

ASX RELEASE
3 November 2023

XAMBLE GROUP LIMITED (ASX: XGL)
Q3 FY2023 HIGHLIGHTS AND BUSINESS UPDATE INVESTOR PRESENTATION

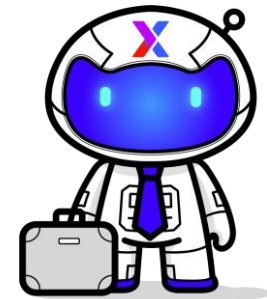
Xamble Limited ("XGL") is pleased to enclose the following Investor Presentation.

This release was authorised by the XGL Board of Directors.

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Assembling
Communities.

And then some.

Q3 FY2023 Highlights and Business Update

Investor Presentation

November 2023



xamble

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About Xamble

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



Q3 FY2023 Key Highlights

- Q3 FY2023 **Group revenue** increased by 14% to S\$2.70 million (Q2 FY2023: S\$2.36 million)
- **EBITDA¹ profitability** for current core businesses grew 67% in Q3 FY2023 (S\$0.22 million) compared to Q2 FY2023 (S\$0.13 million)
- Both **Nuffnang** and **Plata & Punta (P&P)** had their best performing quarter of FY2023 in Q3. As compared to Q3 FY2022, Nuffnang and P&P's revenue grew by 11%² (MYR5.21 million/S\$1.53 million vs MYR4.69 million/S\$1.51 million) and 37%² (MYR2.04 million/S\$0.60 million vs MYR1.49 million/S\$0.48 million) respectively due to new brand wins
- **Xamble Live Commerce** posted robust revenue growth of 55%² in Q3 FY2023 (MYR0.24 million/S\$0.07 million) compared to Q3 FY2022 (MYR0.15 million/S\$0.05 million) due to the expansion of TikTok Shop services across a broad range of clients
- **Xamble Creators** continued growth in influencer registrations; commenced commercialisation in October 2023
- Post-quarter end, Xamble announces **leading tech entrepreneur and public markets expert Georg Chmiel** to join Xamble board, will invest A\$400K in the Group

Note: All numbers are unaudited. The financial statements of the Group are presented in Singapore dollars, which is Xamble Group Limited's reporting currency.

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

² In Malaysian Ringgit terms.



Description	Revenue	Gross Profit	EBITDA ¹
	S\$	S\$	S\$
Current Core Businesses (Nuffnang, Sashimi, Plata & Punta)	2,625,986	1,054,144	220,557
New Technology Businesses (Xamble Live Commerce, Xamble Technologies, Xamble Creators)	69,798	39,786	(188,655)
Head office and listing costs	-	-	(268,113)
TOTAL GROUP	2,695,784	1,093,930	(236,211)

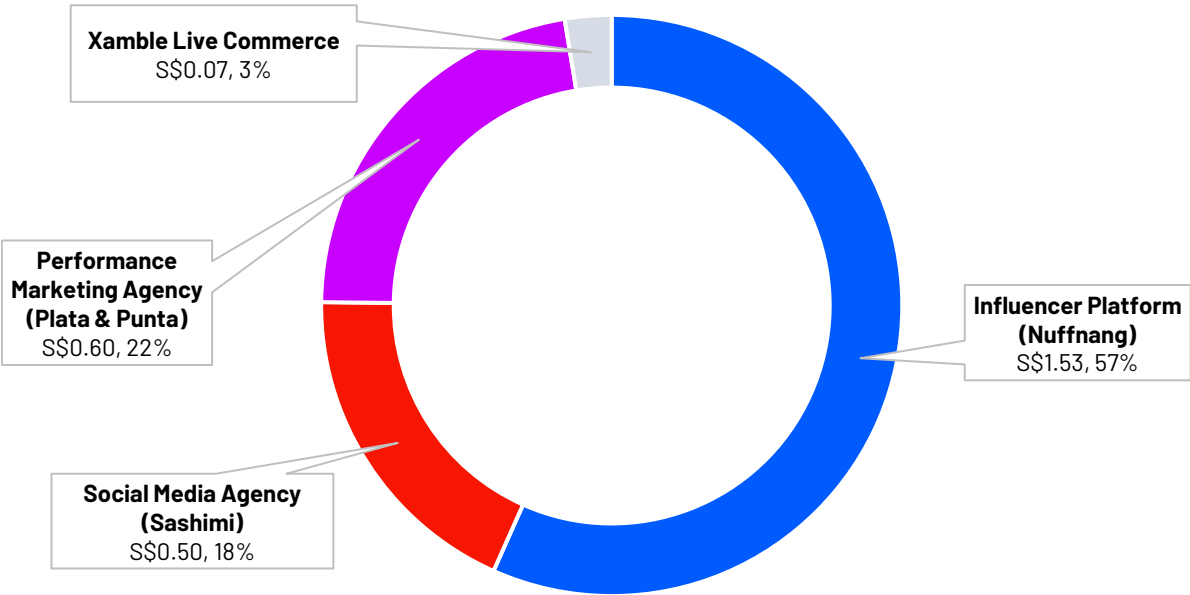
Current Core Business Performance

Nuffnang had its **best performing quarter of FY2023** so far, with revenue growing 11%¹ (MYR5.21 million/S\$1.53 million) compared to Q3 FY2022 (MYR4.69 million/S\$1.51 million) due to **7 new brand wins** bringing the total new clients for the first three quarters of FY2023 to 10.

Plata & Punta (P&P) also had its best performing quarter of FY2023 with 37%¹ revenue growth in Q3 FY2023 (MYR2.04 million/S\$0.60 million) compared Q3 FY2022 (MYR1.49 million/S\$0.48 million), largely due to **the win of a major education client**, one of the top universities in Malaysia.

Sashimi saw a decline in revenue of 32%¹ (Q3 FY2023: MYR1.73 million/S\$0.50 million) as compared to Q3 FY2022 (MYR2.56 million/S\$0.82 million) largely due to a slowdown in its client spending. However, it **continues to focus on its business development initiatives and to pursue growth** through expansion of its client portfolio.

Q3 FY2023 Revenue by Business Unit (\$m)



¹ In Malaysian Ringgit terms.

Xamble New Businesses Overview

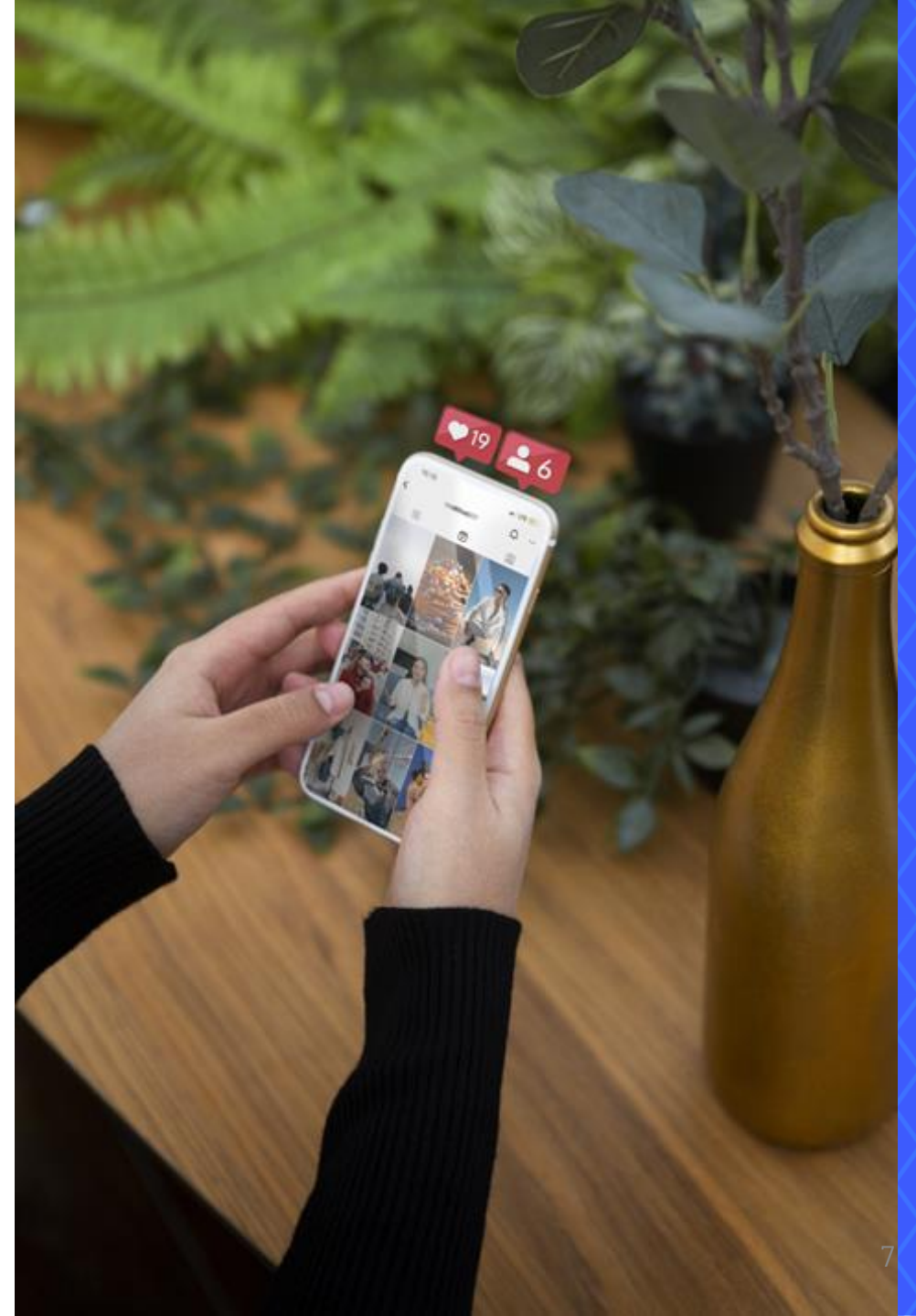
Xamble Live Commerce (XLC) grew its revenue by 55%¹ (MYR0.24 million/S\$0.07 million) compared to Q3 FY2022 due to the **expansion of TikTok Shop services**, with the business signing up brands in a wide range of categories including beauty and cosmetics, food and beverage, home and living, and mother and baby care.

As at 1 November 2023, the **Xamble Creators (XC)** app had 859 registered influencers and has facilitated an estimated S\$0.48 million (MYR1.61 million) in payments to these influencers.

During the quarter, XC rolled out the first phase of enhancements to its Branded Community features. XC also commenced commercialisation in October.

The wider **Xamble Technologies** business continues to work with Nuffnang to pitch its influencer attribution solution utilising Xamble Social Wallet to Nuffnang's existing clients.

¹In Malaysian Ringgit terms.



Georg Chmiel to join Xamble Board, to invest AUD400K

- In October, Xamble announced that leading tech entrepreneur and public markets expert Georg Chmiel will join the Board of Directors as an Independent Non-Executive Director
- Mr Chmiel will invest AUD400k in Xamble at 3.5 cents per CDI; a 16% premium to the 15-day VWAP¹
- He brings 30 years' experience in rapidly growing disruptive online businesses and has successfully grown (and exited) leading South East Asian ASX-listed companies
- Mr. Chmiel will assist the Group with investor engagement, M&A and drive the Group's regional expansion across South East Asia's rapidly growing influencer marketing sector



"I believe Xamble's technology platform, and especially the Xamble Creators and Xamble Social Wallet, are true game changers for South East Asia's rapidly growing eCommerce sector. I look forward to working with Ganesh, the Board and leadership team to help build a new way of distribution for South East Asia and beyond."

- Georg Chmiel

¹As at close of trade, Friday, 27 October 2023.

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.



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