

22 July 2019

hummm retailer update

Simplified offering wins over retailers with 'big things'

- **Humm** continues dominance in key homewares, electrical and health verticals with: Temple & Webster, Bing Lee, Betta Electrical, Williams Sonoma, Pottery Barn, Jaycar, Sunboost, 1300 SMILES among the numerous retailers to join the platform.
- Retailers are favouring **hummm's** differentiated offering, broader demographic and spending power, with 2,000 seller locations added since May, taking the total to 15,000 partners.
- **Humm** is driving higher value sales with an average transaction value of \$3,760 with its 'big things' wallet and over \$400 for 'little things' online – nearly double that of other BNPL payment types.
- In the month following the relaunch of **flexigroup's** BNPL product as **hummm** in Australia the total number of transactions increased by 22% and transaction volume grew by 16%.

FlexiGroup Limited (ASX: FXL) ("**flexigroup**") today announces that it has added a number of high profile retailers to its Buy Now Pay Later ("**BNPL**") platform, **hummm**. These retailers represent healthy momentum across **hummm's** target verticals of homewares, electrical, health and home improvement.

Commenting on the announcement, Rebecca James, Chief Executive Officer at **flexigroup** said:

*"Increasing retailer relationships and reinvigorating **flexigroup** brands are core elements of the business strategy for **flexigroup**. Key components of the plan also include the right-sizing of the group cost structure, simplifying and modernising IT systems, and marketing – all areas in which increased investment is being made."*

*"Our BNPL offering was the first of our suite of products to undergo simplification – merging two little known brands into one compelling proposition. **hummm's** differentiated offering - enabling transactions up to \$30,000 completely interest free - is not only resonating with both retailers and consumers, but is also displacing competitors in key categories."*

*"Retailers are favouring **hummm's** broader demographic and spending power, helping them drive higher value sales. And shoppers are embracing the ability to make larger lifestyle purchases more affordable by paying in interest free instalments."*

Today **flexigroup** announces that the following merchants have joined the **hummm** community:

Homewares and home improvement retailers:

- **Temple & Webster** is Australia's leading online retailer of furniture and homewares.
- **Sunboost** is Australia's largest solar provider of residential and commercial solar electricity, operating in six states.

- **Williams Sonoma, Pottery Barn, Pottery Barn Kids** and **West Elm** are owned by the US based **Williams-Sonoma Inc** a retail company that sells kitchenwares and home furnishings. They have 19 stores in Australia.

Electrical:

- **Bing Lee** has been helping customers with all of their electrical and appliances needs since 1957. It has 40 stores.
- **Betta Electrical** provides Australians with a broad range of home appliances and furniture in over 200 stores nationwide.
- **Bi-Rite** is an Electrical Appliance Retail Sales and Service Specialist with 87 stores located across Australia.
- **Retravisio**n is a consumer electronics retailer with 23 stores nationally.
- **Jaycar** is an Australia-based retailer dealing in electronic components and related products for electronics enthusiasts, with over 100 locations nationwide.

Health providers:

- **1300 SMILES** has 35 full service dental facilities in Queensland, Sydney and Adelaide. With the inclusion of 1300 SMILES, **hum**m is now available in 700 dental practices across the country.

These new partners join the growing range of retailers that have successfully gone live with **hum**m since the *May 8 2019 Retailer Update* including; Premier Retail, National Dental Plan, City Fertility, National Hearing and Solomon's Carpets.

-ENDS-

Investor Relations

Isobel Rogerson +61 2 8905 2191
Ross Aucutt +61 2 8905 2179

Media

Roger Newby +61 401 278 906

ABOUT FLEXIGROUP

flexigroup provides a diverse range of finance solutions to consumers and business through a network of retail and business partners. This includes Buy Now Pay Later products, credit cards and consumer and business leasing. **flexigroup** has been operating in Australia for over 30 years, has partnerships with over 62,000 sellers and now serves 1.3 million customers across Australia, New Zealand and Ireland.

For more information visit: flexigroup.com.au