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15 July 2025

Update in relation to The Abercrombie Group's non-binding indicative proposal

humm group limited (ASX:HUM) ("**humm**group") refers to its announcement on 25 June 2025 in relation to the non-binding indicative proposal from The Abercrombie Group Pty Ltd ("**TAG**") to acquire **humm**group for $0.58 cash per share ("**Indicative Proposal**").

As previously announced, in order to determine whether TAG is able to formulate an offer that could be in the best interests of **humm**group shareholders, the Independent Board Committee ("**IBC**") has agreed to provide to TAG a limited period of access to certain non-public information on a non-exclusive basis.

TAG has entered into a confidentiality agreement with **humm**group and due diligence will commence this week.

The provision of limited due diligence does not guarantee that the Indicative Proposal will result in a binding offer or one that is capable of being recommended by the IBC.

hummgroup shareholders do not need to take any action. **humm**group will continue to keep the market informed in accordance with its continuous disclosure obligations.

hummgroup has engaged Flagstaff Partners as its financial adviser and K&L Gates as its legal adviser.

This announcement was approved for release by the IBC.

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ABOUT HUMMGROUP

humm Group Limited ACN 122 574 583 (ASX: HUM) ("Company", and with its other group and consolidated entities "**humm**group" or "Group") is a diversified financial services company that provides instalment plans which enable businesses and consumers to make large purchases. **humm**group operates in Australia, New Zealand, Ireland, Canada, and the United Kingdom. Its principal activities include the provision of Commercial Lending in Australia and New Zealand; Point of Sale Payment Plans;

Australia Cards (**humm**®90, Lombard and Once); and New Zealand Cards (including Farmers Finance Card, Farmers Mastercard®, Q Card, Q Mastercard® and Flight Centre Mastercard®).

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