

ASX RELEASE
30 May 2024

XAMBLE GROUP LIMITED (ASX: XGL)

AGM PRESENTATION

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

This release was authorised by the XGL Board of Directors.

For more information, please contact:

Ms Angeline Chiam

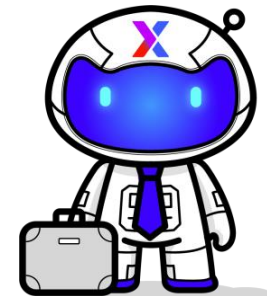
Chief Financial Officer, XGL

Email: angeline@xamble.com

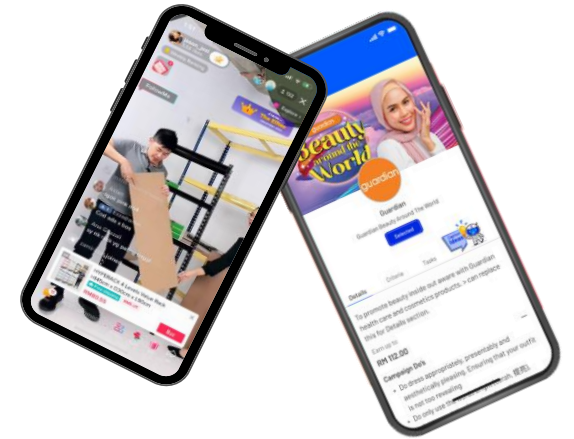
Ms Gabriella Hold

Investor Relations, Automic Group

Email: gabriella.hold@automicgroup.com.au



Assembling
Communities.



AGM Presentation

May 2024

xamble
(ASX:XGL)

Disclaimer

Important Notice: This document has been prepared by Xamble Group Limited (ARBN 605 927 464) (Company registration no. 200612086W) (“XGL” or “Xamble”).

Summary information: The information contained in this document is of a general nature and no representation or warranty, express or implied, is provided in relation to the accuracy or completeness of the information except as required by law.

Statements in this document are made only as of the date of this document unless otherwise stated and the information in this document remains subject to change without notice. XGL is under no obligation to update this document. The historical information in this document is, or is based upon, information that has been released to the market. It should be read in conjunction with XGL’s other periodic and continuous disclosure announcements to ASX available at www.asx.com.au.

Not an offer: This document is not a prospectus, profile statement, offer information statement, disclosure document, product disclosure statement or other offering or disclosure document under Australian law or under any other law. It is not an invitation nor an offer of securities for subscription, purchase or sale in any jurisdiction nor is it a solicitation of such an invitation or offer.

Not investment advice or recommendation: This document is not a recommendation and does not constitute financial product advice or other advice. It has been prepared for information purposes only and without taking account of any person’s investment objectives, financial situation, tax considerations or particular needs. Persons reading this document should conduct their own independent investigation and assessment of the information contained in, or referred to in, this document and, in the case of any doubt, consult a financial, legal or other adviser.

Financial amounts: All dollar values are in Australia dollars (A\$) unless stated otherwise. XGL’s results are reported under Singapore Financial Reporting Standards (FRS). The historical information included in this document is based on information that has previously been released to the market.

Future performance: This document may contain certain ‘forward-looking statements’. Forward-looking statements can generally be identified by the use of forward-looking words such as ‘anticipate’, ‘believe’, ‘expect’, ‘project’, ‘forecast’, ‘estimate’, ‘likely’, ‘intend’, ‘should’, ‘will’, ‘could’, ‘may’, ‘target’, ‘plan’ and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance or outlook on future earnings, distributions or financial position or performance are also forward-looking statements. Any forward-looking statements contained in this document involve known and unknown risks and uncertainties and other factors, many of which are beyond the control of XGL, and may involve significant elements of subjective judgement and assumptions as to future events which may or may not be correct. There can be no assurance that actual outcomes will not differ materially from these forward-looking statements.

Disclaimer: No party other than XGL has authorised or caused the issue, lodgement, submission, dispatch or provision of this document, or takes any responsibility for, or makes or purports to make any statements, representations or undertakings in this document.

To the maximum extent permitted by any applicable securities or other law, XGL and its subsidiaries and controlled entities and their respective officers, directors, employees, agents and advisers expressly disclaim any and all liability, including, without limitation, any liability arising out of fault or negligence on the part of any person, for any direct, indirect, consequential or contingent loss, damage, expense or cost suffered or incurred arising from the use of or reliance on the information in this document or otherwise arising in connection with this document.

Except as may be required by any applicable securities or other law, no representation or warranty, express or implied, is made by XGL or its subsidiaries and controlled entities or any of their respective officers, directors, employees, agents and advisers as to the currency, accuracy, reliability, completeness or fairness of the information, opinions and conclusions contained in this document.

The information in this document remains subject to change without notice.

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.
- Advisor & Former Chairman of the National Tech Association of Malaysia (PIKOM).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.
- Independent Non-Executive Director of Malaysia's National Payment Network (Paynet)

**GEORG
CHMIEL**



**Independent
Non-Executive
Director**

- Chair and Co-Founder of KL-based Juwai-IQI Holdings.
- Non-Executive Chair of Spacetalk (ASX:SPA) and Centrepont Alliance (ASX:CAF), Non-Executive Director of Kinatico Ltd (ASX:KYP).
- Former Executive Chair of iCarAsia, MD & CEO of iProperty Group and LJ Hooker Group, CFO of REA Group.
- 30 years' experience, having successfully grown and exited Australian and South East Asian ASX-listed companies.

**JOANNE
KHOO**



**Independent
Non-Executive
Director**

- More than 27 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, NASDAQ and NYSE American.
- 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.

A leading Southeast Asian influencer platform



MALAYSIA



SINGAPORE

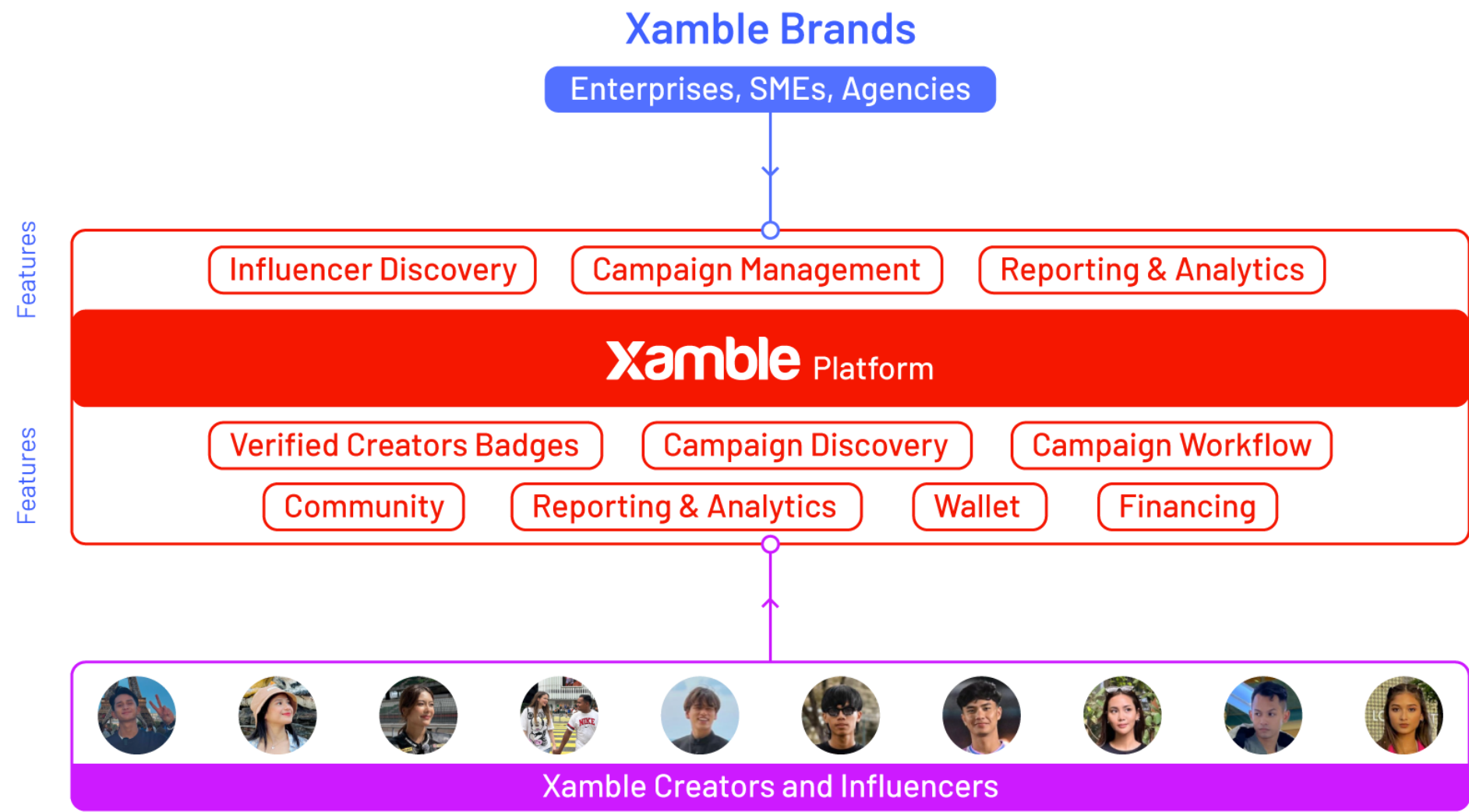


TAIWAN

- 1 Southeast Asia's (SEA) **influencer (creator) platform market** is booming
- 2 **Xamble** is a **leading player** in SEA's influencer marketing space targeting nano and micro influencers, the **most effective segment**
- 3 **Xamble's technology platform** is **unique** and creates a very **scaleable, highly effective** way to capture this market
- 4 As a result, Xamble's **financials** are strong with the 2H CY2023 results up on 1H CY2023 in revenues and EBITDA; the **business is EBITDA profitable while investment in the technology** continues and **overhead costs are well managed**
- 5 **Xamble is poised** to expand through influencer growth in existing and new markets, continued technology investment and M&A



Xamble's technology platform is unique ...



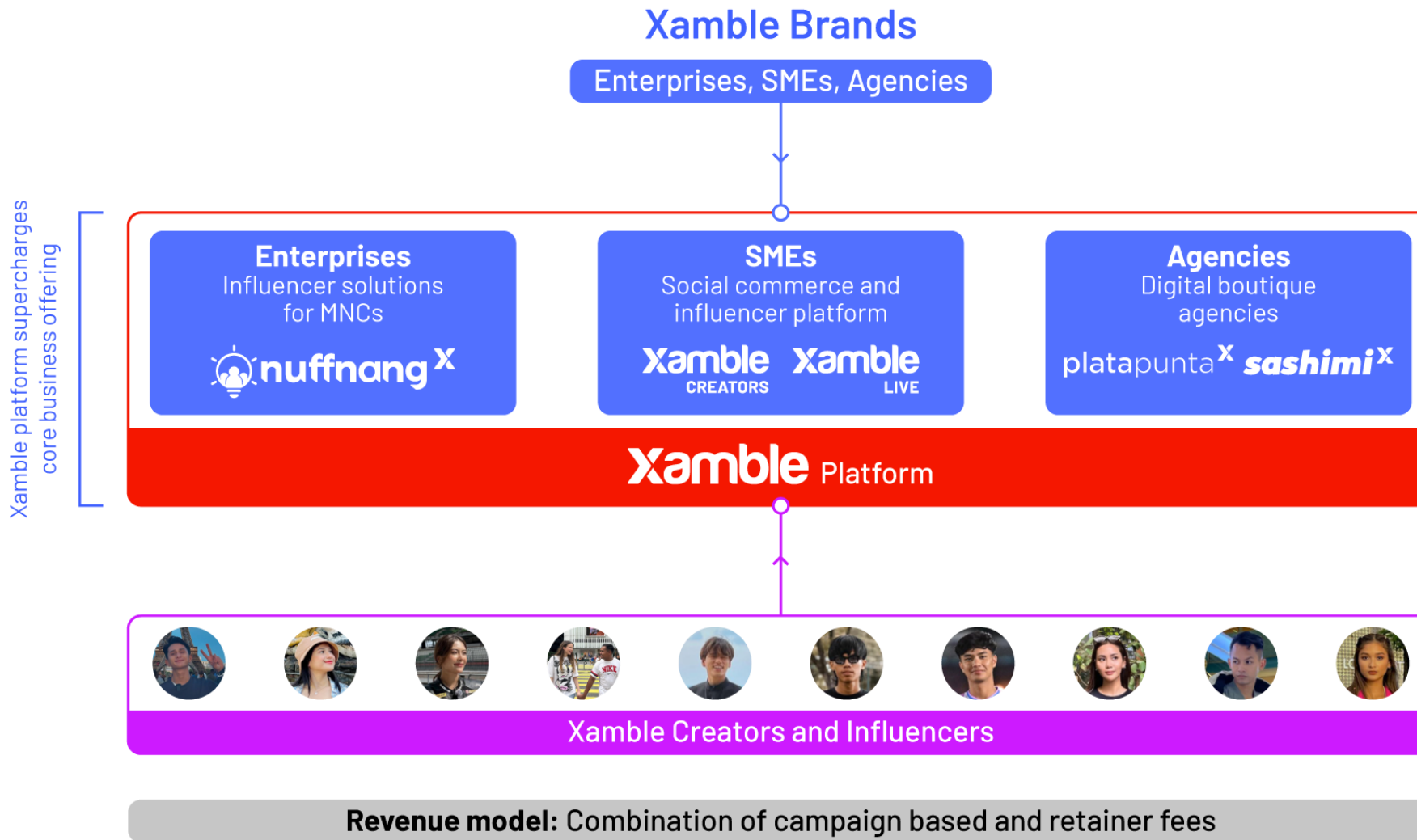
Unique: Xamble offers all three components seamlessly

Discovery: The Xamble Creators app connects brands to the right influencers and influencers to the right campaigns

Execution: The app helps influencers generate the right content and get paid efficiently

Performance Tracking: Using the Xamble Social Wallet, influencers can grant end- consumers rewards and discounts, enabling brands to track sales

... and creates a very scaleable, highly effective way to capture this market

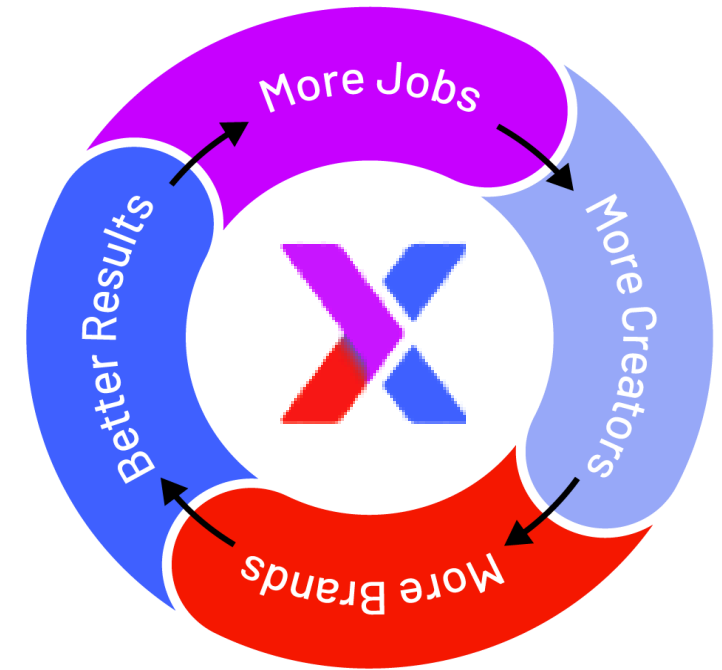


Highly scalable due to:

- **More effective** influencer **recruitment** and **engagement**, enabling faster and easier expansion to new geographies and industries
- **Automated platform** enables growth into the large and **growing SME market** across SEA and beyond
- **White label solution** enables efficient and cost-effective add-on service **for boutique agencies**

The Xamble platform is delivering strong results feeding into 'flywheel synergies'

	Before Xamble	After Xamble
Influencers	✗ Inconsistent campaign management and payment processes	✓ More discovery and brand deals ✓ Better execution
Brands	✗ Costly and complex influencer discovery ✗ Data and payment tracking fragmented and inefficient	✓ Cost-effective and streamlined creator recruitment ✓ Decrease of cost per advertising (CPA) when influencer content is used ✓ Significant conversion lift ✓ Campaign insights, influencer performance via digital wallet and dashboard and centralised payment flows
Consumers	✗ Inability to efficiently access relevant discounts from brands and influencers	✓ Access to a wide range of relevant brand discounts



Xamble's financial results

GROUP RESULTS

Annual Group Revenue for CY2023 was down 7% on PCP primarily due to a **slowdown in overall consumer packaged goods spend** in 1H 2023.

However, it **increased by 12% in 2H over 1H 2023** with more investment in technology and new sales and operations processes being implemented.

Underlying business profitable³ excluding investments to extend the current technology stack and corporate & listing costs

Focus was also on building the **new technology platform** to make the **business more scalable in the future** while **overhead costs were well managed**.

Xamble Group Ltd (consolidated)

<i>In A\$ 000s¹</i>	CY2023	CY2022	Growth
Group Revenue	10,775	11,549	(7%)
Business Expenses	(10,018)	(10,616)	(6%)
Business EBITDA^{2,3}	757	933	(19%)
Technology Investment	(647)	(316)	105%
Corporate (HQ & ASX)	(1,126)	(1,016)	11%
Group EBITDA²	(1,016)	(399)	(155%)

<i>In A\$ 000s¹</i>	2H CY2023	1H CY2023	Growth 2H vs 1H
Group Revenue	5,692	5,083	12%
Business Expenses	(5,203)	(4,815)	8%
Business EBITDA^{2,3}	489	268	82%
Technology Investment	(225)	(422)	(47%)
Corporate (HQ & ASX)	(562)	(564)	(0%)
Group EBITDA²	(298)	(718)	(58%)

<i>In S\$ 000s</i>	CY2023	CY2022	Growth
Group Revenue	9,615	11,058	(13%)
Group EBITDA ²	(906)	(381)	138%

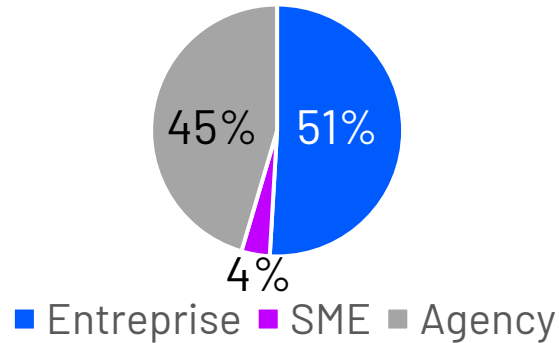
¹ Assumes exchange rate of 1 AUD = 3.029 MYR (CY2023); 1 AUD = 3.054 MYR (CY2022). MYR used as base as majority of the operations are in Malaysia.

² Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs of S\$0.53 million (CY2022: S\$0.43 million).

³ Underlying business adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs as well as technology investment and corporate (HQ and ASX) expenses

The recently launched SME channel is delivering strong growth and higher margins

CY2023 ANNUAL REVENUE



Annual Revenue (million A\$)
Revenue Growth vs pcp
Gross Margin %

Revenue per Client (min, max)

Type of Engagement

Xamble Brands

Enterprises, SMEs, Agencies

Enterprises Influencer solutions for MNCs 	SMEs Social commerce and influencer platform 	Agencies Digital boutique agencies 
A\$5.5m (12%) 45%	A\$0.4m 54% 65%	A\$4.9m (5%) 36%
A\$2k – A\$1.2m (Average A\$87k)	A\$1k – A\$110k (Average A\$20k)	A\$2k – A\$700k (Average A\$110k)
Influencer campaigns for large companies	Direct (without agency) digital influencer campaign or/and social commerce	Embedded influencer workstream in comprehensive marketing campaign of agency

Q1 Business Update

Further **acceleration of revenue growth** in Q1 CY2024, up 17% to A\$2.77 million:

- Revenue from Xamble's **SME business increased 235%** vs Q1 CY2023 to A\$0.20 million
- Enterprise** delivered **32% revenue growth** to A\$1.63 million

Underlying business¹ remained profitable at A\$0.17 million in Q1 CY2024

Continued investment in technology of A\$0.15 million; **corporate costs were well managed**, down 4% on previous corresponding period

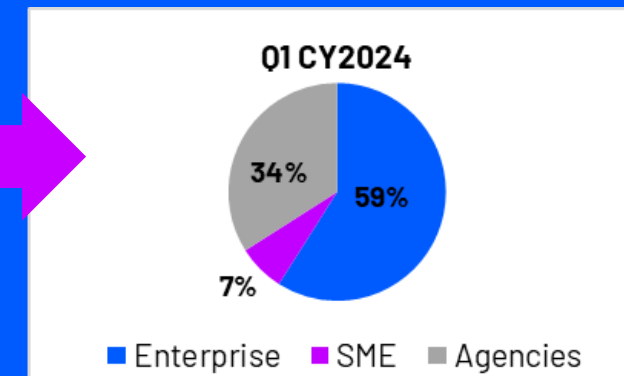
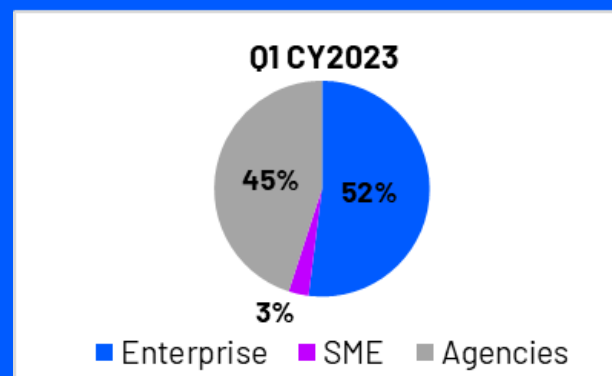
Appointment of **new Chief Growth Officer and Chief Product Officer** to drive sales and strategy

Healthy **balance sheet and strong cash balance of A\$2.83 million** as at 31 March 2024

In A\$000s³

Description	Q1 CY2024	Q1 CY2023	Growth
Group Revenue	A\$2,772	A\$2,373	17%
Business Expenses	(A\$2,604)	(A\$2,208)	18%
Business EBITDA¹²	A\$167	A\$165	1%
Technology Investment	(A\$146)	(A\$199)	(27%)
Corporate Costs (HQ & ASX)	(A\$293)	(A\$306)	(4%)
Group EBITDA²	(A\$272)	(A\$340)	(20%)

Revenue by business unit



Note: All numbers are unaudited.

¹ Underlying business adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs as well as technology investment and corporate (HQ and ASX) expenses.

² Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements and other costs of A\$0.094 million (CY2023: A\$0.048 million).

³ Assumes exchange rate of 1 A\$ = 3.107 MYR (Q1 CY2024); 1 A\$ = 3.029 MYR (Q1 CY2023). MYR used as base as majority of the operations are in Malaysia.

Award of A\$1.15M Malaysian Grant

Substantial grant to accelerate expansion of Xamble's technology platform and the Group's growth strategy

- **\$A1.15M Malaysian Digital Acceleration Grant (MDAG)** awarded to Xamble Technologies in May 2024.
- Recognises Xamble as a **leading player** in Malaysia's influencer marketing space
- The MDAG enables Xamble to:
 - **Accelerate the growth** of its unique technology platform; and
 - **Capture a greater share** of the **expanding Malaysian and wider South-East Asian influencer platform market**.
 - The three-year grant programme **requires no further expenditure or investment by Xamble** - costs associated with the programme are in line with the Group's current growth plans.



XAMBLE DASHBOARD



Hello, Sanjee Nuffnang			+ Add New Campaign
Total App Signup 2,727 📈 2.23% Increase since last week	 Signup with Complete Bank Details 1,308 📈 1.28% Increase since last week	Available for Withdrawal RM 76,944	 Total Withdrawal RM 3,281,492

Recruitments			View All →
Project Apollo New Task Type: Instagram Story, Instagram Photo, TikTok Video Repost to Instagram Reels, XiaoHongShu Photo Carousel Brand Name: The Merchist	guardian P5 Platinum PR Box: Dove & Hanasui Skincare New Task Type: Instagram Photo Brand Name: guardian	guardian P5 Platinum PR Box: Dove & Hanasui Skincare New Task Type: Instagram Photo Brand Name: guardian	
 Christina Ho 15.2K Followers   	 Christina Ho 15.2K Followers 	 Halimah Saadah 1.5K Followers 	

Tasks

guardian P5 Platinum PR Box: Dove & Hanasui Skinc...

Pending Review

Task Type: Photo

Lu Yin

3.5K Followers

Depelle Skincare

Pending Review

Task Type: Carousel

Huiying Koh

671 Followers

Depelle Skincare

Pending Review

Task Type: Carousel

Afreeda

1.9K Followers

View All →

Campaigns

Campaign	Status	Interested	Shortlisted	Accepted	Ending Date
WARDAH KOL / INFLU...	Ongoing	6	0	0	24 June 2024
Uriage Vitamin C Ser...	Ongoing	26	0	0	30 June 2024
guardian P5 Platinu...	Ongoing	69	2	6	20 July 2024

Campaign / Details

 Edit

Task

^

Task for All

TikTok

Video

26/03/2024 - 31/03/2024

Filter

Previous **1** 2 3 4 5 Next

version 1.1.6

 Sanjeev

Outlook

- Xamble remains focused on **growing and strengthening its influencer base** in existing and new markets across South-East Asia and beyond
- It will also continue to **extend its technology platform to bolster future growth** as well as pursue potential **inorganic growth opportunities**
- New C-Suite appointments have **strengthened the Group's sales capabilities**
- **Solid momentum in its new SME business and Xamble Creators** ensures Xamble is **strongly positioned** to capture more of the fast-growing South-East Asian influencer marketing industry



For further information, please contact:

Ms Angeline Chiam

Chief Financial Officer, Xamble Group Limited
Email: angeline@xamble.com

Ms Gabriella Hold

Investor Relations, Automic Group
Email: gabriella.hold@automicgroup.com.au



Xamble