

19 September 2025

Update on engagement with The Abercrombie Group

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

TAG has informed the **hummmgroup** Independent Board Committee ("**IBC**") that there are diligence matters that it is continuing to work through and it requires further information before it can confirm or refine its proposal. **hummmgroup** intends to provide the further information to TAG expeditiously. Once the outstanding information is received, TAG has advised that it will promptly inform the IBC whether TAG is in a position to confirm or refine its proposal.

There is no certainty that the ongoing discussions will result in any transaction being put to **hummmgroup** shareholders for their consideration.

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

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

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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 (**hummm**®90, Lombard and Once); and New Zealand Cards (including Farmers Finance Card, Farmers Mastercard®, Q Card, Q Mastercard® and Flight Centre Mastercard®).