

15 July 2025

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

hummm group limited (ASX:HUM) ("hummmgroup") 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 hummmgroup 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 hummmgroup 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 hummmgroup 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.

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

hummmgroup 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 HUMMMGROUP

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