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hummm retailer update

hummm momentum continues with more customers at more seller locations

- **hummm** continues to see strong growth in key homewares, retail and health verticals with: Mitre 10, Home Timber & Hardware, Hanes Australasia, Zanui, KOOKAĬ, SurfStitch and Smile Solutions among the numerous retailers to join the platform
- Retailers attracted to differentiated offering, broader demographic and spending power, with 3,000 seller locations added since July, taking the total to 18,000 partners
- Growth cements **hummm**'s leadership position in facilitating transactions greater than \$1,000
- Financial YTD total transactions up 25% year-on-year
- Financial YTD volume in **hummm**'s key verticals up 85% year-on-year
- New Buy Now Pay Later products, **bundll** and **wiired money**, to launch in FY20

FlexiGroup Limited (ASX: FXL) ("**flexigroup**") today announces that it has added a number of high profile retailers to its Buy Now Pay Later platform, **hummm**. These retailers represent robust momentum across **hummm**'s target verticals of retail, health, and home improvement. Volume growth across our key verticals in the first two months of Financial Year 2020 ("**Financial YTD**") were up 85% on the prior comparable period last year.

hummm continues to see good customer and retailer growth with the total number of retail partners climbing to 18,000. Financial YTD total transactions on the **hummm** platform were up 25% year-on-year, driven by the growth in the number of Little Things purchases (transactions up to \$2,000, repaid over 10-20 weeks) which grew by 67%.

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

*"I'm delighted to welcome a wide range of iconic Australian retailers to the **hummm** platform as our retail partners and customer numbers continue to grow. These retailers have been attracted to **hummm**'s differentiated product offering – servicing a wider breadth of transactions and offering greater repayment terms to their customers. By continuing to focus on our key verticals we have experienced exceptional volume growth, driven by triple figure growth in both the health and retail verticals.*

*"The traction seen in **hummm** since its launch in April also reflects our strength in building strong consumer facing brands that deliver a unique and compelling user experience direct to consumers. We look forward to repeating this success with our new Buy Now Pay Later products **bundll** and **wiired money** that we will be launching in the coming year."*

Also commenting on the announcement, Ross Aucutt, Chief Financial Officer of **flexigroup** added:

*“The significant increase in retailers added to the platform has driven strong volume growth for **hummm**. The significant progress made in onboarding new retailers is supporting management’s aims to grow volume by at least 15% this year through new product launches, audience extension and new partnerships.”*

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

Retail:

- **Hanes Australasia** is home to some of Australia’s most recognised apparel and lifestyle brands including Bonds, Bras N Things, Jockey and Sheridan, sold via their wholesale partners and their retail network of over 300 stores and portfolio of online websites.
- **KOOKAĪ** is one of Australia’s leading global fashion retailers, offering its customers fashionable, high quality pieces at accessible pricing. Designed exclusively in Melbourne and Paris, KOOKAĪ inspire women around the world to embrace their individuality. They have 41 stores across Australia and New Zealand.
- **ISHKA** stocks a diverse collection of world handcrafts, which can now be experienced in 50 retail locations throughout VIC, NSW, SA, QLD, TAS and ACT.
- **Hallenstein Glasson Holdings Limited** is a retailer of menswear and womenswear, listed on the New Zealand Stock Exchange. The company operates in excess of 120 stores, with 35 stores in Australia.
- **Zanui Homewares** is Australia's online destination for furniture and homewares. Zanui provide consumers with stylish new products for home, inspiration and ideas for home decoration, and unmatched customer service.
- **JPG** is an Auckland-based, privately owned retail group with over 500 stores across New Zealand and Australia. JPG owns and operates chains Pascoes the Jewellers; Stewart Dawsons and Goldmark; Farmers; kitchen specialist Stevens; and bookstore Whitcoulls in New Zealand.
- **Bevilles** currently has 23 stores in Victoria, New South Wales and South Australia providing a range of beautiful jewellery and watches which are available through these stores and its online store.
- **Oxford** has 52 retail stores Australia wide offering a contemporary and stylish fashion collection for both men and women.
- **Ozsale.com.au** is Australia’s number 1 members-only online shopping club. Members receive a personal invitation to the most exclusive sales events for men, women, kids, home, beauty, wine and more – at up to 80% off retail.
- **Dealsdirect.com.au** is Australia's #1 online department store that offers a huge range of over 10,000 great value products to choose from across 22 categories.
- **SurfStitch** is one of Australia’s largest online retailers and the world’s largest online action sports and youth apparel network that is home to over 300 brands.
- **Novo** is Australia's leading fashion footwear brand offering a vast range of attainable seasonal designs at over 65 locations nationwide.

Home improvement retailers:

- **Mitre 10** and **Home Timber & Hardware** are leading Australian retail and trade hardware store chains with over 1,200 stores located across Australia.
- **RedEarth Energy Storage** is a leading national supplier of modular Energy Storage Systems.
- **Aussie Farms Group** is a South Australian family owned Solar Company.

Health providers:

- **Hearing Choices** is Australia's most trusted hearing aid expert. Hearing Choices will find you a product that matches your lifestyle, hearing loss, and budget at one of its 30 stores across Australia.
- **Smile Solutions**, often referred to as Melbourne's home of dentistry, is Australia's largest private dental practice with over 80 dentists, specialists and hygienists under one roof.
- **Core Dental** is the go-to local dentist in Melbourne, providing affordable and quality dental services across 6 locations.
- **Smiles Group** is a specialist orthodontic practice serving clients in Sydney, the Illawarra, and regional towns across NSW.
- **Baxter Blue** is an online retailer that provides a stylish solution to combat the effects of digital eye strain.

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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 65,000 sellers and now serves more than 1.76 million customers across Australia, New Zealand and Ireland.

For more information visit: flexigroup.com.au