

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®).