8.2 billion

Strong Equity Position

- Total assets amount to ISK 203 billion at the end of the year, of which investment properties account for ISK 188 billion.
- Equity ratio increases by 1.8 percentage points year-over-year and is 31.8%.

Revenue Base Grows Beyond Inflation

- Lease agreements for approximately 34 thousand m² signed in 2024.
- Occupancy rate of assets is 97%.
- New commercial spaces in core areas strengthen Heimar's revenue base (Silfurand Sunnusmári, Sunnuhlíð in Akureyri).

Clear Strategy in Words and Actions

- Heimar's share price increased by 62.5% in 2024.
- Assets outside core areas sold for ISK 3.3 billion in 2024, approximately 10% above book value.
- Share buyback of 45.6 million shares at an average price of 32.86.
- The total purchase price of treasury shares was ISK 1.5 billion.



Strong Performance Driven by Heimar's Core Areas.

Increased Profitability and Declining Leverage Open Opportunities for the Future

Operations 11%	Profitability 📒	Financial Position (kr)	Sustainability 🙋
7.9% (1.5% real growth) Rental Income Increases year- over-year	8.2 bn (3.8 bn) Profit after Tax	191.4 bn (182.7 bn) Consolidated Investment Properties	38% Environmentally Certified Square Meters of the Portfolio
6.9% (0.5% real growth) EBITDA Increases year-over-year	8.2 bn (6.5 bn) Revaluation of Investment Properties	117.7 bn (116.3 bn) Interest-Bearing Liabilities	↓ -24% Carbon Footprint*
71.6% (72.2%) EBITDA % of Rental Income	5.4% (5.3%) Return on Investment Properties	62.5% (64.8%) Leverage Ratio	↓ -11% Electricity Consumption*
97.0% (97.0%) Occupancy Rate	14.2% (7.1%) Return on Equity	31.8% (30.0%) Equity Ratio	↑ 2% Water Consumption*



Purposeful Steps Toward Clear Goals

Clear Strategic Focus Delivers Measurable Results Once Again

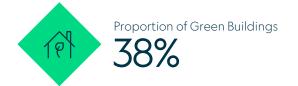


Properties in the Portfolio











Investment Properties









Rental Income from Core Areas









Heimar's Deliverate Steps Toward Long-Term Goals

The Company is Leading in Shaping Core Areas

	% of Rent	al Income 2024	ŀ	Long Term Goal	
<u>©</u>	Core Areas	71%		70 - 80%	In recent years, Heimar has focused on investing in properties in designated core areas. According to the company's investment strategy, property location is a key factor in investment decisions.
	Listed Companies	12%		10 - 15%	A strong client base reduces counterparty risk for Heimar. The company has invested in recent years to increase the number of listed companies among its clients
	Public Entities	33%		30 - 40%	Heimar established early on a vision to place special emphasis on collaboration with public entities.
18	Environmentally Certified Buildings	38%		50%	Heimar are committed to being leaders in the development of core areas, with a focus on sustainable property management that promotes community welfare, improved quality of life, and the environment for residents.



Heimar Among the Strongest Brands in the Country, Highlighting the Success of the Companies Rebranding Last Spring

- The brand's perception has strengthened by 41% in a recent study compared to measurements in 2022, when the company operated under the name Reginn.
- Sustainability and corporate social responsibility metrics have increased by 27%.
- Market differentiation has increased by 17%.





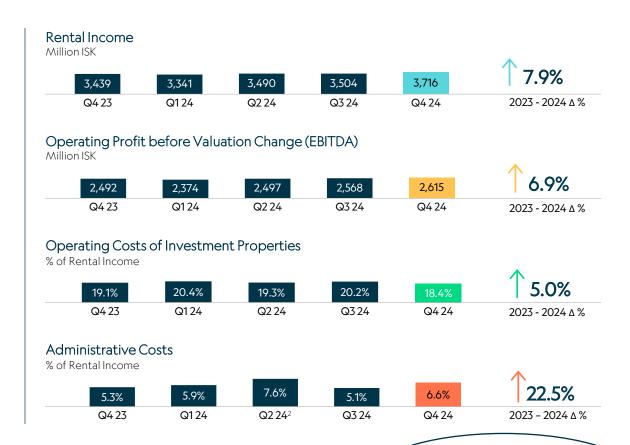


Revenue Growth on a Solid Foundation Beyond Inflation

Real Revenue Growth and Operating Profit More Than Doubles

Income Statement

Million ISK	2024	2023	Δ%
WIIIIOH ISK	2024	2025	Δ /ο
Rental Income	14,051	13,026	7.9%
Other Income	786	751	4.7%
Operating Income	14,837	13,777	7.7%
Operating Costs of Investment Properties	-2,744	-2,613	5.0%
Operations Within Real Estate	-1,153	-1,032	11.7%
Administrative Costs ¹	-886	-723	22.5%
Operating Profit before Valuation Change (EBITDA)	10,054	9,408	6.9%
EBITDA as Proportion of Rental Income	71.6%	72.2%	
Valuation Change of Investment Properties, Capital Gains and Depreciation	8,384	6,398	
Operating profit after valuation change	18,438	15,806	
Net Financial Expenses	-9,344	-11,566	-19.2%
Share in the Profits of Affiliates	889	581	
Profit Before Income Tax	9,983	4,821	107.1%
Income Tax	-1,751	-1,004	
Profit for the Period	8,233	3,818	115.6%



Of the year's administrative expenses, costs related to transactions and stock market listing amounted to approximately 157 million ISK.

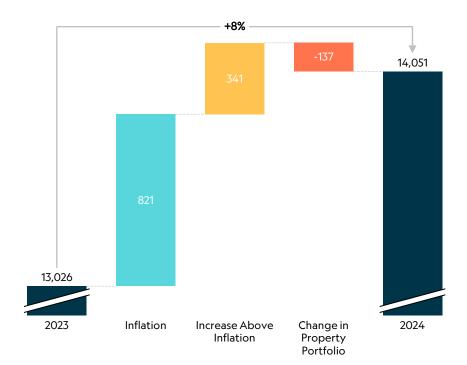
- An expense of ISK 100 million related to the voluntary takeover bid for EIK Real Estate Company was fully expensed in the second quarter.
- 2. Excluding the one-time costs associated with the takeover bid for Eik Real Estate Company, the management expense ratio was 4.7%.



Real Growth: Rental Income Increases By 1.5% Beyond Inflation

Revenue Development

Million ISK 2023-2024

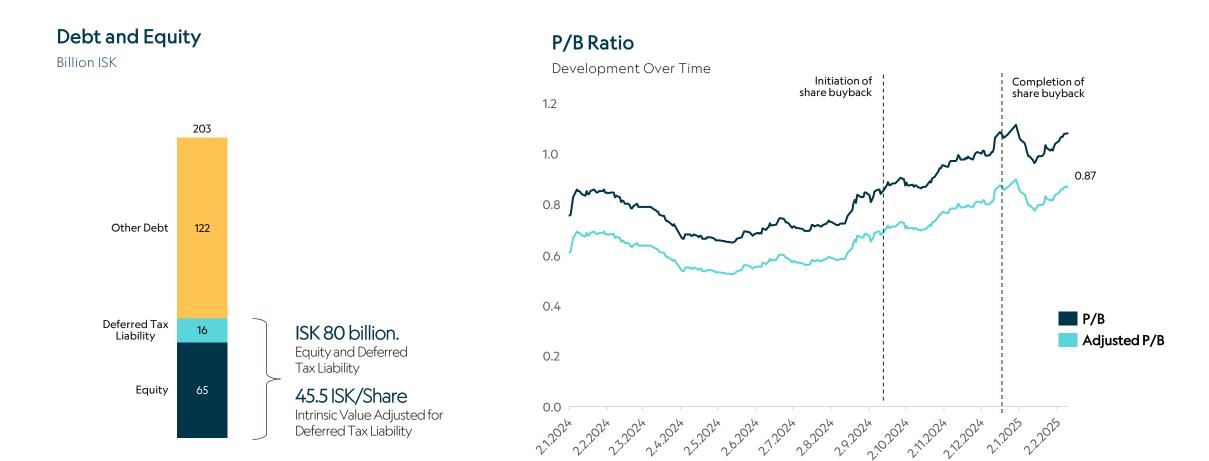


- Rental income grew by 7.9% year-over-year.
- Price levels increased by 6.4% between years.
- There is strong demand for commercial real estate within the company, with occupancy rates remaining high at over 97%.
- Contracts for over 34 thousand square meters were signed in 2024, compared to nearly 27 thousand square meters in 2023.
- 93 contracts were signed in 2024.
- There is significant interest among operators in the new dining and entertainment area in Smaralind, set to open in fall of 2025.
- Sale of properties outside core areas reduce year-overyear revenue increase.



Shareholder-Focused: Intrinsic Value is the Benchmark for Buybacks

P/B Ratio Adjusted For Non-Interest-Bearing Deferred Tax Liability.





Board Proposal for Profit Allocation in Line with the Company's Dividend Policy

About one-third of the profit from previous financial year paid to shareholders, either in the form of dividends or by purchasing own shares.





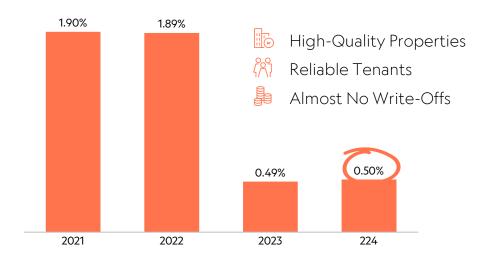


Accounts Recievable: Reduced Risk Through Tenant Diversification

A Strong Tenant Portfolio with Reliable Commitments and Robust Oversight

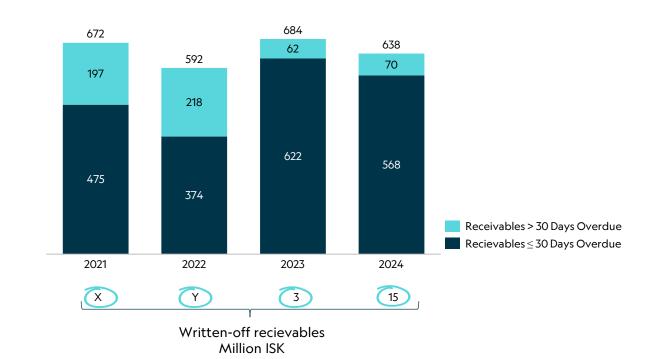
Accounts Recievable Over 30 Days Past Due (Net)

As % of Rental Income



Accounts Recievable (Net)

Million ISK





New Revenue

Upcoming Deliveries

Tenant	Property	Square Meters	Revenue Generating
IV Treatment	Silfursmári 8	137.0	Q1
Verslunin Bræðurnir Eyjólfsson	Hafnarstræti 18	87.6	Q1
Dútl	Garðartorg 1	299.4	QF
Wok to Walk	Borgartún 29	200.4	Q2
Mayroal	Smáralind	100.0	Q2
Loccitane	Smáralind	82.2	Q2
As we grow	Hafnartorg	93.0	Q3
Veitingaaðili - Tilkynnt síðar	Hafnartorg	125.6	Q3



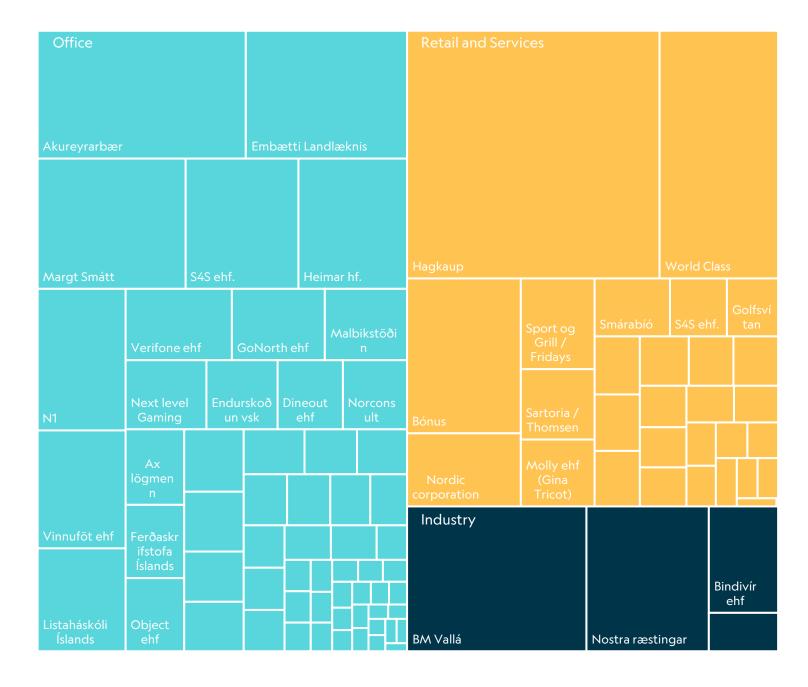


93 Lease Agreements Signed in 2024

Renewed Agreements
~16.800 m²

74 New Agreements ~16.900 m²

93 Total Agreements ~33.700 m² ~9% of total portfolio

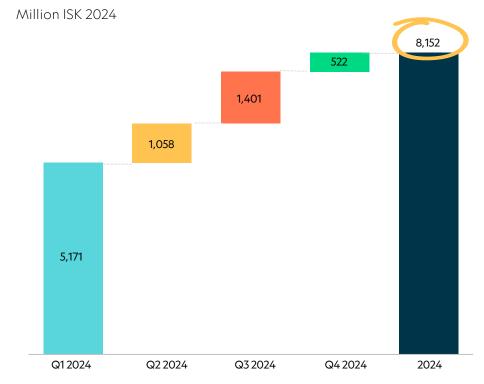




Positive Revaluation of ISK 8.2 Billion in 2024 Reflects the Strong Position of Core Areas

- Inflation the primary factor influencing valuation changes.
- Offsetting this, the increase in indexed loan interest rates contributes to a decrease in the valuation change.
- The discount rate at the end of 2024 is 6,46%.

Revaluation of Investment Properties



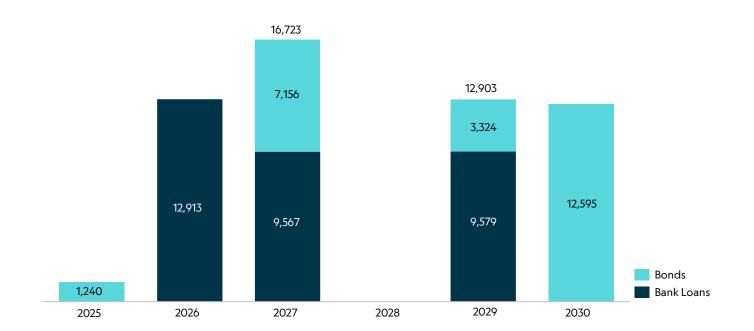


Limited Refinancing Need in the Coming Years

Enviable Financing Position Compared to Competitors

Refinancing Plan

Million ISK 2025-2030



- Minimal refinancing need in 2025.
- Green financing accounts for 40% of total intrerest-bearing debt.
- Approximately 27% of interest-bearing loans are bank loans with maturities in the next 5 years.
- Refinancing in 2026-2027 primarily pertains to the financing of bank loans.
- Bonds with a nominal value of ISK 2 billion were issued in the HEIMAR50 GB series in 2024, at a yield of 3.67%
- The average interest rate on indexed loans was 3.33% at the end of 2024, approximately 30-40 bps. below current market rates.



Operational Assets Generate Strong Cash Flow

Equity Adjusted for Non-Operating Assets - Associates

Cash Flow From Operations 2024

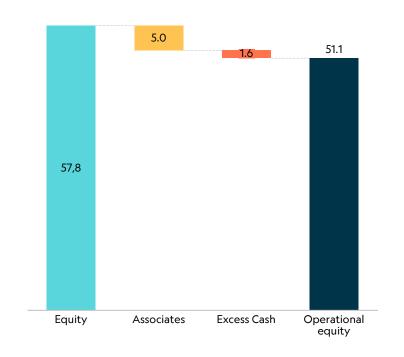
ISK Billion

Funds used for: 5.5 Payment of debts and installments Investments Dividend payments Share buybacks EBITDA Paid interest Cash flow from

operations*

Operational Equity at the Beginning of 2024

ISK Billion



Return on Operational Equity

Cash flow from operations
Operational Equity

10.7%





Carbon Footprint of the Value Chain

Enhanced Sustainability Disclosure

Environmental Reporting Captures a Larger Share of the Value Chain

- First step taken in mapping scope 3 emissions, including electricity and heating in leased assets.
- The 2024 report now includes all electricity and heating consumption across the company's assets.
 - 60% based on real data, 40% estimated based on the real data.
- More detailed information than before on the company's scope 3 emissions, including business travel and construction waste.

Waste Sorting from Projects and Investments.

- 80% waste sorting rate from construction projects and investments.
- Waste sorting rate in managed properties has increased by 42%*

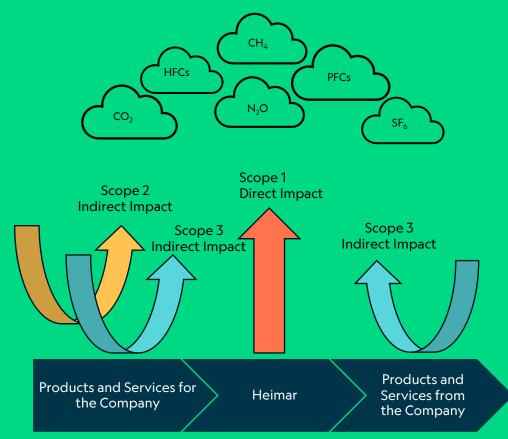


Image Based on Data from The Greenhouse Gas Protocol



Human Resources as a Priority

Social Sustainability

Improved Workspaces and Well-Being

- New premium headquarters
- Employee handbook published
- Record-high job satisfaction and well-being
- Sick days decrease from 7.24 to 4.55

Desirable Workplace

- Job applications at an all-time high
- Opportunities for growth and career development
- Strong team spirit







Development of the Property Portfolio



Agreement on the Purchase of Gróska

Community of Innovation and Education

- Heimar hf. has reached an agreement on main terms for the purchase of all shares in Gróska ehf. and Gróðurhúsið ehf.
- Gróska owns the property Gróska at Bjargargata 1, 102 Reykjavík. The property is approximately 18,600 m² in size, along with a 6,200 m² underground parking garage with 205 spaces, totaling about 24,800 m².
- Gróska is a community of innovation and one of the largest and most ambitious office buildings in the country.
- The unique location of Gróska, the quality of the building, its proximity to the scientific community in Vatnsmýri, and the diverse social life are among the reasons why Heimar is interested in acquiring the property.
- Among the tenants in Gróska are the game developer CCP, the American software company NetApp, the Science Park of University of Iceland, World Class, Íslandsstofa, and numerous other companies at the forefront of Icelandic innovation.





Gróska – The Most Sought-After Property in the Country?

Terms of the Transaction And A Big Step for Heimar

- The total value of the transaction is estimated at ISK 13.850 million, which includes the value of the property and Gróðurhúsið.
- Heimar's management estimates that the impact of the purchase on the company's annual EBITDA will be ISK 780 million following the transaction.
- The agreement is subject to various conditions, including shareholder meeting approval, due diligence results, final documentation, approval from the Competition Authority.
- The developers and owners of Gróska will become the largest shareholders in Heimar after the purchase.
- The purchase price is expected to be paid entirely by issuing and delivering 258 million new shares in Heimar.
- The transaction will involve the takeover of the bond series GROSKA 29 GB. The series is indexed and carries an interest rate of 1.20%. The market value of the bond series at Heimar's interest rates is ISK 4 billion.





Garðatorg Strenghtening the City Center

- Ongoing collaboration with Garðabær on revising the city center zoning plan.
- Key objectives are to support the continued development of the city center with diverse services, retail, public spaces, and residential units.
- A new 6-7000 m² building is planned north of Garðatorg 1, featuring commercial space on the ground floors and part of the second floor, with 55-65 residential units on the upper floors.
- A potential commercial development is envisioned at the south end of Garðatorg 1, featuring a vibrant street-facing façade that enhances activity around the square.
- Alongside this development, Garðatorg's pedestrian street is planned to be upgraded and revitalized, creating a lively, sunlit plaza adjacent to Garðatorg 1.





Smáralind ranked highest among shopping centers in the Icelandic Satisfaction Scale

four times out of five













Smáralind's Operations

Happier Customers

- Smáralind on the Rise Significant Investments in 2024 Drive Revenue Growth for 2026 and Beyond
- Record-Breaking Holiday Traffic in 2024.
- Tenant sales increased by 2.1% year-over-year a decline in the first half of the year was offset by a 5.7% increase in the second half. Holiday sales grew by 7.6% compared to the previous year.
- Three new restaurants and two stores opened in 2024, including Jói Útherji and Gina Tricot.
- Exciting 2025 Projects Strengthening the Revenue Base:
 - Lease agreements signed for two new stores, set to open in the coming months.
 - A brand-new, state-of-the-art dining area launching this fall with thirteen new food units - a game-changer in a prime capital area location.
 - Expansion and renovation of Smárabíó, reinforcing its strong market position.



ginatricot





Heimar's Core Areas

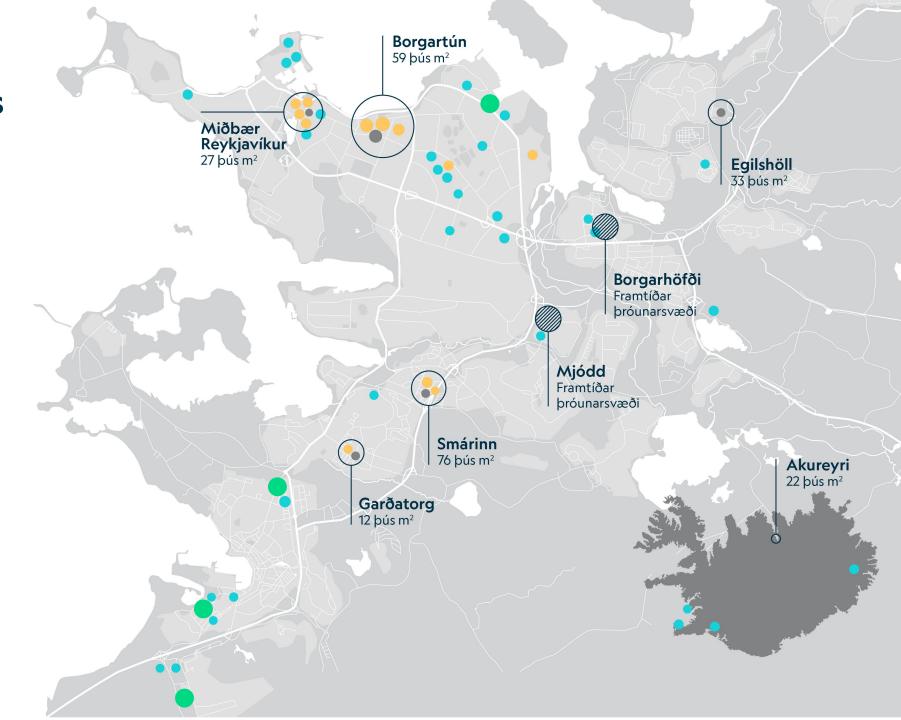


95%Acquired Properties Within Core Areas



98%
Sold Properties Outside Core Areas

- Properties Acquired from 2018 60 thousand m² I 13 properties
- Sold Properties
 41 thousand m² | 42 properties
- Properties Sold in 2024
- Properties in Core Areas
 Acquired/Built Before 2018





Heimar's Largest Properties are in the Heart of Core Areas

Key Properties in the Capital Area



Smáralind Iceland's largest shopping center - 62.100 m²



Höfðatorg Offices - 37.867 m²



Egilshöll Sport and entertainment - 33.057 m²



Hafnartorg Retail and services - 11.354 m²



Other Significant Assets

High-Quality Properties in Prime Locations



Mjölnisholt 12-14 Hotels and Tourism - 6.742 m²



Litlatún 3 Retail and Services - 5.261 m²



Austurstræti 16 Hotels and Tourism - 2.773 m²



Áslandsskóli Eduaction and Sports - 6.162 m²



Hafnarstræti 17-19 Hotels and Tourism - 3.930 m²



Suðurhraun 3 Offices - 5.963 m²



Diverse Properties for Public EntitiesNumber of Properties in Core Areas Leased and Operated for Public Entities



Schools

Primary Schools:

Áslandsskóli in Hafnarfjörður

Preschools:

- Tiarnarás Hafnarfirði
- Hörðuvellir Hafnarfirði
- Sjáland Garðabæ
- Múlaborg Reykjavík



Sport Facilities

Egilshöll in Reykjavík:

- Football Hall
- Gymnastics Center
- Multipurpose Sports Hall
- Ice Rink
- Shooting Range
- Track and Field Facilities
- In addition to leasing the Egilshöll facility, Heimar manages all operations and staffing.



Offices

Number of institutions rent offices from Heimar for their operations:

- Reykjavíkurborg
- Akureyrarbær
- Landsvirkjun
- Vegagerðin
- Sýslumaðurinn á höfuðborgarsvæðinu
- Tryggingastofnun
- RARIK

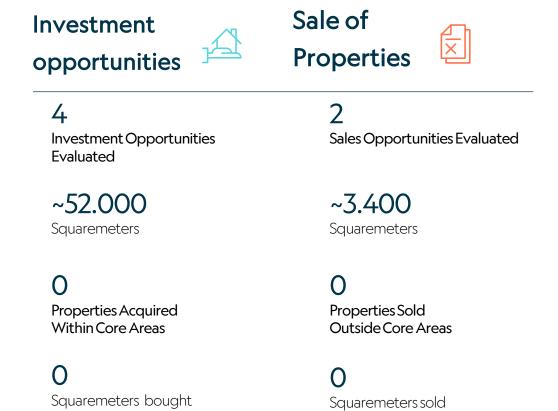


Other

- The National Museum -Conservation and Reasearch Center, Tjarnarvellir 11
- Guesthouse for Refugees and Asylum Seekers.
- · Icelandic Museum of Design and Applied Art, Garðabær
- Sóltún Nursing Home



Investment Projects Under Review in Q4







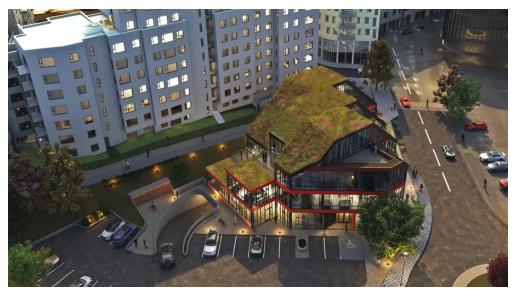
Klasi

Valuable Opportunities in a Prime Location in Reykjavík

- Few Truly Understand Klasi Let's Change That.
- In 2022, Heimar contributed its development properties to the real estate development company Klasi in exchange for a one-third equity stake.
- Klasi's key projects in the coming years are located in wellpositioned densification areas within the capital region, aligning well with Heimar's core locations.
- Heimar holds a purchase right for commercial properties that will be developed and constructed under Klasi's management and ownership, fitting seamlessly with Heimar's core operations.
- Significant opportunities exist within Klasi in value-added real estate development projects, as well as in the development of commercial properties for Heimar.
- The book value of Heimar's one-third stake in Klasi is approximately ISK 5.2 billion at the end of 2024.



Borgarhöfði



Silfursmári 12



Klasi's Key Projects in the Coming Years Align Well with Heimar's

Strategy

Residential Housing Under

Development

Commercial Properties Under

Development

Continued Development

of Core Areas

133

apartments under construction

690

Approved Planning

900

Planning Process

90

Preparation

2.700 m²
Constructions

64.000 m²

Approved Planning

29.000 m²

Plannning Process



Silfursmári



Álfheimar



Borgarhöfði



Mjódd

~1.800

Residential Units in Progress

~96.000

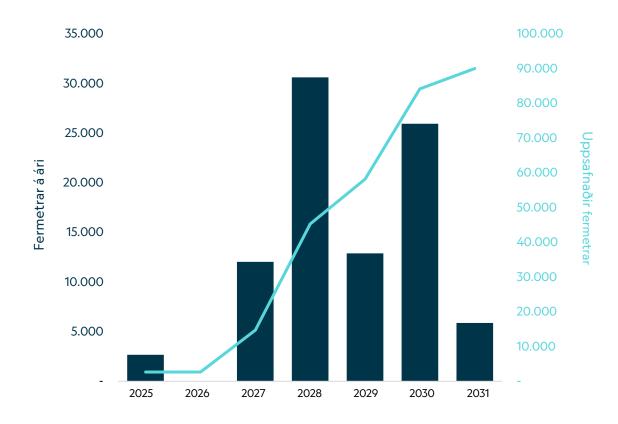
Commercial Square Meters



Heimar holds a purchase right for commercial properties that will be developed and constructed under the management and ownership of Klasi, aligning with Heimar's core operations.

Potential Utilization of Purchase Rights for Properties from Klasi

Squaremeters (without car parking)



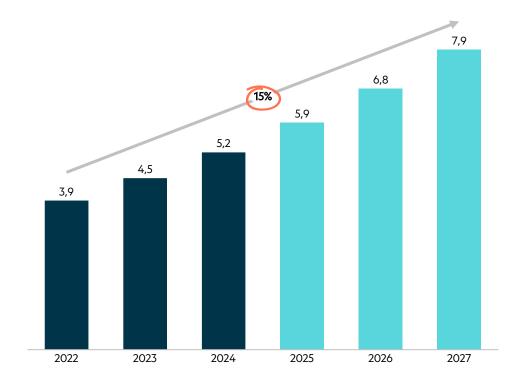


Heimar shareholders can expect the book value of their stake in Klasi to reach nearly ISK 8 billion by 2027.

- The book value of Heimar's stake in Klasi has increased from ISK 3.9 billion in 2022 to ISK 5.2 billion by the end of 2024.
- A 15% return requirement is set on Klasi's equity, supporting an increase in the book value of Heimar's stake to nearly ISK 8 billion by 2027 and total equity to approximately ISK 24 billion.
- These are realistic expectations that will yield returns for shareholders.

Estimated Development of the Book Value of Heimar's One-Third Stake in Klasi

ISK billion





Smárabyggð

Core Area at the Heart of Kópavogur and the Capital Area

- Heimar holds a 20.6% stake in Smárabyggð ehf.
- Smárabyggð ehf. has led extensive development in Smárabyggð in recent years.
- The neighborhood surrounding Smárabyggð is wellestablished, with all essential services within walking distance, strengthening the catchment area of Smáralind.
- The project includes 685 planned residential units along with commercial properties.
- A total of 492 residential units, as well as commercial properties and residential plots, have been sold.
- Residential units have been sold for ISK 40 billion at current price levels.







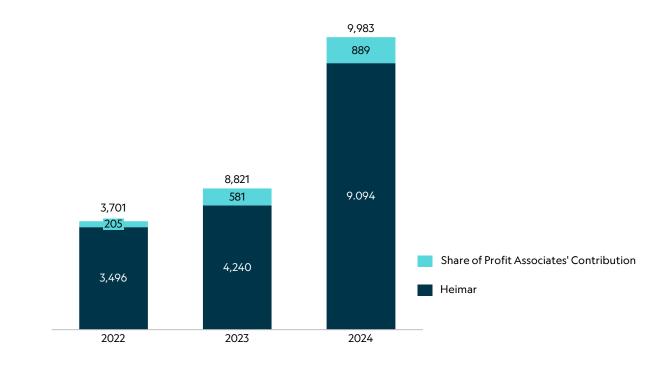


Associates Deliver strong and growing profits.

- In recent years, Heimar has contributed part of its development properties to two real estate development knowledge companies, Klasi and Smárabyggð.
- The value of these assets amounted to ISK 4.5 billion
- Over the past three years, this ownership stake has already generated ISK 1.7 billion in profits, including ISK 660 million in dividend payments.

Profit Before Income Tax

Million ISK 2024







Forecast for 2025

ISK 14.4-14.6

billion

Estimated Rental Income

- •Based on the company's property portfolio at the end of 2024.
- •Annual price increase is projected at 3.5%.

ISK 10.3-10.5 billion

Estimated BITDA

 EBITDA represents operating profit before valuation adjustments.

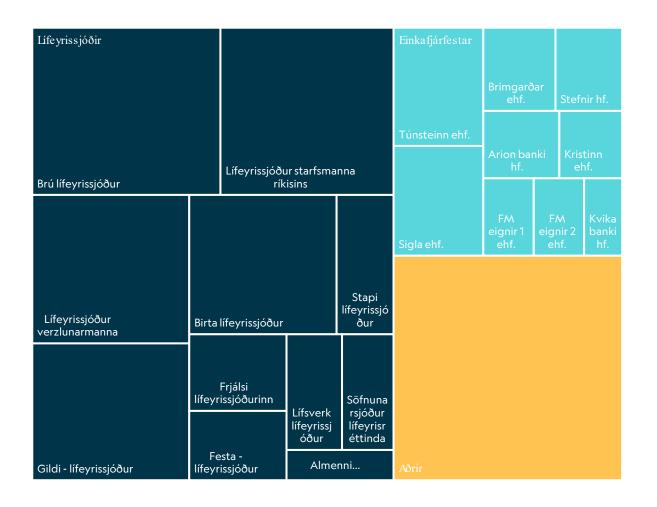
About 1% real revenue growth taking into account sold assets.





20 largest shareholders of Heimar

Distribution



Nr.	Heiti	Hlutafé	%
1	Brú lífeyrissjóður	207.959.192	11,79%
2	Lífeyrissjóður starfsmanna ríkisins	191.502.969	10,86%
3	Lífeyrissjóður verzlunarmanna	153.853.934	8,72%
4	Gildi - lífeyrissjóður	141.995.988	8,05%
5	Birta lífeyrissjóður	135.569.562	7,69%
6	Túnsteinn ehf.	70.000.000	3,97%
7	Sigla ehf.	65.000.000	3,69%
8	Stapi lífeyrissjóður	52.414.271	2,97%
9	Frjálsi lífeyrissjóðurinn	49.298.684	2,79%
10	Festa - lífeyrissjóður	44.594.234	2,53%
11	Lífsverk lífeyrissjóður	42.363.531	2,40%
12	Brimgarðar ehf.	39.669.349	2,25%
13	Söfnunarsjóður lífeyrisréttinda	39.441.779	2,24%
14	Stefnir hf.	36.705.280	2,08%
15	Arion banki hf.	33.919.348	1,92%
16	Kristinn ehf.	28.000.000	1,59%
17	FM eignir 1 ehf.	25.771.241	1,46%
18	FM eignir 2 ehf	25.771.240	1,46%
19	Almenni lífeyrissjóðurinn	21.481.802	1,22%
20	Kvika banki hf.	19.494.473	1,11%
	20 stærstu	1.424.806.877	80,78%

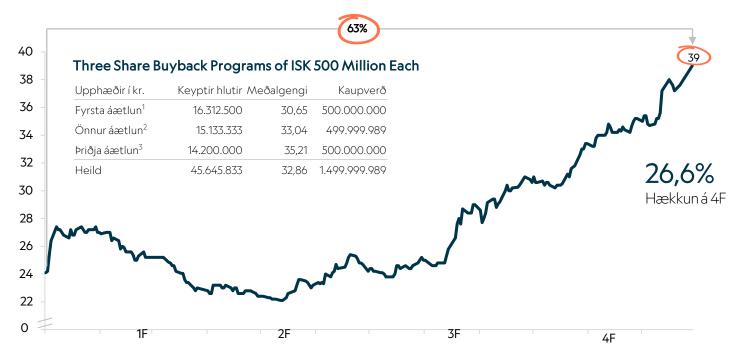
Shareholders on 7.2.2025



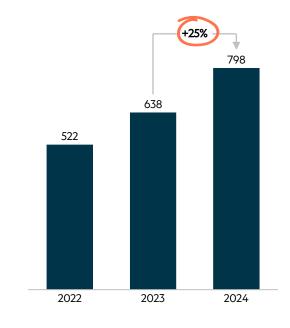
Heimar's Share Price Increased by 63% in 2024 The Highest Increase Among All Listed Companies This Year

Heimar's Share Price

Closing Price 2024 in ISK



Number of Shareholders



- 1. Share Buyback Programs of ISK 500 Million from September 16 October 16 2024.
- 2. Share Buyback Programs of ISK 500 Million from October 16 November 20 2024.
- 3. Share Buyback Programs of ISK 500 Million from November 20 December 19 2024.



Heimar's Financial Calendar

AGM 2025 March 11, 2025 → Will

Q1 Earnings Preview May 12, 2025

Q2 2025 Results August 20, 2025

Q3 Earnings Preview October 22, 2025

Preliminiary Financial Report February 5, 2026

Q4 2025 Results March 4, 2026



Við erum annað og meira



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