ASX RELEASE
29 May 2025

XAMBLE GROUP LIMITED (ASX: XGL)

AGM PRESENTATION

Xamble Group Limited ("XGL") is pleased to enclose the following Annual General Meeting Presentation.

This release was authorised by the XGL Board of Directors.

For more information, please contact:

Mr Jason Thoe
Chief Executive Officer, XGL
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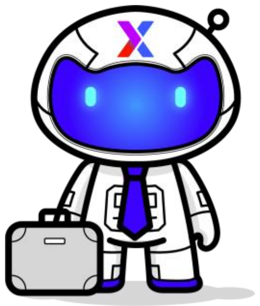
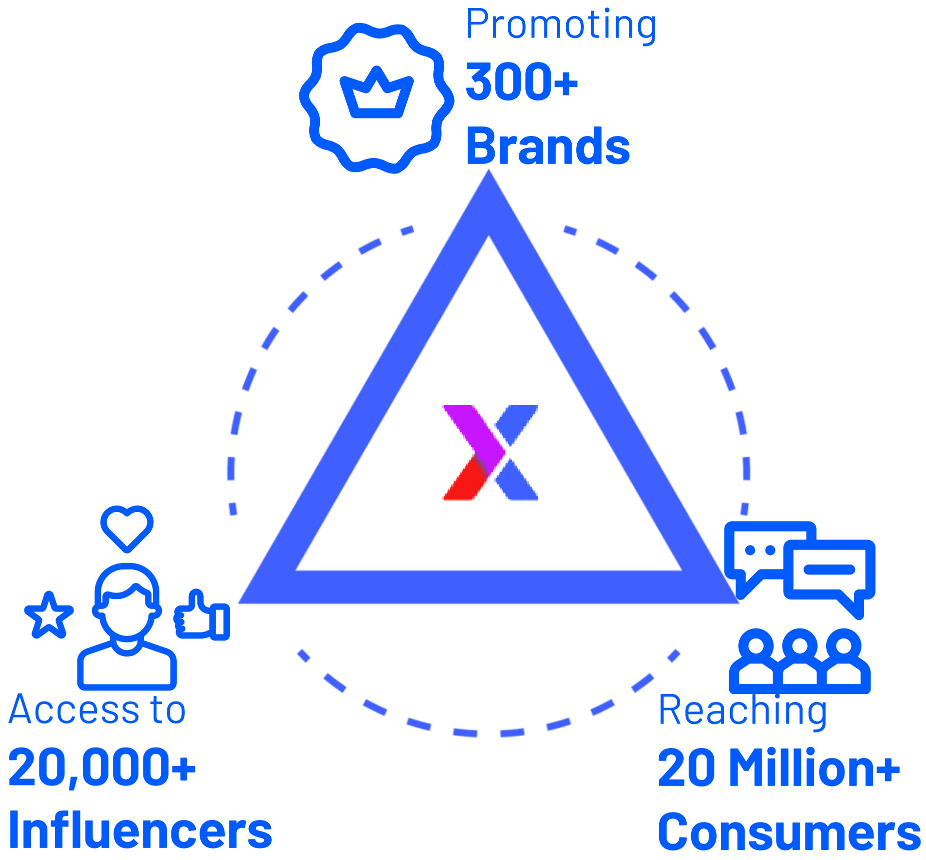


Introducing Xamble 2.0

Xamble at a glance...

- Leading **influencer marketing and social commerce enabler** in Southeast Asia
- Headquartered in **Malaysia, serving regional clients**
- Established presence in the industry with **collaborations with 20,000+ influencers and creators**
- Strong management team with **proven success in digital businesses and online marketplaces**



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Our Vision is to be the **most influential** technology company for **Creators** in **Southeast Asia**

Influential

Est 2013

A$772 M

Valuation[1]

Global influencer marketing company with strong **US/EU** presence

RUHN

Est 2016

A$433 M

Market capitalisation (previously NASDAQ: RUHN)

Leading Influencer based marketing platform for e-commerce industries in **China**

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Est 2023 (as a platform business)

A$8 M

Market capitalisation (ASX:XGL)

The leading influencer marketing platform and social commerce enabler in **Southeast Asia**

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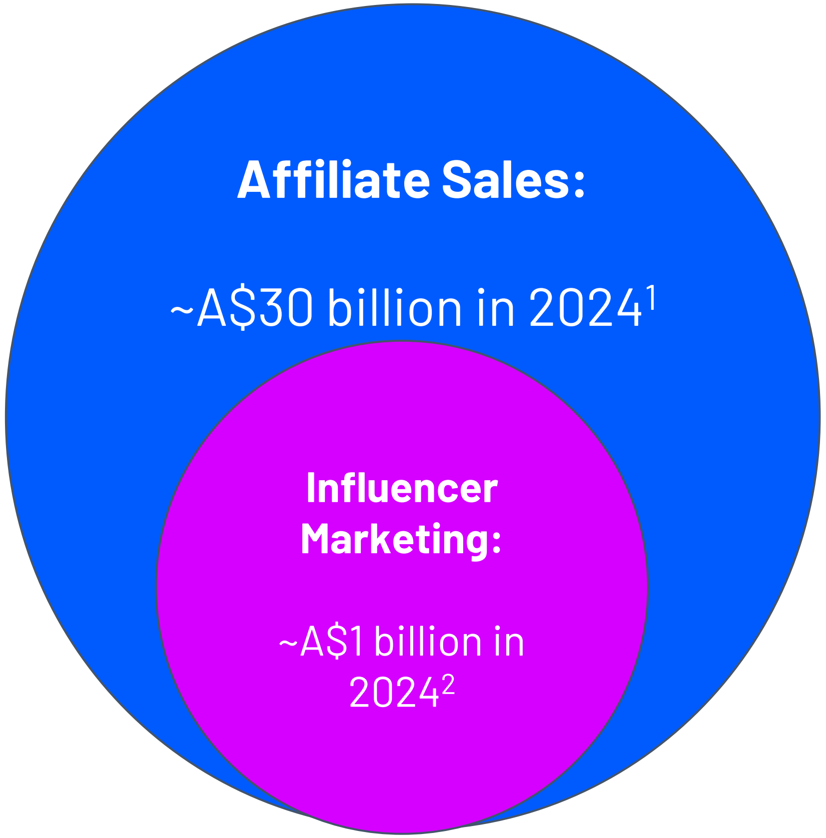
[1]*https://www.forbes.com/sites/ianshepherd/2024/10/09/influentials-500m-deal-heralds-new-chapter-for-influencer-marketing/*

Sizeable opportunity across Southeast Asia



Malaysia	Singapore	Philippines
Pop: **35M**[3]	Pop: **6M**[3]	Pop: **119M**[3]
AS: **A$3.6B**[4]	AS: **$2.8B**[5]	AS: **A$4.3B**[4]
IM: **$94M**[9]	IM: **$148M**[9]	IM: **$156M**[9]

Indonesia	Thailand	Vietnam
Pop: **280M**[3]	Pop: **72M**[3]	Pop: **100M**[3]
AS: **A$11B**[4]	AS: **A$6B**[4]	AS: **A$3.7B**[4]
IM: **$320M**[9]	IM: **$93M**[9]	IM: **$123M**[9]

- **90% of SEA** internet users accessed the **internet mainly via smartphones** in 2024[6]
- **E-commerce grew 15% YoY**, driven by **video commerce (20% of GMV, up from <5% in 2022)**[1]
- **87% of SEA** users spend over **2 hours daily on social media**[8]
- **82%** follow **influencer recommendations when making purchases**[7]

[1]*e-Conomy SEA 2024 report by Google, Temasek, Bain&Company: - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales*
[2] *https://www.insg.co/en/influencer-marketing-southeast-asia/*
[3]*Population data : World Bank*
[4] *https://americasmi.com/pdfs_landings/PCMI_Asia_Ecommerce_Data_Portrait.pdf - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales*
[5] *https://cube.asia/read/singapore-ecommerce-market-2025-what-next-for-shopee-lazada/ - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales*
[6]*https://www.comms8.com/blog/2024/southeast-asia-social-commerce-growth*
[72]*https://www.marketing-interactive.com/67-marketers-increase-influencer-marketing-2024*
[8]*https://www.insg.co/en/influencer-marketing-southeast-asia/*
[9]*https://www.1stopasia.com/blog/influencer-marketing-asian-landscape*

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We aim to be the **#1 influencer marketing platform** and **social commerce enabler in SEA**

Category	Netcentric/Xamble (Before)	Xamble 2.0
Business Model	Agency (Influencers, Performance, Social Media Mgmt)	AI-powered influencer & social commerce platform
Tech Capabilities	Manual campaign management	Full fledged influencer & social commerce platform with integrated AI tools (e.g. Gen AI, Agentic AI, analytics)
Focus	Broad agency services	Influencer-driven commerce
Client Base	Traditional agencies	MNC Brands, SMEs, e-commerce brands, creators
Market Reach	Scattered Asian presence (which have been shuttered)	Focused in South East Asia (600M+ reach) – target 4 new markets
Identity	Corporate, agency-style	Tech-led, Creator-first
Segments	No segments of focus	FMCG, Health & Wellness, Beauty, Gaming, Finance

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Our Path to Xamble 2.0

Phase 1

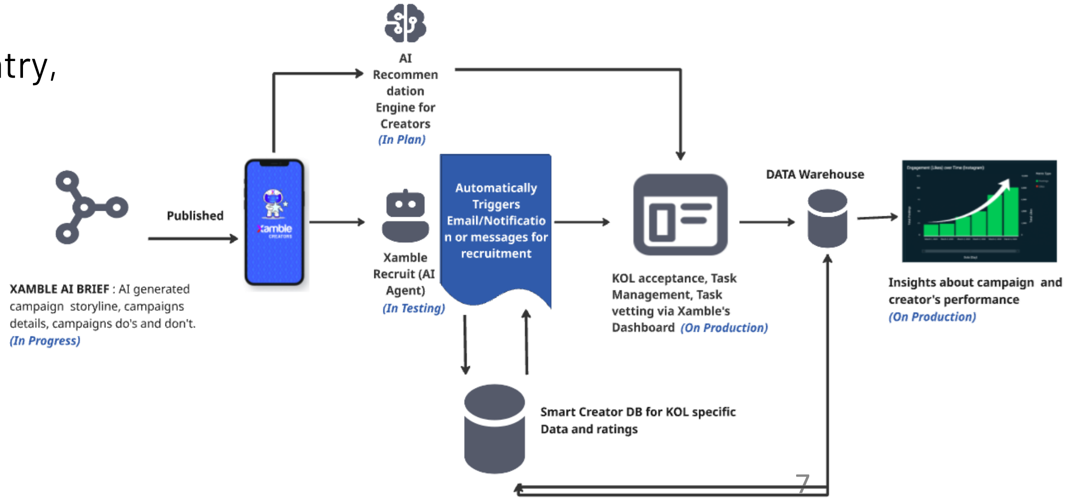
- **Redefined growth strategy** and restructured the Group
- **Transitioned operations to proprietary AI-driven platform** enabling full-cycle influencer marketing
- **Boosted platform engagement** among influencers and brands
- **Launched Xamble Loyalty ecosystem** to foster long-term brand-influencer engagement through the investment into B-Infinite
- Delivering on the value proposition of **end-to-end solutions** from campaign creation to performance analytics

Phase 2

- **Integrate affiliate sales** to drive growth
- Further **incorporate GenAI and AgenticAI** into platform and operations
- **Launch analytics** to enhance engagement, decision-making, and ROI
- Launch **Creator Academy** to upskill influencers and brands
- **Expand into new industries** beyond FMCG
- Explore **M&A** for growth, market entry, and value chain expansion

Phase 3

- Expand further into the **e-commerce value chain**
- Consolidate all offerings into a **marketing Superapp**; to supercharge brands for every step in their marketing lifecycle



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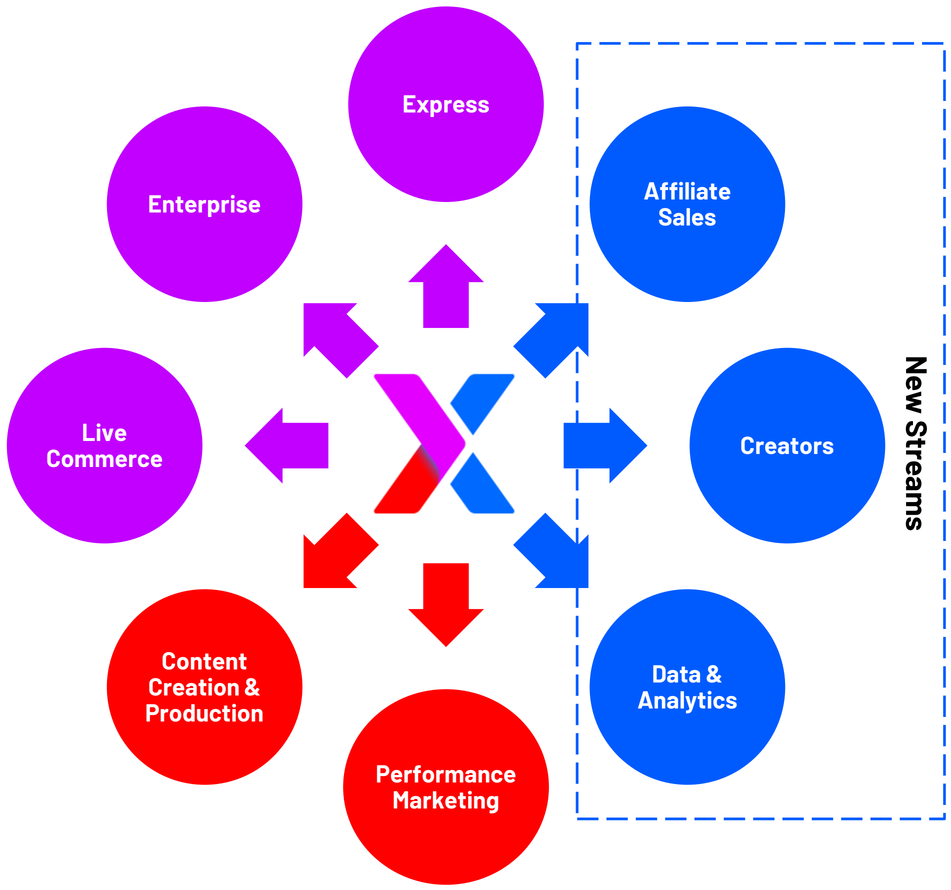
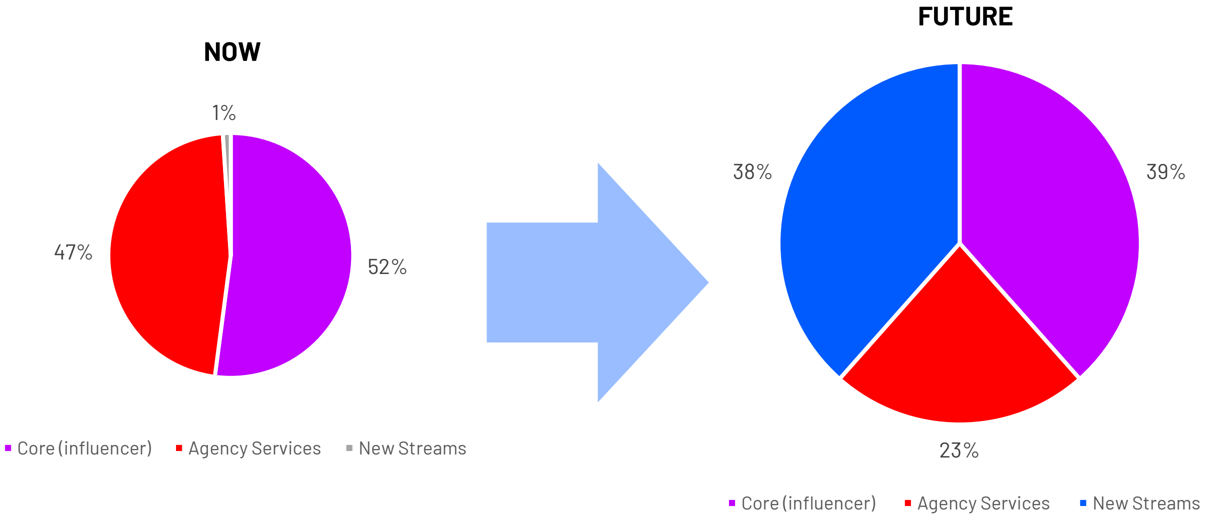
How Xamble generates value



	Type of revenue
Xamble Enterprise	Advertising fees
Xamble Express	Advertising and platform fees, potential subscription
Live Commerce	Managed service fee & commission on transactions
Performance marketing	Management fees
Content Creation & Production	Advertising and management fees
Affiliate Sales	Commissions on transactions
Creators	Platform fees and potentially subscriptions
Data & Analytics	Project based fees and subscription



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2024 – A **year of change and transformation** for the future

A$ 000's	Jan-Dec 2024	Jan-Dec 2023	Variance
Group Revenue	**9,193**	**10,777**	(15%)
Business Expenses	(9,010)	(10,293)	(12%)
Underlying Business EBITDA[1]	**183**	**484**	(62%)
Technology Investment	(824)	(651)	27%
Technology Investment (Grant[2])	160	-	n.m
Corporate Costs (HQ & ASX)	(1,234)	(1,126)	10%
Group EBITDA[3]	**(1,715)**	**(1,292)**	33%

- **FY revenue: A$9.2M**, down 15% YoY due to **Taiwan exit** in Q4 CY2024
- Xamble's **SME segment grew 62%,** showing strong growth potential
- Business expenses **reduced by 12%** through strategic transformation
- Continued **Tech investment** for future transformative growth
- **Positioned for Southeast Asia expansion** with A$1.5M investment from 7-Eleven Malaysia

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[1]Underlying business EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to options expenses as well as investments to extend the current technology stack and corporate (HQ and ASX) expenses.
[2] Relates to a portion of the grant received from Malaysia Digital Acceleration Grant (MDAG) as announced on 6 May 2024.
[3] Group EBITDA adjusted for extraordinary items relating to one-off impairment expenses, closure of China entity, rebranding and options expenses.

Q1 business update

In A$ 000s

Description	Jan-Mar 2025	Jan-Mar 2024	Growth
Group Revenue	**1,656**	**2,772**	(40%)
Business Expenses	(1,780)	(2,604)	(32%)
Business EBITDA[1]	**(124)**	**167**	(174%)
Technology Investment	(266)	(146)	82%
Technology Investment (Grant)[2]	18	-	n.m.
Corporate (HQ & ASX)	(360)	(293)	23%
Group EBITDA[3]	**(732)**	**(272)**	169%

Leading Performance Metrics

Description	Jan-Mar 2025	Jan-Mar 2024	Growth
App downloads	6,631	2,476	176%
Monthly Active Users	1,272	666	90%
Xamble Community Influencers	2,251	1,347	67%
Transactions facilitated (orders)	6,355	2,164[4]	193%
New Clients	15	3	400%

- **Transformation on track**; revenue and EBITDA down YoY due to Taiwan exit
- March 2025 recorded **highest Enterprise revenue in 12 months**
- Engaged 68 clients in Q1, including **15 new**
- **Expenses cut by 32%;** headcount **reduced 15%** vs Nov 2024
- **Launched Xamble Express,** Xamble's self-serve platform for businesses to connect with influencers
- **97% of campaigns now run on platform**, aligning with strategy
- **Significant YoY growth** in key operating metrics

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[1] Underlying business EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements, options expenses as well as investments to extend the current technology stack and corporate (HQ and ASX) expenses.
[2] Relates to a portion of the grant received from Malaysia Digital Acceleration Grant (MDAG) as announced on 6 May 2024.
[3] Group EBITDA adjusted for extraordinary items relating to forex movements, closure of China entity, rebranding and options expenses.
[4] Volume based on October 2024 as tracking began in September 2024

Notable clients in Q1

NEW

RETURNING

Xamble in the media

malaysiakini
news and views that matter

ANNOUNCEMENT

Mothers turn passion into income with the Xamble Express Influencer Marketing Platform

Published: May 20, 2025 11:45 AM · Updated: 11:45 AM

MARKETING

POSTED ON APRIL 29, 2025 BY VISHNU DEVARAJAN
SUBSCRIBE TO OUR TELEGRAM CHANNEL FOR THE LATEST UPDATES IN THE MARKETING AND ADVERTISING SCENE

State of social commerce in Malaysia 2025 — and why it matters more than ever

Kuala Lumpur-based Xamble Group Limited CEO Jason Thoe (centre) with Dutch Lady Milk Industries Head of Digital, Media & Insights Khoo Xing Jun (left) and Numinara.co general manager Ng Jack Chung (right).

AIMGroup
Business Intelligence for Marketplaces and Classifieds

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Industry News » Xamble: Building an influencer network, with poss

Xamble: Building an influencer network, with possible marketplace outreach

by Nick Bevens | May 8, 2025 | Marketplaces, INTEL

- Business refocusing strategy under former FDV exec
- Cars, property and fashion could offer next opportunity
- Executive team led by former and current marketplace specialists

Xamble (formerly known as Netccentric) is on a mission to funnel social media influencer power into brands, and

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Case Study: Marigold - Cut through Raya festive content congestion to own Millennial and Gen Z's Feed.

Influencer marketing

Activation

LIVE Commerce

Marbitter's Audience Demographics

Male 39% **Female** 61%

18-24 56%
25-34 26%
35-44 18%

Kuala Lumpur
Johor Bahru
Shah Alam

Cooking, Fashion, Lifestyle

Total Social Media Followers **864k+** Engagement Rate **3.2%**

627.6k @marbitter

237k @marbitter_

Content direction: Rasa Raya di Kampung.

Marbitter, Xamble's talent squad reimagined the nostalgic blend of tradition and family moments, showing Marigold as a key ingredient in his family's Raya dishes. He added the benefit of "cholesterol free" to make it a friendly twist.

Key Results:

- 99.5K+ Views (IG & TikTok)
- High Engagement: 26.7% IG | 6.8% TikTok
- 100+ Organic Mentions
- 2× Brand Reach vs. Average

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We're resonating with Influencers

Nura Samsuddin • 3rd+
Co-founder of Supagene.Asia, Market leader for B2B Wellness DNA testing.
2w • Edited •

I got chosen by Xamble Creators to be their "Queen of Love" for this year's Mother's Day spotlight.

Never in a million years did I think I'd be given such a title.

But when I sat down to answer their interview questions, I found myself reflecting deeply on why I even started this whole content creation journey.

Truth is—I never planned to become an influencer.

I did it purely to challenge myself.

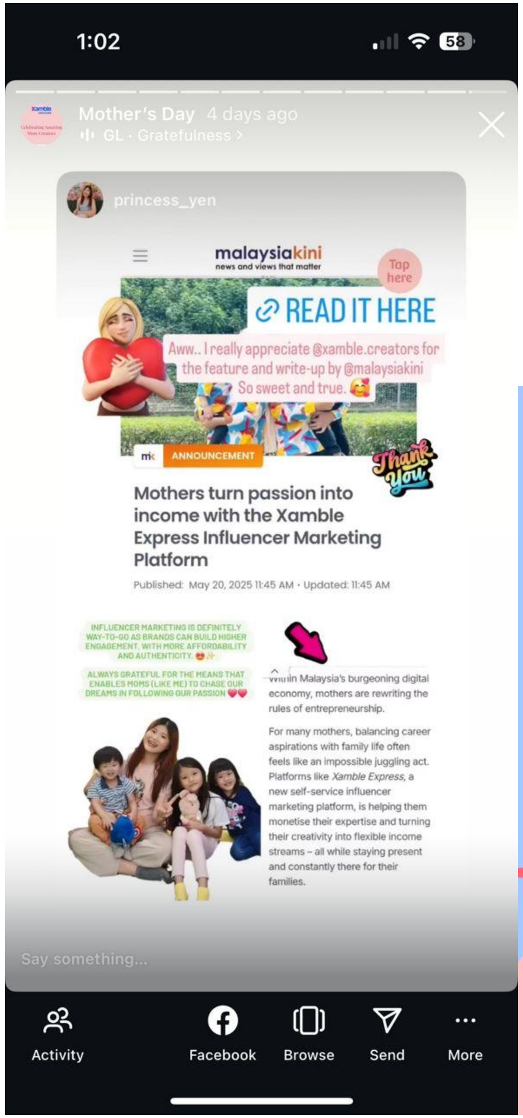
To get out of my shell.

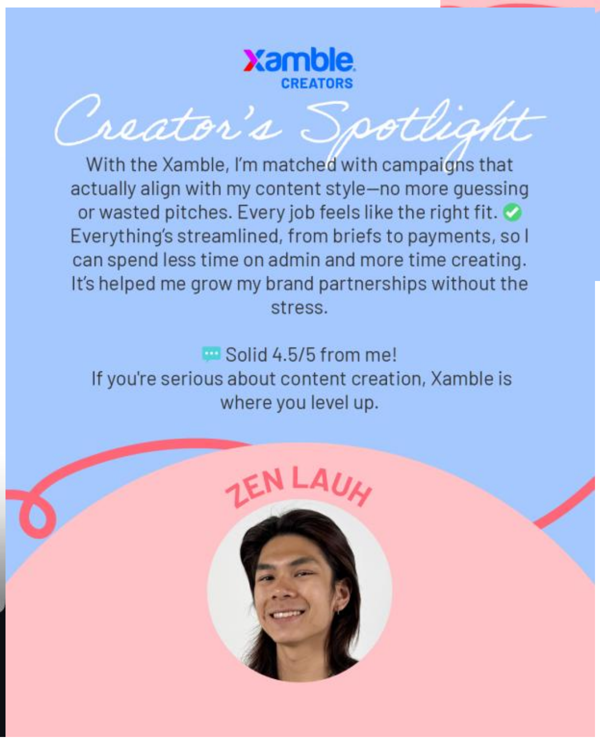
To stand in front of a camera, speak confidently, film and edit videos, do voiceovers... all by myself. It wasn't about the numbers. It was about the process.

I told myself:
"You can do hard things. Even if you're scared."

Along the way, I learned so much. Some campaigns required me to involve my kids and those moments became the most special ones.

My daughter, Sayuri, became my little partner in crime.





THANK YOU!

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