

31 July 2025

Further update in relation to The Abercrombie Group's non-binding indicative proposal for hummmgroup

hummm group limited (ASX:HUM) ("**hummmgroup**") refers to its recent ASX announcements in relation to the non-binding indicative proposal from The Abercrombie Group Pty Ltd ("**TAG**") to acquire **hummmgroup** for \$0.58 cash per share ("**Indicative Proposal**").

Process and timing

The **hummmgroup** Independent Board Committee ("**IBC**") has formed the view that it is in the best interests of all shareholders to engage with TAG and provide limited, non-exclusive diligence in order to ascertain whether there is a path to a proposal that could deliver appropriate certainty and value.

Accordingly, **hummmgroup** is providing TAG with access to certain non-public information. The IBC has requested that TAG completes its critical due diligence and submits a refined proposal by mid-September.

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

hummmgroup currently anticipates announcing its FY2025 results on Monday 25 August 2025.

Management of conflicts of interest

Given TAG is the family office of **hummmgroup** Board Chair and substantial shareholder Andrew Abercrombie, **hummmgroup** has put in place procedures and protocols to manage actual and perceived conflicts of interest in accordance with the Takeovers Panel's *Guidance Note 19: Insider Participation in Control Transactions* and best corporate governance practices. These procedures and protocols apply to Andrew Abercrombie and all other parties associated with TAG.

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

This announcement was approved for release by the IBC.

--- ENDS ---

Media Contact

Rebecca Emery - Head of Communications
+64 275 580 946
communications@hummm-group.com

hummm Group Limited
ACN 122 574 583
Level 1, 121 Harrington St, The Rocks NSW 2000
Tel. +61-2-8905-2000

ABOUT HUMMGROUP

humm Group Limited ACN 122 574 583 (ASX: HUM) (“Company”, and with its other group and consolidated entities “**hummgroup**” or “Group”) is a diversified financial services company that provides instalment plans which enable businesses and consumers to make large purchases. **hummgroup** 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®).