



30 November 2020

flexigroup rebrands to hummm

- ASX code "HUM" takes effect from 30 November 2020
- This follows a successful simplification, where the Company reduced 23 products to four and has consolidated its position as the leading bigger buy now pay later provider
- The Company will leverage the strong **hummm** brand to pursue domestic and international growth opportunities

hummm group limited (ASX: HUM) ("**hummm**" or "**the Company**") is pleased to announce that the Company's securities will trade under the Australian Securities Exchange code "HUM" from today. This follows the overwhelming support received from shareholders at the Annual General Meeting on 19 November 2020 where 99.69% of votes cast were in favour of the Company name change from FlexiGroup Limited (previously ASX:FXL) to **hummm** group limited.

Since commencing the organisational simplification, the Company has launched **hummm**, **bundll**, its buy-now-pay-anywhere product, and most recently **hummm90**, its long term interest free product. The rebrand from **flexigroup** to **hummm** aligns its interest free instalment product propositions with the organisation's brand name.

Rebecca James, Chief Executive Officer of **hummm** said:

*"Today marks another big milestone for the business as we rebrand to our most recognised and loved brand, **hummm**. The rationale for the rebrand is clear. From a standing start 18 months ago, **hummm** has become synonymous with easy, digital, interest free finance with over 2.2 million customers across Australia, New Zealand and Ireland.*

*"Our mission is to revolutionise the way people buy. With a single platform serving everybody from Generation Z and millennial spenders through to young families and SMEs, **hummm** finances everything from life's little luxuries through to significant purchases.*

*"We're excited about the growth opportunities ahead of us as we leverage the strong **hummm** brand into new products, new verticals and new markets in the years ahead."*

Authorised for release by the **hummm** Disclosure Committee.

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ABOUT HUMM

humm is a diversified full service payments company with leading offerings in buy now pay later, revolving credit and SME finance. Serving a broad footprint of millennial spenders, through to young families and small and medium businesses, it facilitates purchases for over 2.2 million customers.