



Accelerating towards Xamble 2.0

The path to being the #1 influencer marketing platform and social commerce enabler in SEA

xamble

 **nuffnang**

sashimi
DIGITAL MARKETING AGENCY

plata**punta**

Corporate Snapshot

CAPITAL STRUCTURE

ASX stock code	XGL
H1 CY2025 revenue (December calendar year-end)	A\$3.14M
Cash balance as at 30 June 2025	A\$1.09M
Share price as at 30 June 2025	A\$0.017
CDIs on issue	339M

TOP SHAREHOLDERS

Ganesh Kumar Bangah	216.7M (63.93%)
Convenience Shopping (Sabah) Pty Ltd	42.9M (12.64%)
Georg Johann Chmiel	12.0M (3.54%)
BNP Paribas Nominees Pty Ltd (UOBKH R'Miers)	4.0M (1.19%)
Dr Thu Trang Pham	2.9M (0.88%)
Total Top 20 as at 30 June 2025	315.7M (93.14%)

Xamble at a glance...

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



Trusted by the Brands That Matter...and More

Agency partners		Beauty, Personal care			FMCG / QSR			Mother & baby		Fashion			
<div>dentsu</div> <div>groupm</div> <div>IPG MEDIABRANDS</div> <div>OMG Omnicom MediaGroup</div> <div>invictusblue</div> <div>PUBLICIS GROUPE</div>		<div>Kiehl's</div> <div>Enchanteur</div> <div>sunsilk</div> <div>LISTERINE</div> <div>Kotex</div>	<div>L'ORÉAL</div> <div>Colgate</div> <div>Lifebuoy</div> <div>Rexona</div> <div>PANTENE</div>	<div>Nestlé</div> <div>MARMITE</div> <div>Vaseline</div> <div>Safi</div> <div>ELIANTO</div>	<div>guardian</div> <div>LG</div> <div>HOOGA</div> <div>Toacker</div> <div>SUBWAY</div>	<div>KFC</div> <div>Häagen-Dazs</div> <div>PHILIPS</div> <div>POKKA</div> <div>Maggi</div>	<div>McDonald's</div> <div>Pizza hut</div> <div>SNICKERS</div> <div>Abbott</div>	<div>DUTCH LADY</div> <div>TCE BABY EXPO</div> <div>Dugro</div> <div>BZU BZÜ</div> <div>Applecrumby</div>	<div>XIXILI</div> <div>msread</div> <div>Levi's</div> <div>BONIA</div> <div>kipling</div> <div>BRAUN BUFFEL 1887-GERMANY</div> <div>max</div>				
Tech & Gadgets		Manufacturing		National	Marketplace		Education	Financial institutions		Real estate		Beverage	
<div>mi</div> <div>celcom</div> <div>unifi</div> <div>astro</div> <div>mobile</div>		<div>Knorr</div> <div>beko</div> <div>BAJAJ</div>	<div>PETRONAS</div> <div>Shell</div> <div>POS MALAYSIA</div>	<div>traveloka</div> <div>NETFLIX</div> <div>book xcess</div>	<div>R.E.A.L Kids</div> <div>HELP University university of achievers</div> <div>ASIA PACIFIC INTERNATIONAL SCHOOL</div>	<div>HSBC</div> <div>Great Eastern</div>	<div>ECOWORLD CREATING TOMORROW & BEYOND</div> <div>MahSing</div> <div>GAMUDA</div>	<div>pepsi</div> <div>SPRITZER</div> <div>PREDATOR ENERGY</div>	<div>100 PLUS</div> <div>BRANDS</div> <div>GUINNESS</div>				

xamble

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



A\$772 M

Valuation¹

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



Est 2016

A\$433 M

Market capitalisation²
(previously NASDAQ:
RUHN)

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



Est 2023 (as a platform business)

A\$6.1 M

Market capitalisation³
(ASX:XGL)

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



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

²<https://www.investing.com/equities/ruhnn-holding-ltd>

³As at 18 August 2025

The new way to experience impactful creator-led marketing & sales!

Closing the loop!

Xamblē

Influencer marketing & social commerce to a massive ecommerce economy!

Affiliate Sales:

~A\$30 billion in 2024¹

Influencer Marketing:

~A\$1 billion in 2024²



Malaysia

Pop: **35M**³
AS: **A\$3.6B**⁴
IM: **\$94M**⁹



Singapore

Pop: **6M**³
AS: **\$2.8B**⁵
IM: **\$148M**⁹



Philippines

Pop: **119M**³
AS: **A\$4.3B**⁴
IM: **\$156M**⁹



Indonesia

Pop: **280M**³
AS: **A\$11B**⁴
IM: **\$320M**⁹



Thailand

Pop: **72M**³
AS: **A\$6B**⁴
IM: **\$93M**⁹



Vietnam

Pop: **100M**³
AS: **A\$3.7B**⁴
IM: **\$123M**⁹

- **90% of SEA** internet users accessed the **internet mainly via smartphones** in 2024⁶
- **87% of SEA** users spend over **2 hours daily on social media**⁸
- **E-commerce grew 15% YoY**, driven by **video commerce (20% of GMV, up from <5% in 2022)**¹
- **82% follow influencer recommendations when making purchases**⁷

¹e-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/>

³Population data : World Bank

⁴https://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>

⁷<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>

Influencers are no longer just brand amplifiers – they are direct, high-trust distribution networks

Value Driver	Xamble Community Influencers from Recent Campaigns in the Health and Wellness Segment
Authentic Reach	262 influencers with 624,075 total followers in Malaysia within the Health & Wellness segment from a recent campaign ¹
Engaged Community	18,722 engaged followers (3% engagement rate) ²
Cost-Efficient CAC	Community-led campaigns reduce CAC by 30–40% vs paid ads ³
Attribution Ready	Trackable via affiliate links, promo codes, and live checkout
High Retention	Community members show 35–50% repeat activation rate across campaigns ⁴
Community Spending Potential	~A\$3.3million/month ⁵

**An illustration based on recent Xamble's Community Influencer campaigns for the Health & Wellness segment*



¹Internal data

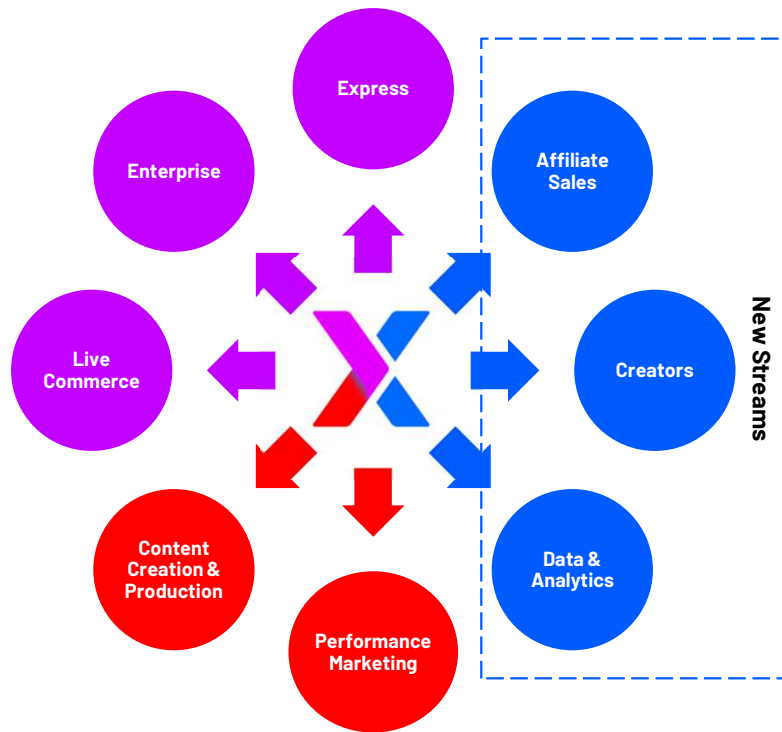
²Internal data and HypeAuditor 2023/24 Global Influencer Marketing Report

³Meta ads vs Influencer CPC/CPM, HubSpot Influencer Report, 2023

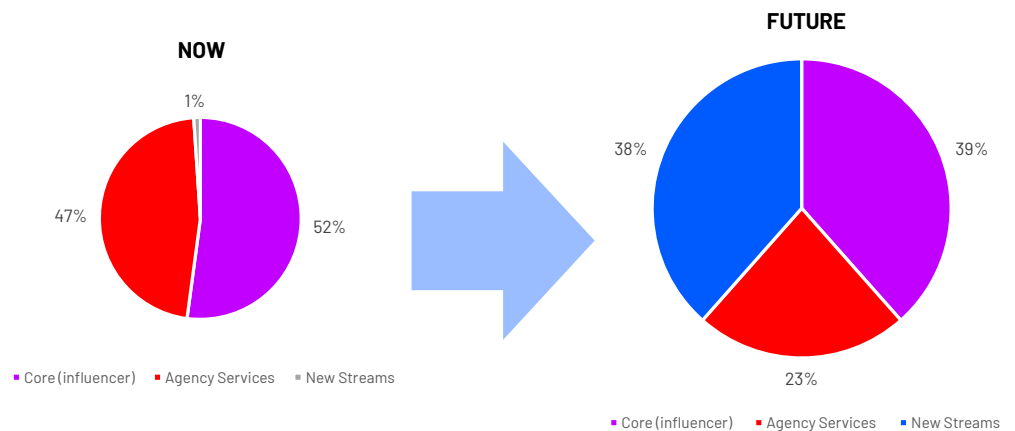
⁴CreatorIQ Benchmarks, 2023

⁵<https://vodus.com/article/malaysian-consumer-sentiment-behaviour-2024-online-preferences-and-spending> (monthly avg spent on Health, Personal Care & Beauty products multiplied by the engaged followers)

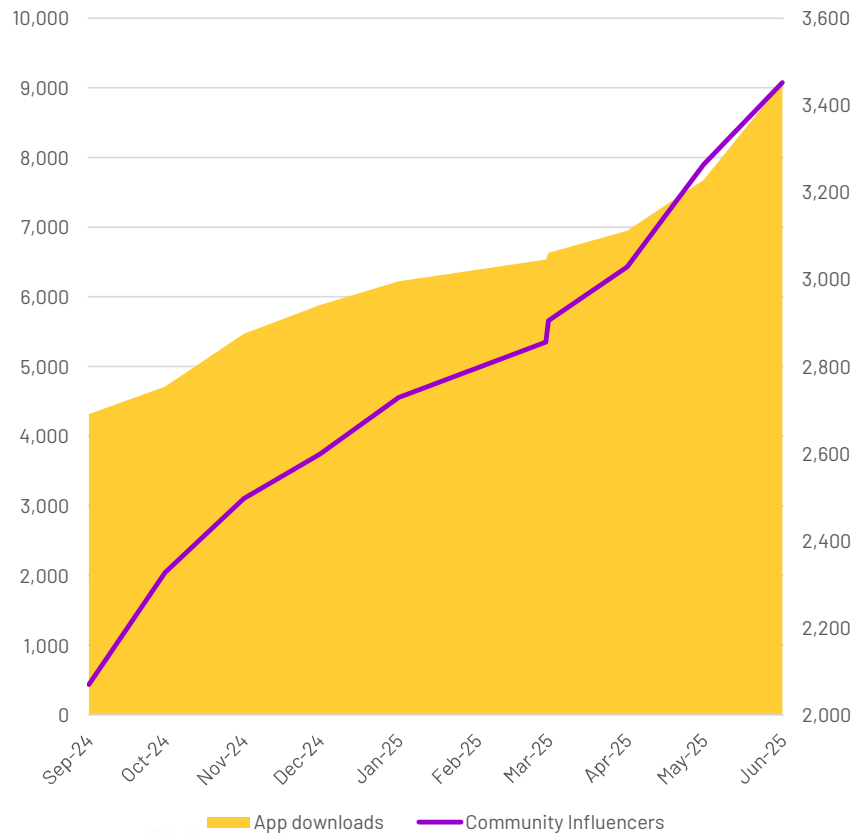
How Xamble generates value



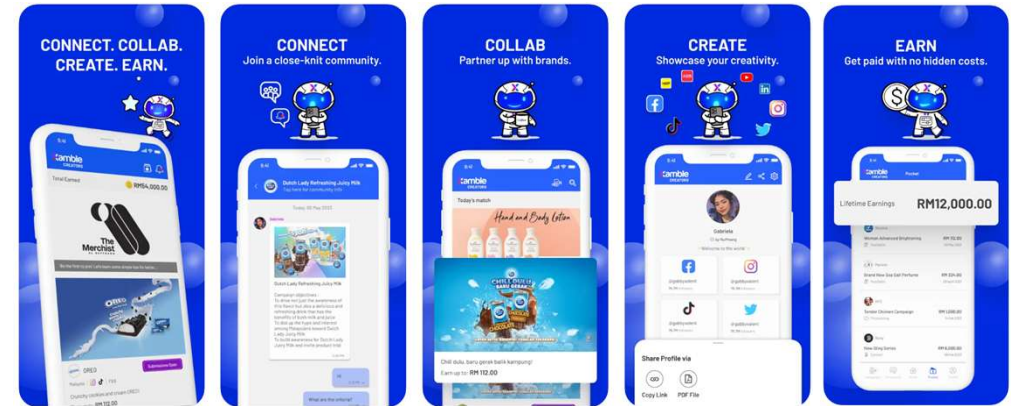
	Type of revenue
Xamble Enterprise	Advertising fees
Xamble Express	Advertising and platform fees, potential subscription
Live Commerce	Managed service fee & commission on transactions
Performance marketing	Management fees
Content Creation & Production	Advertising and management fees
Affiliate Sales	Commissions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



Influencer Adoption Accelerates, Cementing Platform Leadership



Xamble



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

Tracking Upward: Leading Signals on the Rise

Leading Performance Metrics

Description	Q2 2025	Q2 2024	YoY Growth
App downloads	9,075	3,495	159%
Monthly Active Users	3,039	788	285%
Xamble Community Influencers	3,452	1,769	95%

Leading Revenue Indicators

Description	Q2 2025	Q2 2024	YoY Growth
New Clients	14	4	350%
Transactions facilitated (orders)	16,697	8,394 ¹	199%

¹ Volume based on Q4 2024 as tracking began in September 2024



The combination of strong user adoption, creator community expansion, and client & transaction growth points to an **accelerating flywheel effect**; illustrating a compounding growth engine:

→ **More creators** → **More users** → **More clients** → **More transactions**.

These leading indicators demonstrate not just traction but **scalable monetisation potential** — positioning us to scale with **capital-efficient growth and high operating leverage**

Total Marketing Spend since Oct 2024:
~A\$28k

Transformation Underway, Early Results Emerging

In A\$ 000s

Description	H1 CY2025	H2 CY2024	Growth
Group Revenue	3,151	3,993	(21%)
Business Expenses	(3,446)	(3,978)	(13%)
Business EBITDA¹	(295)	16	(>100%)
Technology Investment	(555)	(495)	12%
Technology Investment (Grant) ²	21	45	n.m
Corporate (HQ & ASX)	(662)	(663)	5%
Group EBITDA³	(1,541)	(1,097)	(39%)

Note: All numbers are unaudited.

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 options expenses.

⁴ Volume based on Q4 2024 as tracking began in September 2024



- In H2 2024, Xamble moved **beyond cost-cutting into a full-scale transformation** – exiting non-core markets like Taiwan, restructuring operations, and relaunching towards 'Xamble 2.0'; **a fundamentally different company** from before.
- **Cost optimisation efforts are delivering results**, with business expenses down **13% HoH**, reflecting early impact of restructuring initiatives.
- **Commercial momentum is building**, with 14 new clients onboarded in Q2 2025 – a 350% YoY increase, driven by focused business development efforts.
- **Xamble Affiliate Program** launched in June 2025, aligned with strategic roadmap – **3 clients onboarded** in the first month of rollout.
- **Transactions facilitated up 199% vs Q4 2024**, reinforcing growing ecosystem engagement.⁴
- With the **seasonally stronger Q3 and Q4** ahead, XGL expects continued growth in operating metrics to **increasingly translate into financial performance**.

14 New Brands Onboarded in Q2 – Up from 4 at the same time last year



GUINNESS

DifflamAB™

Est. 1929
'BOH'

reckitt



ÜBERMEN



Shopee

nano^{white}
MEN



EMTOP

xamble

Tiger
CRYSTAL

ploom

Glad2Glow

Progressing On 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 **Creators Superapp**; to supercharge Creators for every step across their entrepreneurship journey



✓ Completed

⌚ In Progress

🔍 In Discovery

Information on Renounceable Rights Issue

To accelerate the transition to Xamble 2.0, we are raising capital to fund growth, transformation, and expansion

- **1-for-3** renounceable entitlement offer at **A\$0.012 per CDI** with the **target to raise approximately A\$1.35 million** before costs.
- **A\$1.15 million** (85% of targeted raise) is **underwritten or committed**.
- Attractively priced at A\$0.012 representing an **approximate 33% discount** to the last trading price of A\$0.018 as at 19 August 2025.
- Offer includes a **free-attaching option (exercisable at A\$0.025, each expiring 31 August 2028)**, issued on a **1-for-1 basis** for each CDI subscribed. The Company will seek quotation of the free attaching options subject to meeting the ASX's quotation criteria.
- **A\$550,000 underwritten by Eli Capital Pty Limited** which includes a **sub-underwriting of A\$48,000** by Non-Executive Director, **Georg Johann Chmiel**.
- In addition to the underwriting, Non-Executive Directors **Ganesh Kumar Bangah and Robert William Sultan** have committed to participating in the Offer **to the amount of A\$604,633**.
- **Rights tradeable on ASX**, providing flexibility for eligible CDI holders to trade their rights.

Key Dates

Event	Date
Announcement of the Entitlement Offer	
Lodgement of Prospectus with the ASIC	Wednesday, 20 August 2025
Lodgement of Prospectus and Appendix 3B with ASX	
"Ex" date for securities trading	Monday, 25 August 2025
Record Date for eligibility in the Entitlement Offer	7.00 pm (AEST) Tuesday, 26 August 2025
Prospectus dispatched, including personalised Entitlement and Acceptance Form	Friday, 29 August 2025
Entitlement Offer opens (Opening Date)	Friday, 29 August 2025
Rights trading ends	Thursday, 4 September 2025
Last day to extend the Entitlement Offer closing date	Monday, 8 September 2025
Entitlement Offer closes (Closing Date)	5.00 pm (AEST) Thursday, 11 September 2025
Announce results of Entitlement Offer	Thursday, 18 September 2025
Issue of New CDIs and New Options under the Entitlement Offer	Thursday, 18 September 2025
Quotation and normal trading on ASX of New CDIs issued under the Entitlement Offer	Friday, 19 September 2025

The dates set out above are indicative only and are subject to change without notice.

Use of Funds from Rights Issue

Initiative	Description	% of funds to be deployed
Accelerate Creator Acquisition & Platform Adoption	Drive user growth through strategic influencer onboarding, paid acquisition, and brand campaigns. Localise platform and campaigns, establish in-market partnerships, and run go-to-market activations, in existing and, potentially, new markets	26%
Technology Enhancement & Development	Build and integrate new features, including Affiliate and Fintech Modules, and leverage AI for personalisation and automation	22%
Working Capital	Support day-to-day operations, fulfilment costs, and ensure financial runway during growth phase	43%
Expenses of the Entitlement Offer	A combination of legal, brokerage, registry and shareholder communication costs, etc.	9%

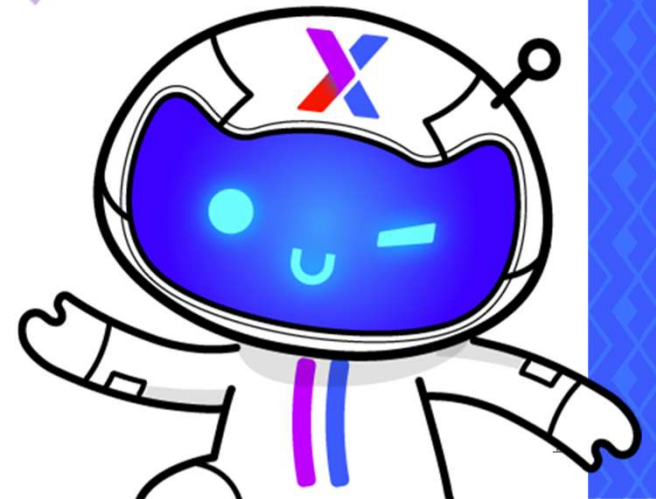
The above represents the Board's current intentions as at the date of the Prospectus. However, CDI Holders should note that, as with any budget, the allocation of funds set out in the above table may change depending on a number of factors. The Board reserves the right to alter the way the funds are applied.

Appendix

powered by Xamble dashboard.



Success stories that went
Viral IRL. No cap.



Beverage Brand: 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%**

Content direction: Rasa Raya di Kampung.

Marbitter, Xamble's talent squad reimagined the nostalgic blend of tradition and family moments, showing the brand 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



627.6k @marbitter



237k @marbitter_

xamble

International Clothing Brand: Connect authentically with Gen Z in a crowded fashion space.

Influencer marketing

Izzlan's Audience Demographics



Male 45% **Female** 55%



18-24 50%

25-34 37%

35-44 8%



Kuala Lumpur
Johor Bahru
Shah Alam



Travel, Fashion,
Lifestyle

Total Social Media Followers **550k+** Engagement Rate **2.46%**



311k @izzlaniskandar



252k @izkndr_

xamble

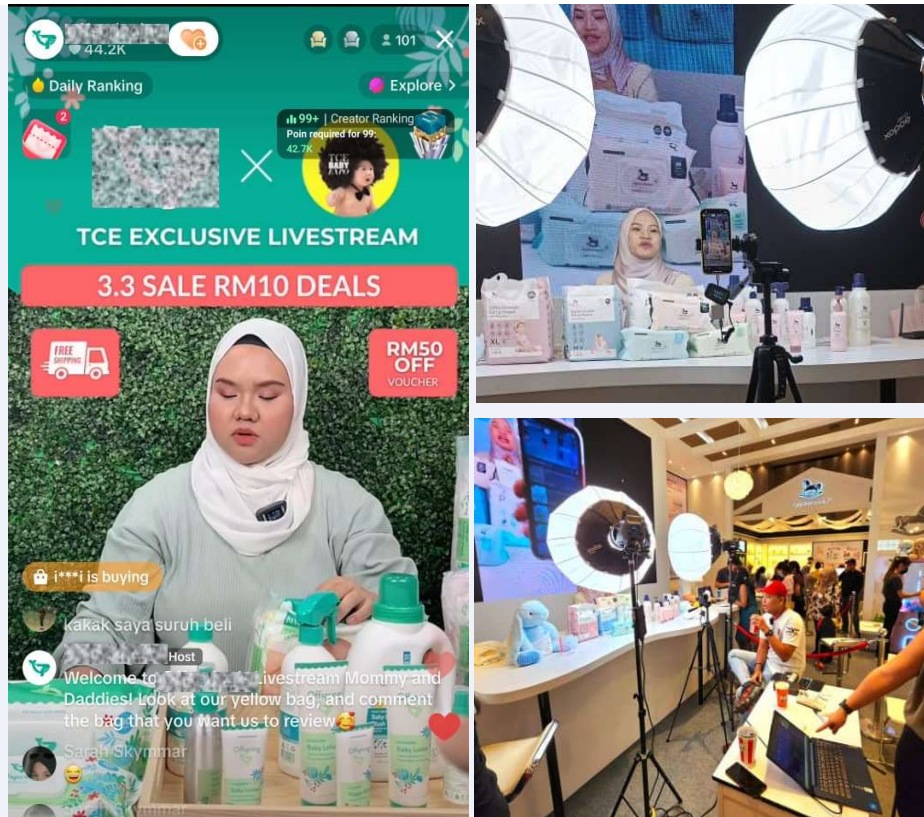
Solution:

Izzlan Iskandar, from Xamble's talent squad, styled the Brand and sparked genuine curiosity and aligned with Gen Z streetwear culture. Audience showed genuine interest to purchase minutes after the content went up. By celebrating self-expression, Izzlan resonated with GenZ, promoting uniqueness over trends.

Key Results:

- 19.4K+ Views on TikTok
- High Engagement: 6.26% (2x above industry avg)
- Strong Organic Interest: Viewers praised the style and asked to purchase

Beauty Brand: LIVE event coverage



Solution:

Provided end-to-end support for a four-day livestream event, covering content creation, live show hosting, admin coordination, and strategic planning through to execution.

Key Results:

- In just four days, the campaign organically generated **~A\$10,000 in GMV (7,026% increase in GMV achieved in the previous 9 months)** driven purely by strong live content, engaging hosts, and active community participation.

THANK YOU!

For further information, please contact:

Mr Jason Thoe

Chief Executive Officer, Xamble Group Limited

Email: jason@xamble.com



Xamble

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.