

9 May 2025

New CEO Appointment

hummgroupp Limited (ASX: HUM) (“hummgroupp” or “the Company”) announces that Mr Stuart Grimshaw will be stepping down from his role as CEO for personal reasons. This decision comes after careful consideration aligning the needs of the Company with the individual.

On April 15, the Company had announced to the market a change in the operating hours for Mr Grimshaw to allow him to focus on a number of personal matters that required his attention. At that time, it was agreed with the Board that should the time required to focus on the management of these matters become too overwhelming to fulfil his role as CEO, then the arrangements must be reviewed and changed appropriately.

Over the past month it has become clear that the time demands on Mr Grimshaw have become more onerous than first anticipated by Mr Grimshaw, and it has been mutually agreed between Mr Grimshaw and the Board that he would step down from the CEO role to enable a consistent leadership focus to continue.

Mr Grimshaw commented: *“It has been both an honour and a privilege to lead the Company for the time I have been here. We have achieved a lot over the past few years and are delivering outcomes that reinforce the strategy that has been implemented by a very talented leadership team. I have enjoyed the numerous interactions that occur every day with the Board, the team and shareholders. I wish the Company well in the next phase of growth of the company.”*

Mr Grimshaw will finish with the Company on Friday, 9 May 2025.

As a result of this change, hummgroupp is pleased to announce that Mr Angelo Demasi will step into the role of Chief Executive Officer, effective immediately. Mr Demasi will remain on his existing employment terms until the new arrangements are finalised. A further announcement will then be made advising of the material terms of Mr Demasi’s new CEO employment contract.

Mr Demasi has operated as the Company’s Group Executive across Strategy, Technology and Transformation since January 2024, positioning him perfectly as a successor to lead the next chapter for hummgroupp.

Mr Demasi, age 44, is an energetic and experienced leader, having successfully led complex business units, built and launched new businesses, and executed large transformation programs across Australia, Asia and North America.

Prior to joining hummgroupp, Mr Demasi served as Partner and Managing Director with BCG Digital Ventures, the corporate innovation and business-building arm of Boston Consulting Group. He has also held global executive roles and served on public and private boards.

The Board Chair, Andrew Abercrombie said: *“Working with Stuart had been a pleasure. Stuart pushed Humm in a new direction which has set the business up to address the challenges of*

increased competition and with some clear strategies. Operating now in five countries, there are many challenges, but also a bright future. He said that he and the Board are looking forward to working with Angelo Demasi."

[Authorised for release by the **humm**group Board of Directors]

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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[®]).

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