

7 May 2021

We know what mums really want - is it what you're buying?

Consumer insights from **humm** into Mother's Day gift-giving and receiving reveal what mums really want on their special day - and it may not be what you're giving.

A recent survey by **humm** found the most commonly given present is flowers (37%), followed by clothing (24%) and vouchers (22%).

Flowers might be the most popular gift, but **humm** reveals most would prefer 'experiences' over 'tangible' gifts. Almost half (45%) would like to receive a holiday, experience or 'day to myself', but only one in every four (25%) receive these on their special day.

According to **humm**, customers begin splurging around three weeks ahead of Mother's Day, with huge transaction increases when compared to seven weeks earlier. Significant purchase increases included:

- Furniture/Bedding: shoppers splurged +27% in this category.
- Hair Beauty: pampering mum was trending with a +12% increase.
- Appliances: giving the family a hand around the home saw a +14% increase.

humm also found the top purchases in the lead up to Mother's Day varied according to age group and were:

- 18-25: small appliances
- 26-35: ladies' fashion
- 36-45: furniture and bedding
- 46-55: ladies' fashion

Procrastinators in pursuit of last-minute gifts need not worry, as **humm** insights reveal that a bit of jewellery or a tech gadget appeared regularly in the 'other' category.

For further information: <https://www.shophumm.com/au/>

-ENDS-

Investor Relations Contact

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

Media Contact

Emma Rackley
+61 422 823 000 - Head of Corporate Affairs

ABOUT HUMMGROUP

hummgroup is a payments company with leading offerings in buy now pay later (**hum**m and **bundl**l), revolving credit (**hum**m90) and SME finance (**hum**mpro). 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. **hum**mgrou

p operates in Australia, New Zealand and Ireland, and is entering the United Kingdom and Canada in 2021.