

6 August 2021

Velocity Frequent Flyer partners with hummmgroup for Buy Now Pay Later Rewards

- Velocity and **hummmgroup's** Buy Now Pay Anywhere solution **bundll** to launch first Australasian co-branded BNPL card for earning points
- More than 10 million Velocity Frequent Flyer members will have the opportunity to earn Velocity Points through **bundll**
- **hummmgroup** continues to build key partnerships across its product suite, a unique approach in the BNPL market

hummm group limited (ASX: HUM) ("**hummmgroup**") has entered into a partnership between **bundll** and Velocity Frequent Flyer ("Velocity").

From late August 2021, Australian users of buy now pay later ("BNPL") anywhere solution **bundll** will be able to earn Velocity Points ("Points") on their repayments.

Building on recent strategic announcements by **hummmgroup**, this new partnership represents the scalability and benefit that **hummmgroup's** products can bring to partners such as loyalty programs, in Australia and globally.

Under the new partnership, Velocity members who are new to **bundll** will be able to download the **bundll** app and follow an easy sign-up and approval process, including linking their accounts, before receiving a **bundll** Velocity digital card and begin earning Points. Existing **bundll** users will be able to simply link their Velocity membership number to their account to start earning Points.

bundll customers can BNPL everywhere Mastercard® is accepted, bundling their purchases into easy to manage repayments with inbuilt budgeting services. Using the Mastercard network, **bundll** customers can shop wherever they like, online and in store, with no minimum spend, purchasing everyday items such as coffee, bus fares or groceries.

hummmgroup Chief Executive Officer Rebecca James said:

*"This partnership provides a huge opportunity for Velocity and **bundll** to work together in providing their customers with the flexibility of BNPL while acquiring Velocity Points.*

*"**bundll** has gained significant traction with Gen Z and Millennial customers as a monthly budgeting tool for everyday spend. This partnership further demonstrates the shifting demand from retail, finance and loyalty partners to offer BNPL services. As with our recent Westpac NZ and **bundll** partnership, **hummmgroup** is leading this movement and we are continuing conversations with a range of organisations on how they might use **bundll** to capture the benefit of BNPL for their customers."*

Acting CEO of Velocity David Marr said Velocity Frequent Flyer was committed to providing members with new and exciting opportunities to earn the maximum amount of Points on everyday spend.

*"Buy Now Pay Later services are now part of our daily spending routine and we are pleased to be able to offer our members the opportunity to earn Velocity Points for everyday spend. **bundll** is accepted everywhere, so there's really no limit on how our members can do that.*

*"Our new partnership with **bundll** is an excellent example of two businesses with great synergy joining forces to create value for their customers, which is something we strive to do every day at Velocity," said Mr. Marr.*

-ENDS-

Authorised for release by the Disclosure Committee.

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ABOUT HUMMGROUP

hummgroup is revolutionising the way people pay. **hummg**roup has developed some of Australia and New Zealand's most exciting and accessible consumer finance products including **hum**m, **bundll**, **hum**m90 and **hum**mpro. **hummg**roup continues to design products around the core needs of financially savvy consumers spanning millennial spenders through to young families and SMEs. **hummg**roup facilitates purchases for 2.7 million customers and operates in Australia, New Zealand, Ireland and the United Kingdom.

ABOUT VELOCITY FREQUENT FLYERS

Velocity is the multi-award winning frequent flyer program of Virgin Australia. Launched in 2005, today the program has a membership base of more than 10 million, providing members with earn and redemption opportunities on a host of airline and non-airline partners.

In addition to Youfoodz, Velocity members can earn Points from their everyday spend through a variety of financial, insurance, travel and shopping retailer partners.