

18 November 2021

hummgroup and Air New Zealand join forces

- **hummgroup** enters 10-year strategic partnership with Airpoints™, Air New Zealand's loyalty programme
- Partnership will introduce its first product in FY22
- Partnership expected to deliver significant upside to Air New Zealand and **hummgroup**

hummgroup limited (ASX: HUM) ("**hummgroup**") has announced that it has entered a major partnership with Airpoints™, Air New Zealand's award-winning loyalty programme, to launch a portfolio of financial services products.

hummgroup will be responsible for building and managing the Air New Zealand branded products, that will be made available exclusively to Airpoints members. The partnership is expected to become a significant issuer of new credit in the New Zealand market.

hummgroup will bring its deep expertise in market leading digital experiences and financial product innovation, including with credit cards and BNPL across the New Zealand and Australian markets, where it had volumes of over \$2 billion in the sector in FY21, despite the pandemic.

Air New Zealand operates one of New Zealand's largest customer loyalty programs with Airpoints, which has 2.6 million New Zealand-based members.

Rebecca James, **hummgroup** CEO said:

*"We're absolutely delighted to join Air New Zealand in this new long-term partnership which will bring 'Air New Zealand, powered by **hummgroup**' to customers in 2022 and lead to further growth across customers, volumes and revenue. As one-of-the largest issuers of new credit cards in New Zealand, **hummgroup** has led innovation in this space with a keen focus on digital product innovation and customer experience. Alongside international expansion, partnerships and new product growth round out our growth strategy and our new alliance with Air New Zealand meets these two objectives. We continue to have discussions with a range of retailers, financial organisations and loyalty programs about new partnership opportunities."*

Kate O'Brien Air New Zealand General Manger Loyalty said:

*"Through our partnership with **hummgroup**, we will develop products that will give our 2.6 million New Zealand based loyal members fantastic new ways to earn Airpoints Dollars™ while being rewarded with the most exclusive travel benefits. Designed to complement the lifestyles of our members who frequently travel, as well as those who want to book their dream getaway faster, the first product will launch to Airpoints members in 2022."*

This is the latest partnership for **hummm**group, following recent partnership announcements with Westpac New Zealand and Velocity Frequent Flyer in Australia.

-ENDS-

Authorised for release by the **hummm**group Disclosure Committee.

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ABOUT HUMMMGROUP

hummmgroup is revolutionising the way people pay. **hummm**group has developed some of Australia and New Zealand's most exciting and accessible consumer finance products including **hummm**, **bundll**, **hummm90** and **hummmpro**. **hummm**group continues to design products around the core needs of financially savvy consumers spanning millennial spenders through to young families and SMEs. **hummm**group facilitates purchases for over 2.7 million customers and operates in Australia, New Zealand, Ireland and the United Kingdom.

ABOUT AIR NEW ZEALAND

Air New Zealand is a world-class airline, focused on connecting New Zealanders to each other and New Zealand to the world. Our domestic network is unmatched, offering services to 20 main centres and regions across New Zealand. Internationally, our strategic focus and competitive advantage lies within the Pacific Rim, and our alliance-driven network underpins this.

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