

6 November 2025

## Conclusion of Discussions with The Abercrombie Group

humm group limited (ASX:HUM) ("**humm**group") refers to its previous announcements concerning the unsolicited non-binding indicative proposal from The Abercrombie Group Pty Ltd ("TAG") to acquire **humm**group.

TAG and the **humm**group Independent Board Committee ("IBC") have agreed to conclude discussions regarding TAG's non-binding indicative proposal and TAG has withdrawn the proposal.

Andrew Abercrombie, TAG's principal and Chair of **humm**group, said:

*"TAG's funded scheme proposal was intended to provide an opportunity for shareholders to fully realise their investment in **humm**group at a 35% premium<sup>1</sup> to the undisturbed trading price, where shareholders would have the ultimate say. Since submitting our proposal, it has become evident that it does not currently have the support of several key shareholders.*

*Notwithstanding the decision to conclude discussions, we continue to have a positive view of the Company's prospects and TAG remains a supportive, long-term investor in **humm**group."*

Robert Hines, Chair of the IBC, said:

*"The IBC appreciates the efforts of the **humm**group and TAG teams in recent months. Our focus going forward is driving shareholder value through robust operational execution and disciplined capital allocation."*

This announcement was approved for release by the **humm**group Independent Board Committee.

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### Media Contact

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<sup>1</sup> Premium based on the proposal price of 58 cent per share and the closing **humm**group share price of 43c per share on 24 June 2025.

## 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**<sup>®</sup>90, and Lombard); and New Zealand Cards (including Farmers Finance Card, Farmers Mastercard<sup>®</sup>, Q Card, Q Mastercard<sup>®</sup> and Flight Centre Mastercard<sup>®</sup>).

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