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## hummm performs strongly in first week

Within a week of launching, New Zealand's newest buy now pay later (BNPL) product **hummm** has hit the ground running as Kiwis embrace the extra interest free purchasing power it offers.

**hummm** replaced Oxipay on 14 September as **flexigroup's** BNPL offering in NZ and extends BNPL into new retail categories. **hummm** Little Things offers up to \$1,000 and **hummm** Big Things up to \$10,000 available instore or online.

In its first week, **hummm** welcomed 23 new merchants (48 new stores in total) to the platform and signed up 41 merchants to offer Big Things across a wide range of categories including OFF & ON (beauty), Jaycar NZ (automotive and electronics), Modify Tattoo and Piercing, Pro Storage, Oamaru Denture Clinic, Lifestyle Furniture, Silvermoon (jewellery), Eco Plumber Gasfitter and Evolution Vets.

They join an existing network of more than 2,400 merchants across the country including big brands Farmers, Pascoes, Whitcoulls, PB Tech, JB Hi-Fi, Briscoes and Rebel Sport.

*"We've stirred up a staggering amount of interest from retailers on both sides of the Tasman and there are big name brands putting their hands up to come on board with us, especially given how successful **hummm** has been in Australia," says **flexigroup** NZ CEO Chris Lamers.*

Lamers says the transition from Oxipay to **hummm** has been seamless:

*"We have seen strong transaction volumes from day one, particularly for larger ticket items in homeware, computer, hair and beauty, baby furniture and jewellery categories. Automotive and health are also performing strongly and we're pleased to be delivering such good results for our retail partners.*

*"We've approved just over 1,300 new customers across all age brackets in week one – 35% have been people aged over 36 years. **hummm** is making BNPL relevant for household shoppers, homeowners and families as well as the savvy millennial consumers. In the lead up to Christmas, with Labour Weekend and Black Friday coming up, **hummm** is well-positioned to boost volumes for retailers after a tough first half of 2020," adds Lamers.*

Lamers said the **hummm** app also climbed to the top of the NZ charts in both the Apple and Google Play stores to become the #1 app in finance last week.

*"The **hummm** app not only provides customers with greater control and transparency of their account, but it provides customers with a barcode they can scan instore to make*

*a purchase. It makes life much easier for everyone and saves time at the check-out,” says Lamers.*

One of **hummm**'s newest retail partners is OFF & ON, a leading hair removal and brow bar, that now offers the option of interest free instalments on some of its beauty treatments.

A true Kiwi success story, OFF & ON filled a gap for specialist essential beauty services in New Zealand with the opening of a Newmarket clinic in 2008. The company has since expanded its offering into cosmetic beauty procedures and now has six locations across the country.

*“The introduction of **hummm** into OFF & ON enables us to continue to improve accessibility for clients to our services, especially those that are now becoming part of what the ‘new essential beauty’ is such as injectables and microblading. The introduction has been easy, the brand fit is logical and the beauty is in the simplicity of it all,” says OFF & ON General Manager Claire Weathers.*

## **ENDS**

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## **ABOUT FLEXIGROUP NZ**

With a diversified product offering including interest-free credit, credit cards, long-term finance, leasing, and vendor finance – **flexigroup** holds a 13,000 strong network of merchants, vendors and retail partners and delivers some of New Zealand's most successful consumer finance products including Q Mastercard, Flight Centre Mastercard, **hummm** and Farmers Finance Card.