

ASX RELEASE
27 October 2023

XAMBLE GROUP LIMITED (ASX: XGL)

INVESTOR PRESENTATION

Xamble Limited ("XGL") is pleased to enclose the following Investor Presentation.

This release was authorised by the XGL Board of Directors.

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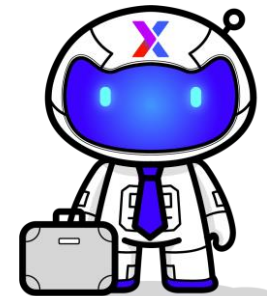
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Assembling
Communities.

And then some.



Investor Presentation

October 2023



Disclaimer

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Why Xamble?

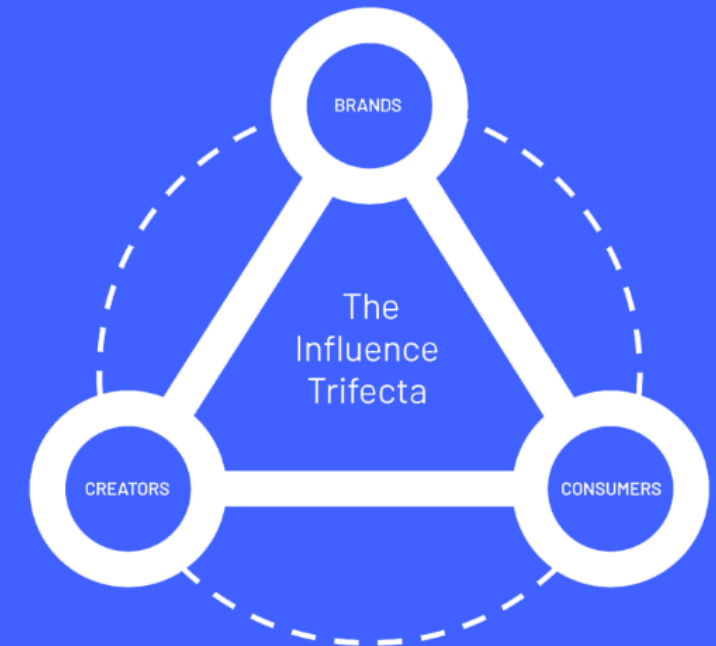
The Challenge

- As more consumers spend more time on social media, brands increasingly need to engage with target demographics/end consumers on these platforms.
- However, the cost of social media advertising is increasing: as of July 2021, Facebook ad costs increased by 89% year-on-year (yoy), TikTok's CPM increased by 92% yoy and Snapchat's CPM increased by 64% yoy¹.
- This has made influencer marketing as an alternative method to reach consumers more appealing and the growth of the industry has accelerated.
- However, brands often don't have control over influencer content and the ability to track sales generated from influencer marketing campaigns is difficult.

¹<https://www.forbes.com/sites/forbescommunicationscouncil/2022/11/14/how-marketers-are-fighting-rising-ad-costs/?sh=7f5d801f2282>

Our Solution

Xamble connects brands, influencers and end consumers through our data and technology solutions.



How We Do This

At Xamble, we help brands, influencers and consumers make more effective and informed decisions with an integrated influence strategy.

We enable brands to:

- Establish stronger and more effective connections with influencers and end consumers.
- Generate more effective influencer, social media and performance marketing, video and content creation and social commerce campaigns.

We enable influencers to:

- Be matched with brand campaigns that align with their interests.
- Earn additional revenue and manage their earnings directly from a mobile app.



17+
Years



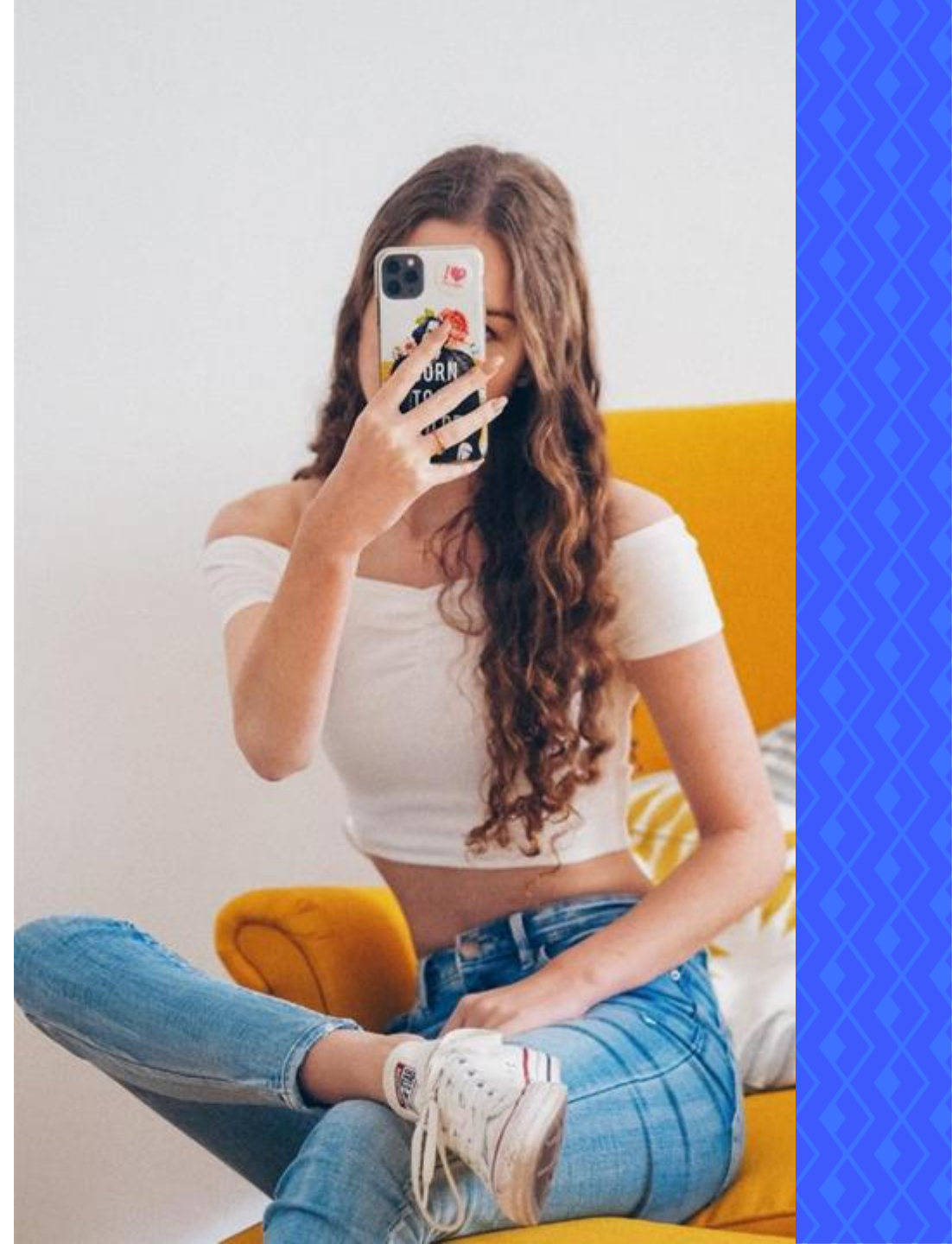
300+
Brands



20,000+
Influencers



20M+
Consumers



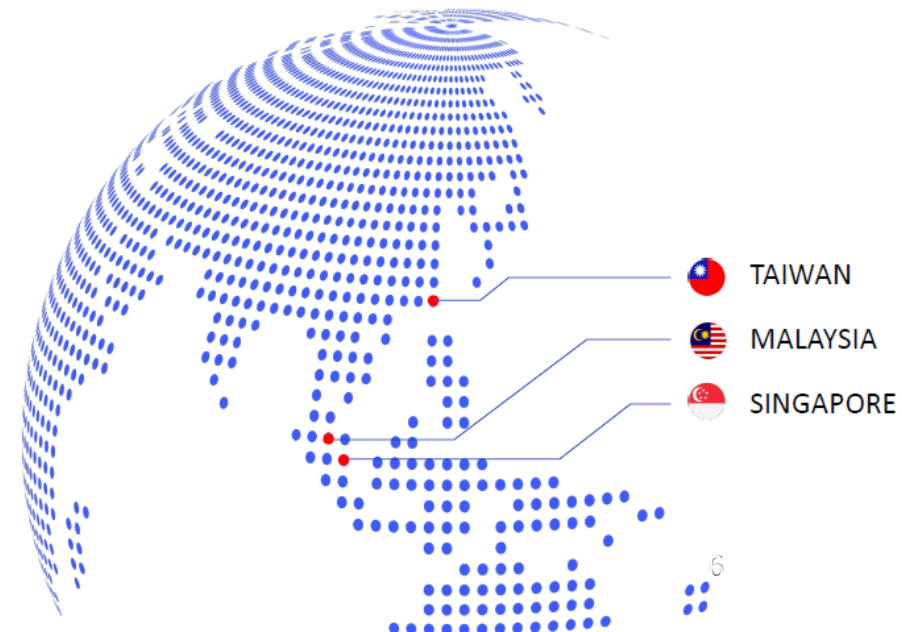
Targeting the Fast Growing South East Asian Market

The global influencer marketing platform market is expected to grow to **US\$24.1 billion by 2025**, at a Compound Annual Growth Rate of 32%.¹

Influencer marketing in South East Asia is expected **to grow to US\$2.59 billion in 2024**.²

South East Asia enjoys **high rates of internet adoption and mobile data usage** with the internet economy **on track to hit US\$300 billion in 2025**.³

Xamble's Key Markets



¹ <https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

² <https://www.insg.co/en/influencer-marketing-southeast-asia/>

³ <https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t>

Why we Target Micro and Nano Influencers

These influencers have the most intimate connection with their audience base

Average engagement rate on Instagram globally¹

Types of Influencers¹

Macro & Mega Influencers

100,000+ followers

Mid tier Influencers

<100,000 followers

Micro Influencers

<10,000 followers

Nano Influencers

<1,000 followers

Average Engagement Rate¹

1.7%

2.4%

4.0%

8.0%



Growing influencer category in Asia

- In South East Asia nano influencers have the highest impact (46%) on consumer buying decisions².
- In South East Asia, 4 out of 5 influencers are micro influencers³.
- 38% of all brand deals go to micro influencers⁴.

Expertise of a particular topic

- Effective strategy to drive action-based promotion of products and services.

More personal and authentic interactions

- Have the most intimate connection with their audience base, engaging with them directly more often than other influencer types.

¹ <https://anystarr.com/why-micro-and-nano-influencers-are-the-future-of-digital-marketing/>
(Calculated after analysing over 1,000,000 accounts)

² https://medium.com/@onavis_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198

³ <https://www.brandinginasia.com/why-influencers-are-the-future-of-marketing-in-the-asia-pacific/>

⁴ <https://www.ajmarketing.io/post/top-11-influencer-marketing-trends-asia-2021#viewer-eqd58>

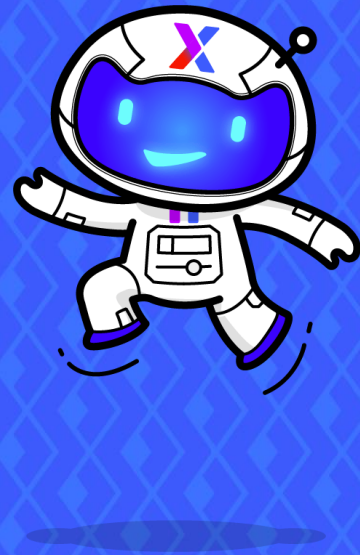
Trusted by Diverse Blue-Chip Clients

Being in the industry for over 17 years, we have worked with hundreds of brands, executed thousands of campaigns, and impacted millions of consumers.



As at H1 FY2023, 77% of clients are returning clients compared to H1 FY2022.





Our Business Ecosystem

Our New Technology Businesses



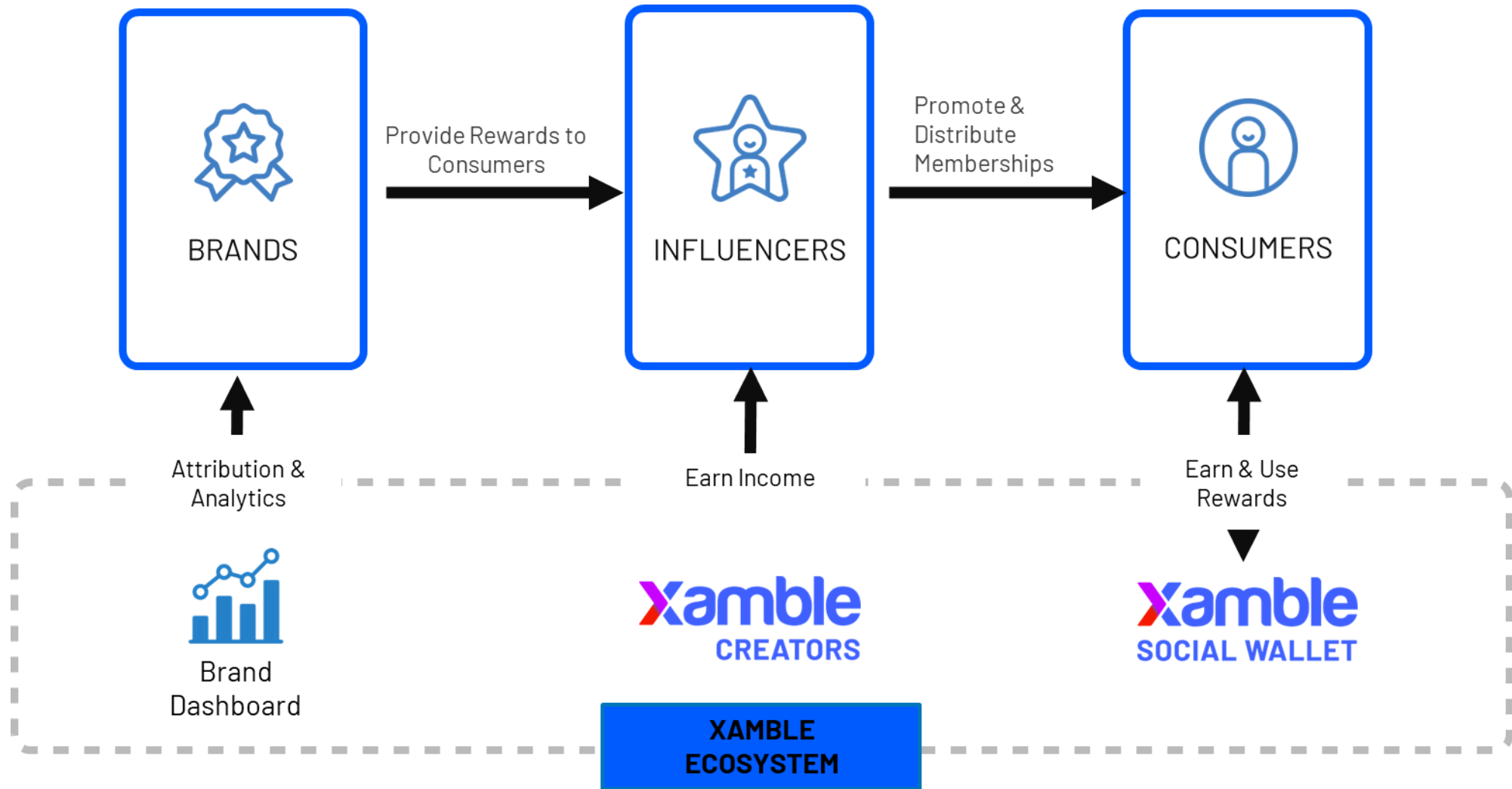
What it does	<ul style="list-style-type: none"> • Matches influencers with aligned brand campaigns. • Allows them to manage earnings directly via an app. • Provides influencers with suggested posts based on campaign brief and preferred style via ChatGPT. 	<ul style="list-style-type: none"> • Provides personalised online and offline memberships to enable strong connections between influencers/brands and followers/consumers. • Followers and consumers can manage/redeem loyalty points and vouchers in a mobile app. 	<ul style="list-style-type: none"> • Provides end-to-end live video commerce solutions via intelligent integration of our influencers, content, and eCommerce know-how.
Revenue model	<ul style="list-style-type: none"> • Subscriptions for brands and influencers. • Productivity, product service review and last minute fee from brands. • Early payment financing fee from influencers. 	<ul style="list-style-type: none"> • Set-up and subscription fee charged to brands. • Activation fee per membership activated. • Revenue share on sales generated from collaborations. 	<ul style="list-style-type: none"> • Campaign based fee, retainer fee and/or a % of gross merchandise value (GMV).

Our Current Core Businesses



What it does	<ul style="list-style-type: none"> Provides brands with idea-driven solutions leveraging on influencers to create inspiring and compelling content. 	<ul style="list-style-type: none"> Provides clients with holistic digital marketing solutions for web and mobile. 	<ul style="list-style-type: none"> Provides digital marketing consultation services to clients to build and enhance their marketing strategies, including SEO, Google analytics and paid media.
How it works with our new technology businesses	<ul style="list-style-type: none"> Xamble Creators enables Nuffnang to scale faster to more markets and industries by enabling it to reach out to influencers more cost effectively. 	<ul style="list-style-type: none"> Xamble Social Wallet will enable Sashimi to provide campaigns that drive engagement and loyalty with consumers. 	<ul style="list-style-type: none"> Xamble Live enables Plata & Punta's clients to generate sales through Facebook and TikTok Live.
Revenue model	<ul style="list-style-type: none"> Campaign-based fees. 	<ul style="list-style-type: none"> Campaign-based and retainer fees. 	<ul style="list-style-type: none"> Commission-based and/or retainer fees.

The Xamble Ecosystem Powered by Influencers



Case Study: Hasbro's My Little Pony's Create a Pony

Hasbro's My Little Pony hosted a social contest to encourage fans to design their own unique expression of a pony that reflects them. The challenge was to garner sufficient interest and participation from Malaysian parents and kids to join the contest.

An influencer activation was put in place to first drive awareness of the social contest; and later paired with an online-to-offline (O2O) strategy to maximise impact.

THE RESULTS¹

7.0+ MILLION

Total audience reached across Meta platforms.

>9.0%

Engagement Rate (Benchmark: 3%-6%).

5,400+ HYPER ENGAGEMENT

Indicating high intent from audience to participate in social contest (saves, shares, link clicks, etc).

600+ ENTRIES

Submissions to social contest, performing 3x better than initial projections.

¹ Insights obtained from influencers' social media page and performance report on Meta Business Suite dashboard.

RESEARCH & VALIDATION

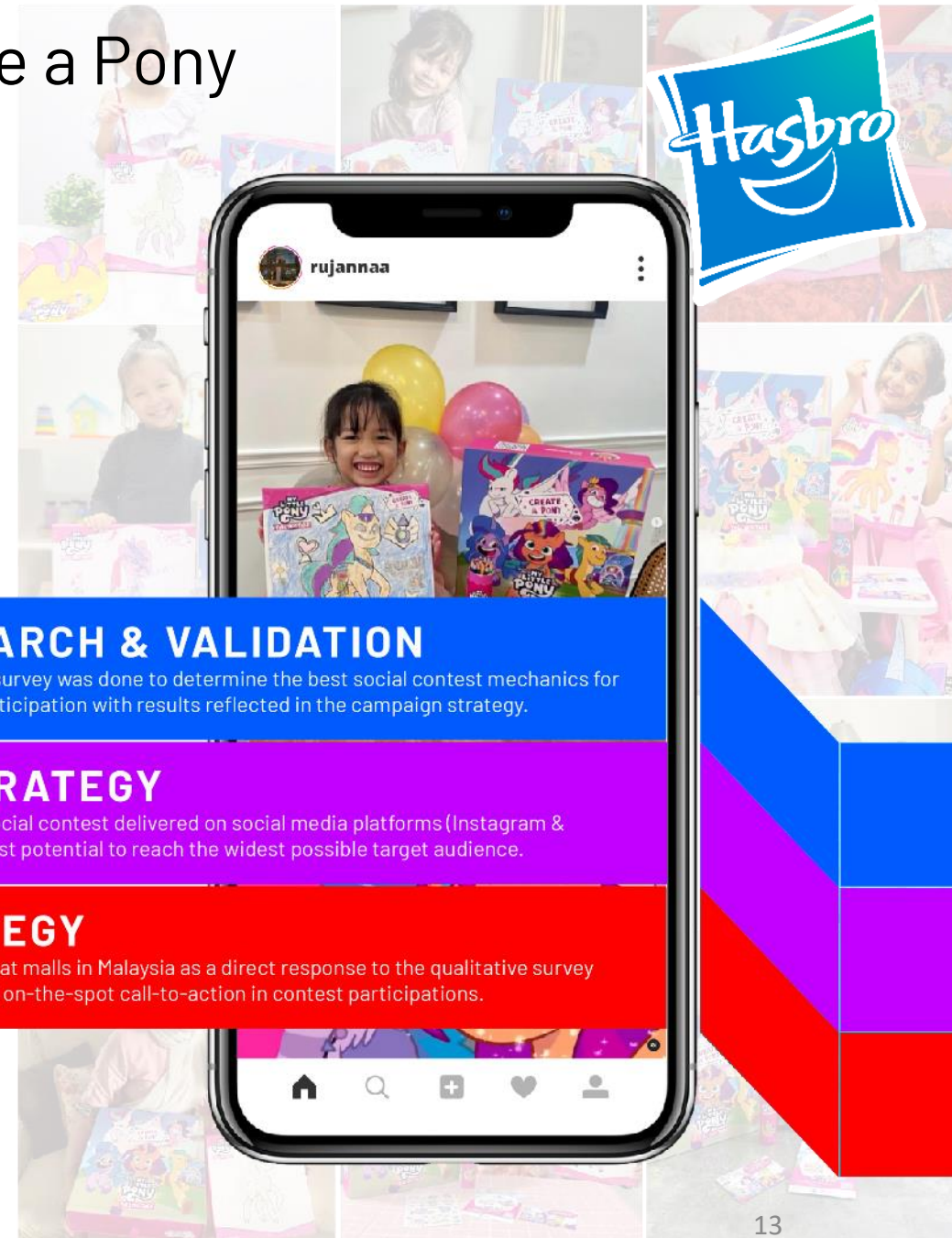
A qualitative survey was done to determine the best social contest mechanics for maximum participation with results reflected in the campaign strategy.

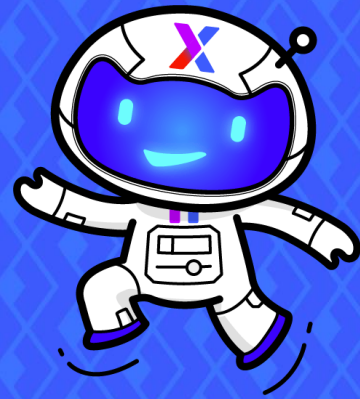
ONLINE STRATEGY

The initial launch of the social contest delivered on social media platforms (Instagram & Facebook) as it has the best potential to reach the widest possible target audience.

OFFLINE STRATEGY

Subsequent launch of social contest at malls in Malaysia as a direct response to the qualitative survey executed where audiences preferred on-the-spot call-to-action in contest participations.





H1 FY2023 Financials

H1 FY2023 Key Highlights

- Current core businesses EBITDA¹ profitable.
- Q2 FY2023 Group revenue increased 5% in S\$ terms from Q1 FY2023; in Malaysian Ringgit (MYR) terms, revenue rose 11% with the differential due to the strong appreciation in S\$ vs MYR.
- Group gross margins grew to 43% in H1 FY2023 up from 41% in H1 FY2022.
- New technology businesses revenue grew 84% in H1 FY2023 due to the launch of new TikTok Shop services.
- Healthy liquidity position, with cash and cash equivalents of S\$3.45 million (A\$3.96 million²) as at 30 June 2023.



¹ Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements, options expenses and M&A activities.

² Assumes exchange rate of 1 SGD = 1.15 AUD.

Description	Revenue	Gross Profit	EBITDA ¹
	S\$	S\$	S\$
Current core businesses (Nuffnang, Sashimi, Plata & Punta)	4,520,773	1,934,271	279,234
New technology businesses (Xamble Live Commerce, Xamble Social Wallet, Xamble Creators)	97,074	53,165	(385,189)
Head office administrative and listing costs	-	-	(546,352)
TOTAL GROUP	4,617,847	1,987,436	(652,307)

Current Core Businesses Performance

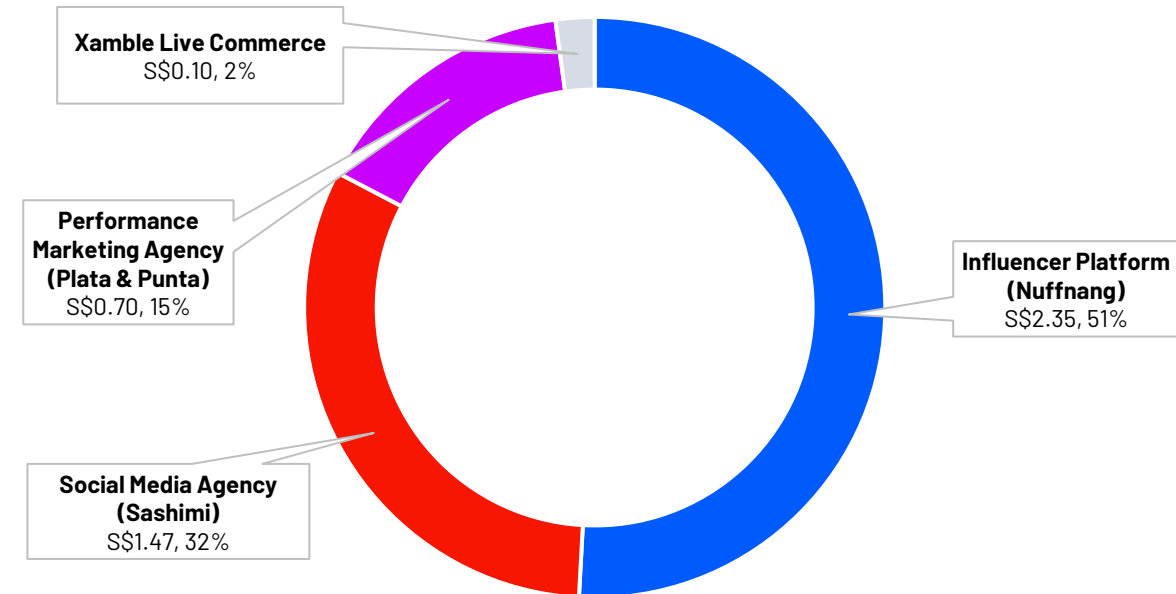
Nuffnang Malaysia delivered revenue of **S\$1.87 million** (A\$2.15 million¹) contributing **40%** to Group revenue with the business' shift towards non-CPG clients continuing strong momentum, with **non-CPG clients increasing to 66%** of the overall client base.

The Group's social media agency, **Sashimi**, increased revenue by 5% as it continues to **expand its operations** via brand storytelling, data analysis and marketing technology and **win new clients**.

The Group's performance marketing unit, **Plata & Punta (P&P)** contributed revenue of **S\$699k**. An increased number of clients paying for media directly while still using its performance marketing services resulted in **gross margins increasing** to 32% in H1 FY2023 from 20% in H1 FY2022.

¹ Assumes exchange rate of 1 SGD = 1.15 AUD.

H1 FY2023 Revenue by Business Unit (\$m)



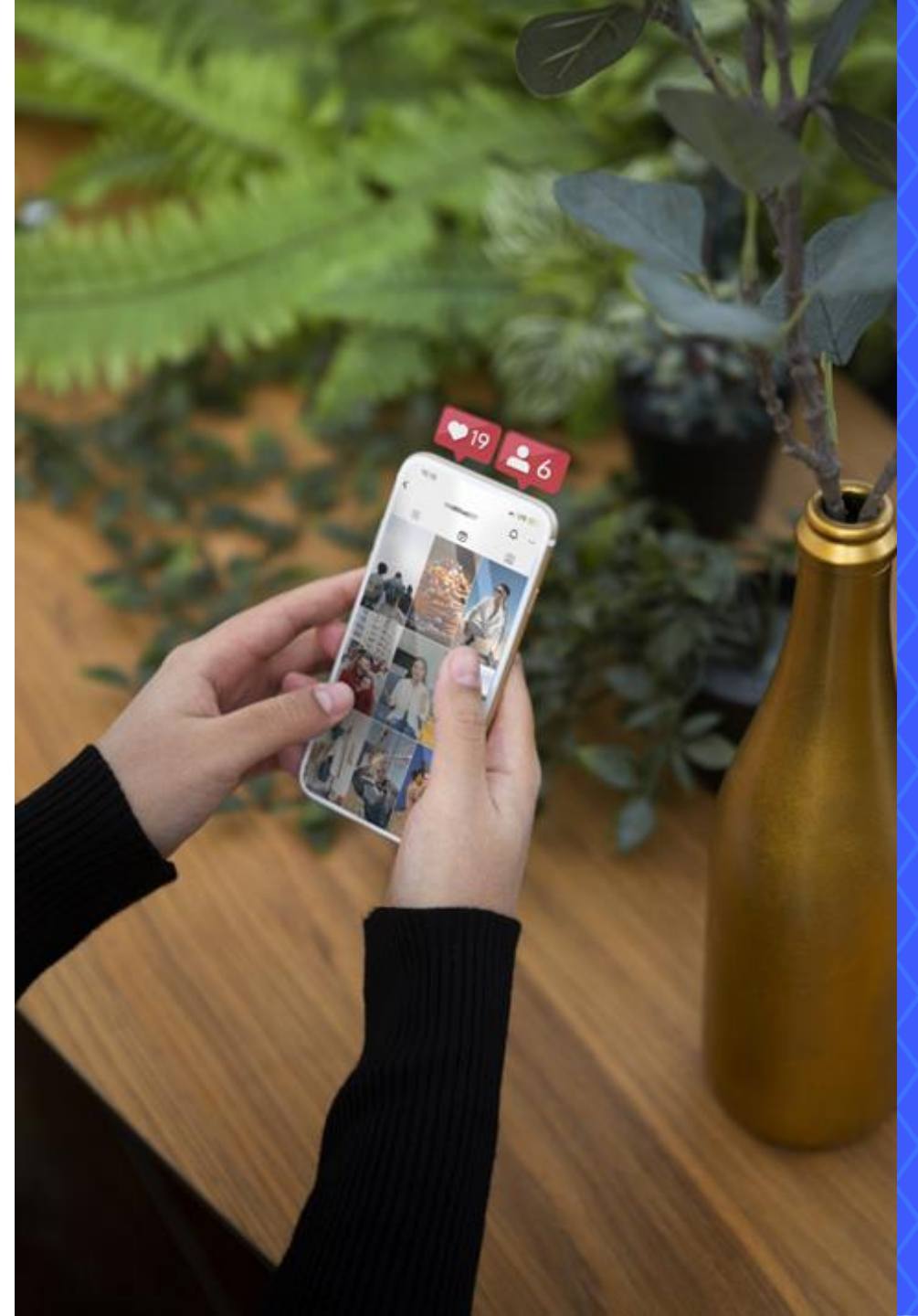
New Technology Businesses Overview

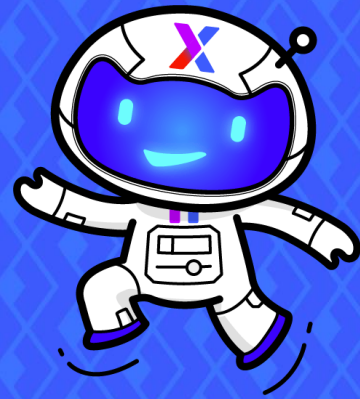
Xamble Live Commerce revenue grew **84% to S\$97k** (A\$112k¹) in H1 FY2023 versus H1 FY2022 (S\$53k) due to the launch of new TikTok Shop services.

As at 30 August 2023, the Xamble Creators (XC) app had **734 registered influencers** in the platform and had **processed approximately S\$0.35 million (MYR1.16 million) of payments** to influencers.

At the end of May 2023, XC launched its **new community feature** where influencers can connect and interact.

¹Assumes exchange rate of 1 SGD = 1.15 AUD.





Strategy & Outlook

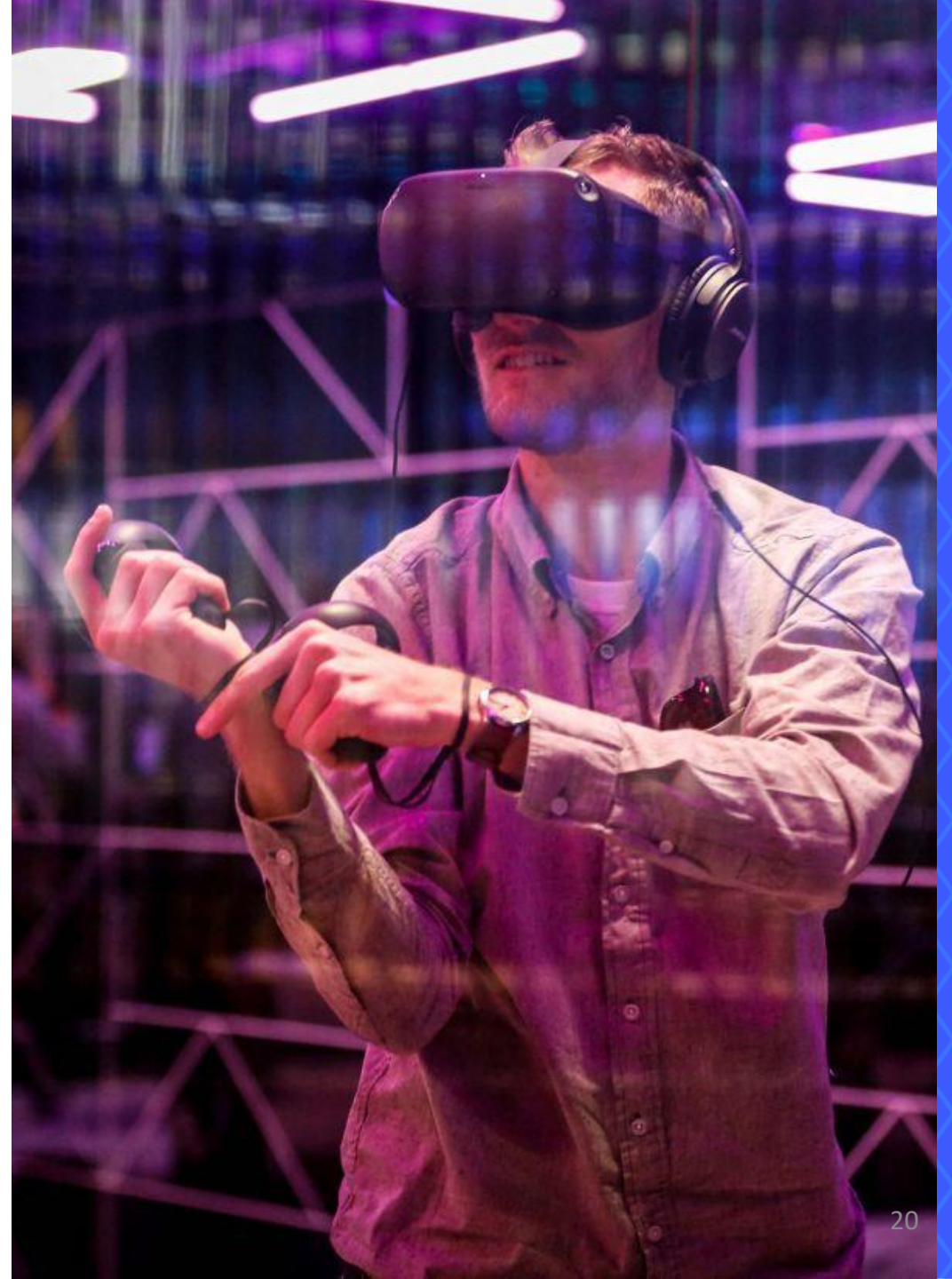
Growth Strategy

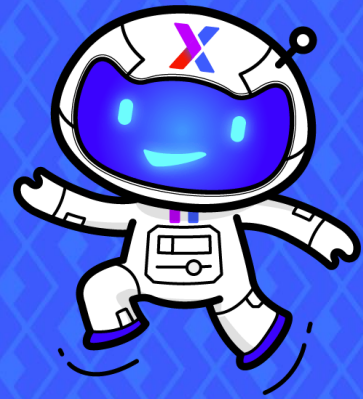
- 1 Xamble Creators to **accelerate expansion** from the current core FMCG segment, **scaling to more industries and markets**.
- 2 Xamble Social Wallet to enable **sign-up of new core clients** by providing capability of tracking brand loyalty and influencer engagement.
- 3 Xamble Live to **continue rapid growth** driven by **sign-up of new brands driven by the growth of TikTok Shop** in the **South East Asian** region.
- 4 **Cross Selling** and **customer expansion** through roll-out of new technology businesses to drive organic growth.
- 5 **Potential Mergers & Acquisitions in South East Asia and Australia** to drive growth in the influencer marketing sector.



Outlook

- Launch of XC's [next stage of the community feature, called 'Branded Community'](#): brands to build their own community of influencers and directly engage with them.
- XC's [Influencer Affiliate program](#) to be launched [in H2 FY2023](#) that will enable brands to engage influencers based on a performance-based revenue share model.
- Rollout of XC and XSW will create new revenue streams with monetisation through [new SaaS subscriptions and payment/financing revenue](#) expected to be generated in [H1 FY2024](#).





Appendices

Xamble Creators



Xamble Creators is a [platform](#) that helps influencers and brands connect for work opportunities, collaborate on new ideas and create content to earn.

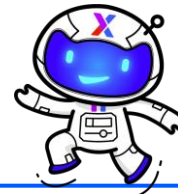
Connect

Get connected with fellow influencers and create great content together.



Collab

It's cool to work with trusted and well-known brands. We've got your back!



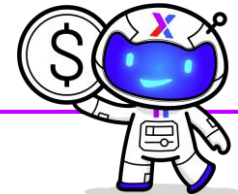
Create

Curate your portfolio and profile to showcase your creativity.



Earn

Get paid for your content, hassle-free with no hidden cost.



Xamble Social Wallet

Membership platform that allows brands and influencers to communicate, retain and reward consumers and followers while providing a secure digital wallet to manage multiple digital memberships in one place.



Build strong and **direct relationships** between brands & consumers, **leveraging on the blockchain**.



Create measurable **online and offline** influencer marketing campaigns with **attribution**.



Create effective **collaborations and promotions** between brands and influencers, **backed by data**.



Xamble Live – Social Commerce Platform

A Fully Integrated And Seamless End-To-End Live Commerce Experience

Our platform solution provides a seamless user interface from live video production and streaming to automated order management, online payment and fulfilment.



Experienced Board of Directors

**GANESH
KUMAR
BANGAH**

***Executive
Chairman***



- Founder & former CEO of MOL Global Inc, first internet company in South East Asia to be listed on NASDAQ (2000 - 2015).
- Ernst & Young Technology Entrepreneur of the Year Malaysia 2012.
- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.

**JOANNE
KHOO**

***Independent
Non-Executive
Director***



- More than 26 years of experience in investment banking, corporate finance, capital markets and corporate advisory services.
- Executive Director of Bowmen Capital Private Limited and Independent Director of companies listed on ASX, SGX and NASDAQ.
- A Certified Public Accountant by CPA Australia and a Chartered Accountant under the Malaysian Institute of Accountants.

**ROBERT
SULTAN**

***Independent
Non-Executive
Director***



- Former member of the Australian Takeovers Panel as well as senior consultant and former partner of international law firm, Norton Rose Fulbright Australia, with over 30 years of experience in M&A, ECM and corporate advisory and governance.
- Director of the Gourlay Family Office and Charitable Trust which, in conjunction with Trinity College Melbourne, established and endows the Gourlay Visiting Professorship of Ethics in Business.

**DARREN
COOPER**

***Independent
Non-Executive
Director***



- Board Chair of Spectur Ltd (ASX: SP3).
- Managing Director of a private consulting business.
- More than 27 years' senior executive management experience.

Management Team

**GANESH
KUMAR
BANGAH**

***Executive
Chairman***



- Founder & former CEO of MOL Global Inc, first internet company in South East Asia to be listed on NASDAQ (2000 - 2015).
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- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.

**JOANNE
CHEN**

***Chief Operating
Officer***



- Seasoned advertising professional with over 20 years of senior and executive-level management experience in the digital industry.
- Head of Digital Trading at GroupM 2014-2017, responsible for driving trading competitiveness, revenue generation and operational efficiency for the group.
- Pioneered the set-up of the first digital media agency in Malaysia.

**ANGELINE
CHIAM**

***Chief Financial
Officer***



- With Xamble Group Limited (formerly known as Netccentric Limited) since 2010.
- Interim Chief Executive Officer and Regional Finance Director of Xamble Group Limited (January 2019 – August 2020).
- Led the core finance team in the listing of Xamble Group Limited on the ASX in 2015, raising AUD\$12.5 million.
- A Certified Public Accountant by CPA Australia since 2010 with 4.5 years of auditing experience at KPMG.

**DANIEL
WONG**

***Chief Technology
Officer***



- Results-oriented technology pioneer with over 18 years experiences in Fintech, E-Commerce and Solution Integration.
- Reinvented integrated payment solutions for hospitality and food beverages industry.
- Head of Software Engineering at Money Online (MOL Global), a pioneer licensed e-wallet and online payment provider in Malaysia and South East Asia's first internet company to be listed on the NASDAQ (2009-2016).

For further information, please contact:

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Xamble