13 March 2026

Appointment of Chief Executive Officer to the Board

Humm Group Limited (ASX: HUM) (**humm**group or the **Company**) is pleased to announce the appointment to the Board of Chief Executive Officer (**CEO**) Mr Angelo Demasi as Managing Director to of the Company, effective immediately.

This appointment strengthens the Board and management alignment and is consistent with **humm**group's previously stated governance enhancements (as announced 12 February 2026). It also fulfills a governance commitment by **humm**group to the Australian Takeovers Panel (as announced on 27 February 2026) to appoint the CEO to the Board. With this change, the **humm**group Board will comprise three independent Non-Executive Directors, the Managing Director and one non-independent non-executive director.

Mr Demasi joined **humm**group in January 2024 and has served as CEO since May 2025. He is an experienced business leader who has successfully led complex business units and spearheaded large-scale transformation programs across Australia, Asia and North America. Prior to joining hummgoup, 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.

hummgroup Chair, Mr Robert Hines, welcomed Mr Demasi's appointment to the Board, stating: *"Angelo has proven himself an energetic and strategic leader during a pivotal period for **humm**group. Since taking on the CEO role, he has driven the Company's strategic refresh and continued operational turnaround, which include the Company's ongoing transformation efforts and launching new products in the consumer point-of-sale finance segment. The Board is confident that Angelo's deep industry experience, innovative mindset, and commitment to strong governance will continue to be invaluable as we pursue our growth strategy and deliver long-term value for our shareholders."*

Mr Demasi said he was honoured by the Board's confidence: *"I am excited to join the Board and continue leading **humm**group through its next phase of growth and transformation. Since joining humm, I have been fortunate to work with an outstanding team as we refocused the business, strengthened our financial performance, and enhanced our governance framework. I look forward to collaborating even more closely with our directors as Managing Director, and I am committed to executing our strategy, upholding the highest standards of corporate governance, and delivering sustainable value to our customers, partners and shareholders."*

In accordance with ASX Listing Rule 3.16.4, a summary of the material terms of Mr Demasi's employment agreement (including remuneration) is Appendix A to this announcement.

Authorised for release by the Board of Humm Group Limited

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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, and Lombard); and New Zealand Cards (including Farmers Finance Card, Farmers Mastercard®, Q Card, Q Mastercard® and Flight Centre Mastercard®).

Appendix A: Summary of Material Terms of Employment Agreement – Mr Angelo Demasi

In accordance with ASX Listing Rule 3.16.4, the following is a summary of the material terms of Mr Angelo Demasi's employment agreement as Chief Executive Officer and Executive Director of Humm Group Limited:

<table>
<tr><th>Term</th><th>Details</th></tr>
<tr><td>Position</td><td>Chief Executive Officer and Managing Director</td></tr>
<tr><td>Commencement Date</td><td>12 March 2025</td></tr>
<tr><td>Term</td><td>Ongoing, subject to termination provisions</td></tr>
<tr><td>Total Fixed Remuneration (TFR)</td><td>$750,000 per annum (inclusive of superannuation)</td></tr>
<tr><td>Short-Term Incentive (STI)</td><td>Target opportunity of 100% of TFR, and stretch target of 125% of TFR, subject to performance hurdles set by the Board. Payable in cash, subject to STI plan rules.</td></tr>
<tr><td>Long-Term Incentive (LTI)</td><td>Mr Demasi is a participant in the FY24 LTI Plan which covers the performance periods FY24-26. The LTI award for this period was delivered as a grant of Performance Rights based on 100% of Mr Demasi's fixed remuneration at the time of grant as Group Executive – Digital & Transformation and delivered in three tranches relevant for each performance period.

LTI Delivery
<table>
<tr><td>Equity settled LTI</td><td>The existing allocation of LTI Performance Rights granted based on Mr Demasi's previous remuneration as Group Executive – Digital & Transformation.</td></tr>
<tr><td>Cash settled LTI (FY25 & FY26 tranches)</td><td>For FY25 and FY26, any positive difference in value between Mr Demasi's CEO LTI opportunity and the LTI allocated based on his prior remuneration terms will be paid in cash, as determined by the Board in its sole discretion.</td></tr>
</table>
Any vesting and/or cash settlement of LTI is subject to the Board's determination of performance against relevant hurdles for the period, in addition to meeting the relevant service condition.</td></tr>
<tr><td>Notice Period</td><td>6 months' notice by either party. The Company may make payment in lieu of notice.</td></tr>
<tr><td>Termination Provisions</td><td>The Company may terminate without notice for serious misconduct or other specified circumstances.</td></tr>
<tr><td>Post-Employment Restraints</td><td>Non-compete and non-solicitation obligations for 6 months following cessation of employment.</td></tr>
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This summary is provided in accordance with ASX Listing Rule 3.16.4 and does not purport to be a complete statement of the terms of Mr Demasi's employment agreement.