



25 March 2021

humm extends BNPL leadership in health and wellbeing sector

- **humm** hits \$120m on an annualised basis¹ in health and wellbeing vertical, with payments rising 38% FYTD
- **humm** now covers 25% of dental chairs in Australia and over 50% of enterprise audiology
- **humm** has recently added a range of new partners across Dental, Pharmacy, Audiology, Mobility and Wellbeing to join its more than 3,500 existing health and wellbeing partners

humm group limited (ASX: HUM) ("**humm**group") is pleased to announce a range of new partnerships including Maven Dental Group, CPAP Clinic, Aidacare, Removery and Cosmetique, cementing its position as the leading Buy Now Pay Later ("BNPL") provider in the health and wellbeing sector across Australia and New Zealand.

The health and wellbeing vertical continues to grow as a percentage of **humm**'s overall volume in Australia, increasing by 38% FYTD. This vertical has now hit an annualised run rate of \$120m demonstrating the strong appetite and need for instalment payments in the health industry.

humm's ability to finance larger transactions up to \$30,000 over terms ranging from five fortnights to five years makes it a clear industry leader in this sector. The average transaction size of over \$4,000 demonstrates that **humm** is attracting customers that other BNPL providers are not able to service.

With the addition of these new retailers, **humm** now has over 3,500 unique health and wellbeing locations across Australia.

hummgroup Chief Executive Officer Rebecca James said:

*"We entered the health market two years ago and have rapidly grown to be the largest BNPL provider in this space, delivering over \$120m on an annualised basis. One in four dental chairs in Australia is now covered by **humm**. This is being driven by our exclusive partnership with Centaur's Dental4Windows software, which has integrated National Dental Plan into its leading quoting software and presents **humm** as the exclusive finance solution in over ten thousand treatment plans being offered every year.*

*"Meanwhile, over 50% of enterprise audiology practices now offer **humm**'s fast, easy, and flexible solution offering financing for purchases that aren't just nice-to-have, but a need-to-have. These practices have also chosen **humm** because of our significant understanding of credit risk in this sector.*

*"We believe that BNPL should be more than just a budgeting tool for quick retail purchases in fashion or lifestyle. The strong appetite for **humm**'s flexible payment terms in these segments*

¹ Annualised amount based on March 2021 volume performance to date.

gives us great confidence to continue expanding into other target health categories that currently have low penetration of BNPL solutions, including mobility and skincare specialists.”

Dental and Pharmacy are the fastest growing sectors within **hummm**'s health categories with the pandemic driving pent-up demand for dental services, while purchasing behaviour for pharmacy customers has moved online.

Dental

- Maven Dental Group's 106 practices will join more than 1,100 other dental practices across Australia and New Zealand offering **hummm** to their clients, including 1300 Smiles, Dentures Direct, Dental Boutique and hundreds more. This represents 25% of the total dental market.

Pharmacy

- Good Price Pharmacy customers will now be able to fund pharmacy purchases using **hummm**, joining 1,000 other pharmacy practices across Australia and New Zealand including Priceline, Pharmacy Online and Chemist Direct.

Audiology

- Amplify Hearing & Diagnostics joins Bay Audio, Amplifon, Bloom Hearing Specialists and Attune Hearing, cementing **hummm**'s leadership with over 50% market share in the enterprise audiology market.

General Health

- Removery, one of the US's largest tattoo removal specialists, is opening three initial locations in Australia, all of which will offer **hummm** as a payment option.
- Cosmetique is Australia's leading cosmetic injectables clinic, with 13 locations across Queensland, Western Australia, South Australia and Victoria. It joins Australian Skin Clinics and Silk Laser Clinics.
- Aidacare is one of Australia's largest health care equipment providers, with 45 locations nationally, providing products including mobility aids such as scooters, daily living aids and wheelchairs.
- CPAP Clinic offers sleep aid products and **hummm** will be available online and at 39 national clinic locations.

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Investor Relations Contact

Suk Hee Lee - Head of Investor Relations
+61 433 343 888

Media Contact

Roger Newby - Domestique Consulting
+61 401 278 906

ABOUT HUMMGROUP

hummmgroup is a diversified full-service payments company with leading offerings in Buy Now Pay Later, revolving credit and SME finance. Serving a broad footprint of millennial spenders, through to young families and small and medium businesses, it facilitates purchases for over 2.6 million customers.