ASX RELEASE
25 September 2024

XAMBLE GROUP LIMITED (ASX: XGL)

INVESTOR 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:

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Investor Relations
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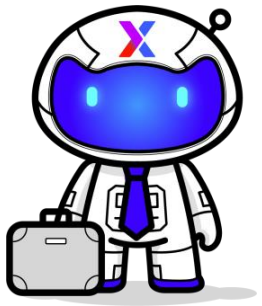
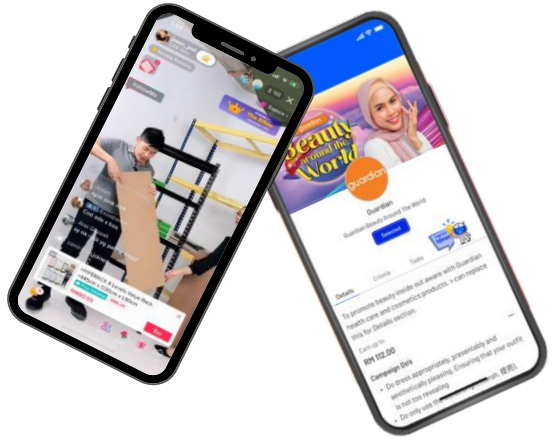


Assembling
Communities.



Investor Presentation

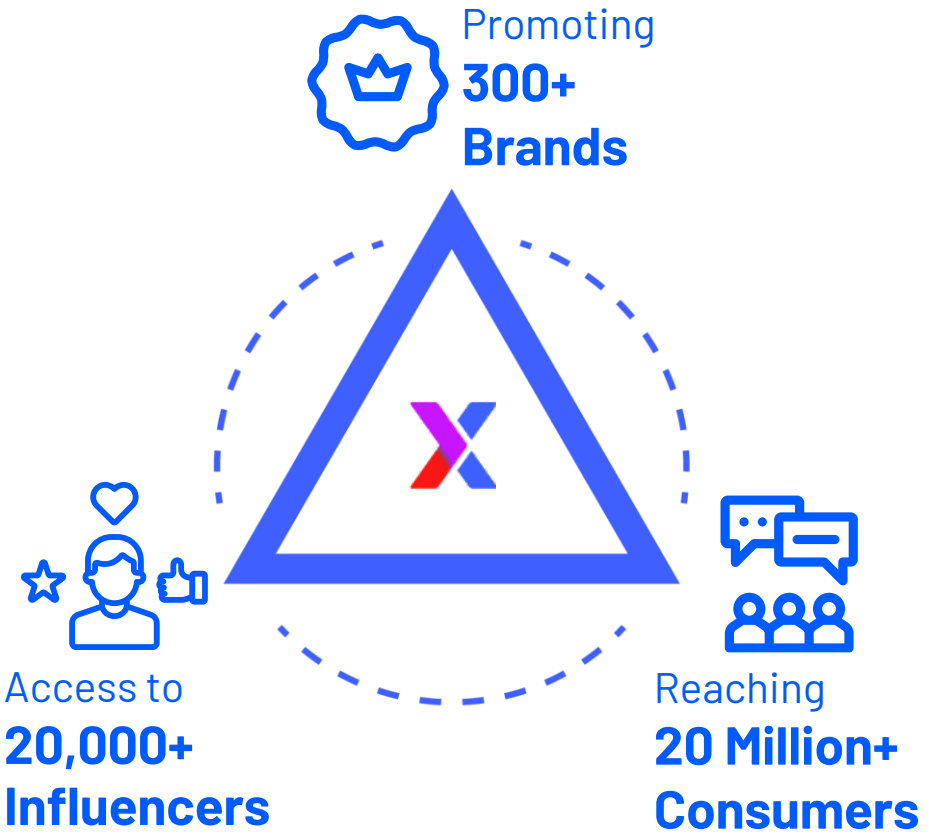
September 2024

Xamble

(ASX:XGL)

A leading Southeast Asian influencer platform

- **Xamble** is a **leading player** in SEA's influencer marketing space targeting nano and micro influencers, the **most effective segment**
- **Xamble's technology platform** is **unique** and creates a very **scalable, highly effective** way to capture this market
- **Xamble operates in the fastest growing region** for influencer marketing adoption and engagement where its demographic drives **significant opportunity** for the business model
- With the **new management team** in place**, Xamble is poised** to expand through influencer growth in existing and new markets, continued technology investment and M&A



Corporate Snapshot

CAPITAL STRUCTURE	
ASX stock code	XGL
H1 CY2024 revenue (December calendar year-end)	A$5.2M
Cash balance as at 30 June 2024	A$2.2M
Share price as at 30 June 2024	A$0.025
Shares on issue	296.2M

TOP SHAREHOLDERS	
Ganesh Kumar Bangah	216.7M (73.18%)
Georg Johann Chmiel	12.0M (4.05%)
Citicorp Nominees Pty Ltd	10.2M (3.44%)
BNP Paribas Nominees Pty Ltd (UOBKH R'Miers)	4.0M (1.37%)
Dr Thu Trang Pham	3.0M (1.00%)
Total Top 20 as at 30 June 2024	272.0M (91.85%)

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 Centrepoint 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.

Senior Management

JASON THOE

Chief Executive Officer

- Seasoned operator with a proven track record of delivering growth and transformation across online classifieds/marketplaces
- Former COO at Frontier Digital Ventures (ASX:FDV); driving growth initiatives in delivering AUD80million in 2023, a CAGR of 32% since 2017
- Previously led Carlist.my, of formerly ASX-listed iCarAsia Ltd, as the General Manager and was instrumental in building a strong platform for expansion, delivering its first ever profitable quarter in 2015
- *Joined Sept 2024*

PRATEEK ROY

Chief Product Officer

- Over 17 years of experience in Product Management, Data Analytics, Design, and Technology, with a strong track record in leading product and technology strategies
- Headed product development for Mudah.my (Carousell Group) for almost 8 years
- Previously also led the product development team at The iProperty Group (formerly the REA Group)
- *Joined June 2024*

SHEREEN WONG

Chief Growth Officer

- 20 years of commercial experience across creative, marketing, advertising and business development
- Previously, Chief Marketing and Sales Officer at leading Malaysian media group, Media Mulia. Responsible for the set-up and launch during the pandemic, reaching profitability within 12-months
- Former General Manager for Media in Juwai Limited until its merger with IQI to set up Juwai-IQI Holdings
- Head of Sales – Developer in leading Malaysian property portal company, iProperty.com Malaysia
- *Joined June 2024*

ANGELINE CHIAM

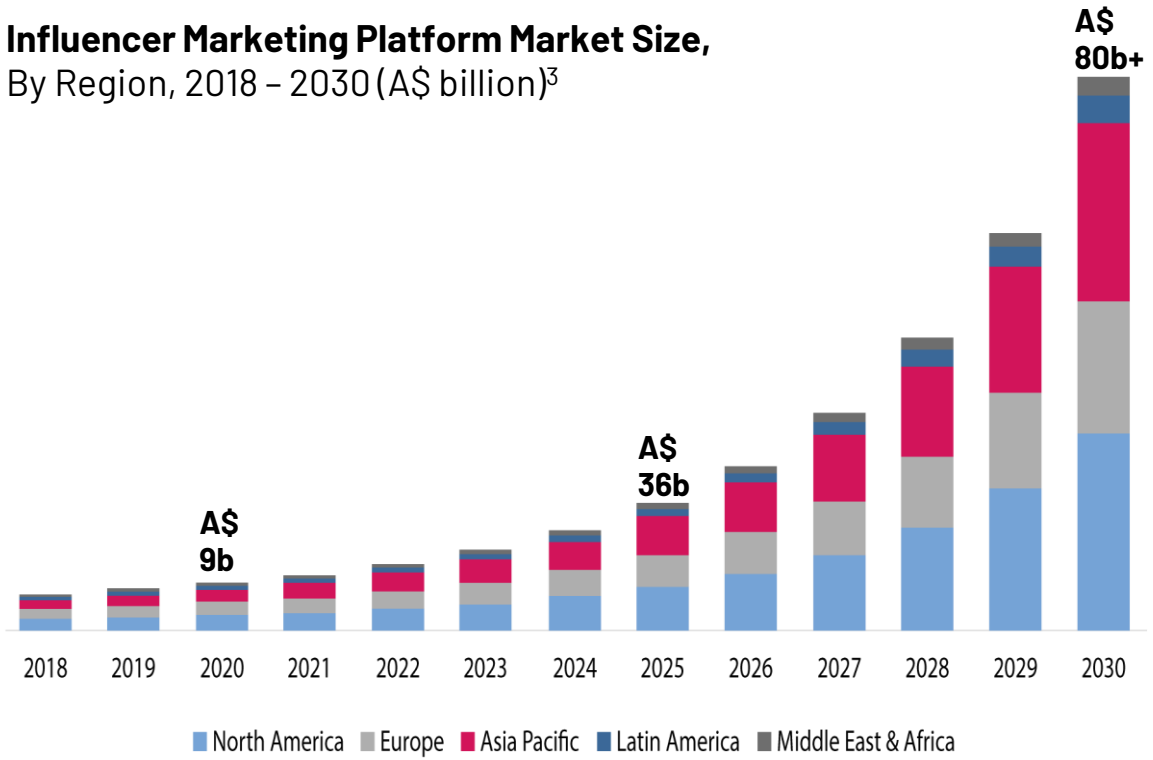
Chief Financial Officer

- Successfully led the process alongside the cofounders to listing Netccentric on the ASX in 2015, raising AUD12.5 million.
- A Certified Public Accountant by CPA Australia since 2010 with 4.5 years of auditing experience at KPMG.
- With the Group since 2010

Southeast Asia's influencer platform market is booming

- The **global influencer platform market is vast**, with more than **64m influencers** globally in 2023[1]
- The market has been **growing rapidly from A$ 9b** (US$ 6b) in 2020 and is estimated to reach **A$36b** (US$24.1b) by 2025[2]
- **63% of brands** plan to **increase influencer marketing budget** in 2024[3]
- SEA's share of the global market is **approx. 10%-15%** or A$3.6b to A$5.4b in 2025 and **growing strongly** with a compound average growth rate **(CAGR) of 27%[4]** over the last 6 years, with growth likely to accelerate
- The main social media channels in SEA are **Instagram, YouTube** and **Facebook** – **TikTok** is on the rise representing 3.2% of the total channels already[5]

Influencer Marketing Platform Market Size,
By Region, 2018 – 2030 (A$ billion)[3]



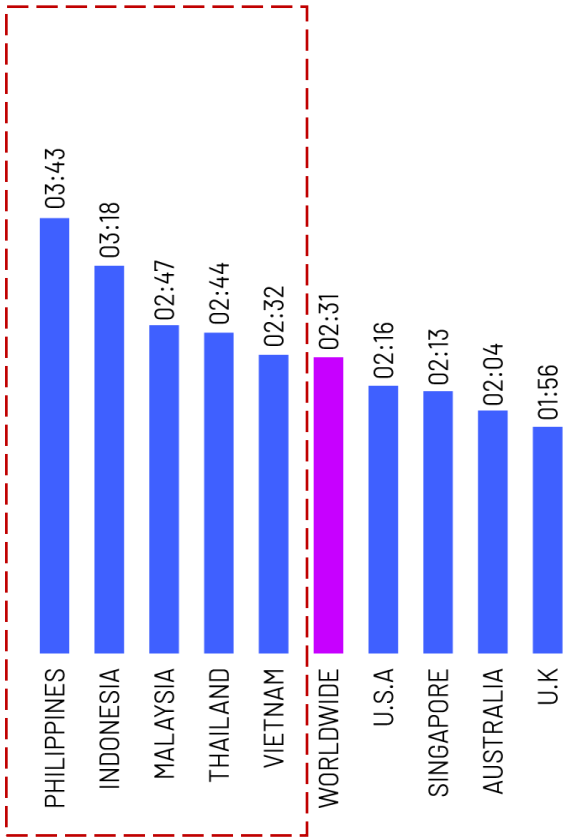
[1]https://trendhero.io/blog/how-many-influencers-are-there/
[2]https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html
[3]The State of Influencer Marketing 2024 – Aspire – aspire.io
[4]https://www.polarismarketresearch.com/industry-analysis/influencer-marketing-platform-market
(converted to A$ and CAGR changed to forecast over a 6-year period)
[5] Note(s): Asia, APAC; 2022; Source(s): AnyMind Group; ID 1256908. Further information regarding this statistic can be found in the Appendix.

Xamble

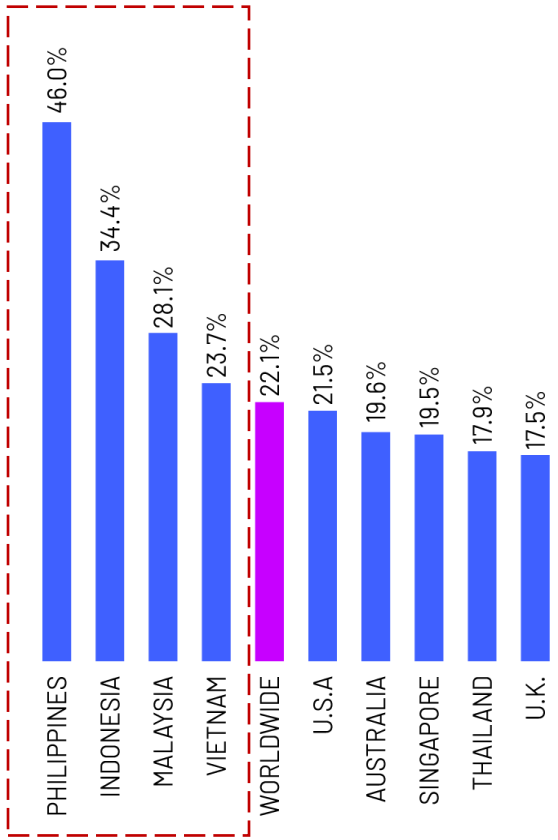
Southeast Asia's influencer platform market is booming (II)

- **Internet users aged between 16 and 64 spend 1/3 of their online time on social media** channels and increasingly use this medium for **purchasing goods and services**[1]
- Around **82% of Southeast Asians** said they have been **following recommendations from influencers** in their purchasing decisions[2]
- Internet users **in SEA spend more time than the global average on social media** and at least **25% of them follow an influencer**[1]
- Influencers now take up **a growing share of marketing spend** as social media already accounts for more than **34% of digital advertising spending**[1]
- **67% of marketers** said they will **increase investments in influencer marketing in 2024**[2]

Daily time spent using social media by internet users (aged 16y-64y)[1]



Share of Social Media Users (aged 16y-65y) **following Influencers**[1]



[1]https://wearesocial.com/wp-content/uploads/2023/03/Digital-2023-Global-Overview-Report.pdf
[2]https://www.marketing-interactive.com/67-marketers-increase-influencer-marketing-2024

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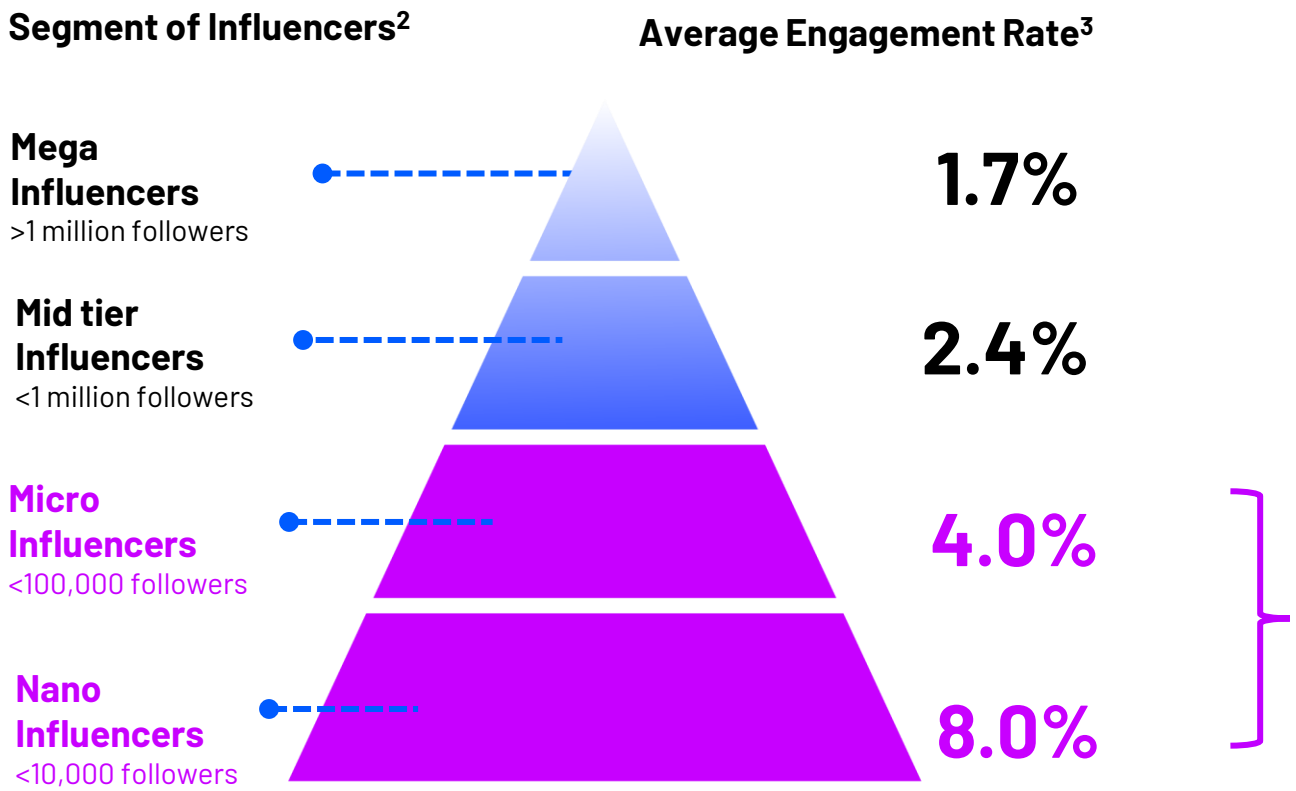
Xamble targets the largest and most effective influencer segment

These influencers have the most intimate connection with their audience base



Growing influencer category in SEA

- In SEA, **Nano Influencers have the highest impact** (46%) or direct influence on consumer buying decisions[4] .
- In SEA, **more than 70% of influencers are Micro or Nano Influencers[5]**.
- **38% of all brand deals** go to Micro Influencers[6].

Nano and Micro Influencers have grown their Asian market share to 30% in 2022 *(from 22% in 2020)*[1]

[1] Statista: Share of social media influencers by number of followers in Asia from 2020 to 2022
[2] AnyMind Group; ID 1299716 – see Appendix Slide 22. NB: Number of follower definitions can vary very slightly depending on source.
[3] https://anystarr.com/why-micro-and-nano-influencers-are-the-future-of-digital-marketing/ (Calculated after analysing over 1,000,000 accounts)
[4] https://medium.com/@onavis_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198
[5] AnyMind Group; ID 1299716 – see Appendix Slide 22
[6] https://www.ajmarketing.io/post/top-11-influencer-marketing-trends-asia-2021#viewer-eqd58

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The current challenges in influencer marketing

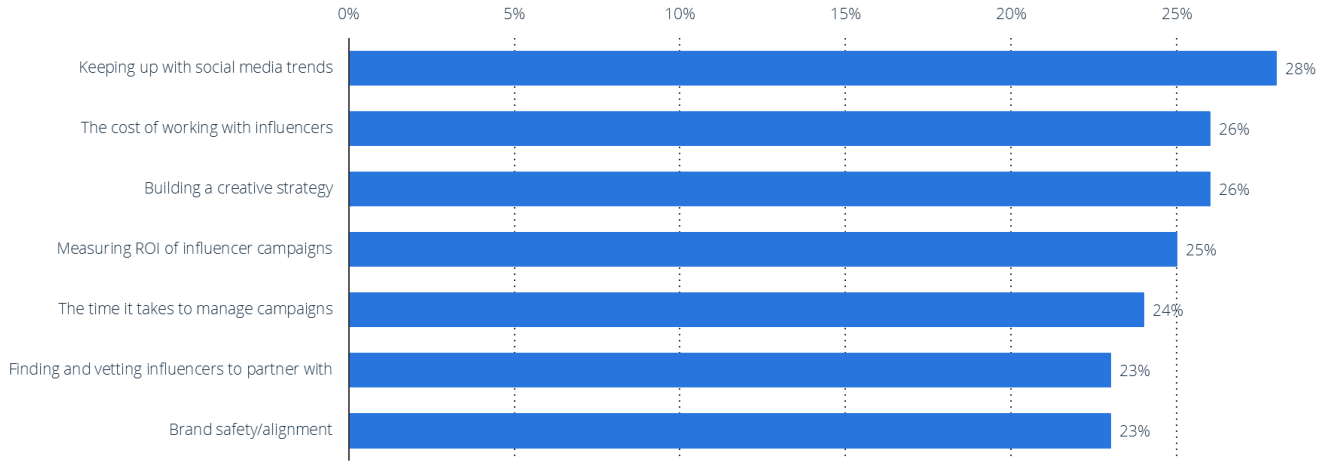
The effectiveness of influencer marketing is accelerating as more people spend time on social media and more brands use this to reach consumers

However, the sector is fragmented:

- **Brand alignment and finding influencers:** Brands need a better way of attracting influencers to campaigns; influencers need an effective way of finding the right campaigns
- **Execution and creative strategy:** Brands need a way to manage influencer content
- **Performance tracking/brand safety:** Brands need to be able to track sales generated from campaigns

Leading challenges among influencer marketers worldwide 2023[1]

Share of respondents



[1]https://www.statista.com/statistics/1372264/leading-challenges-influencer-marketers-worldwide/

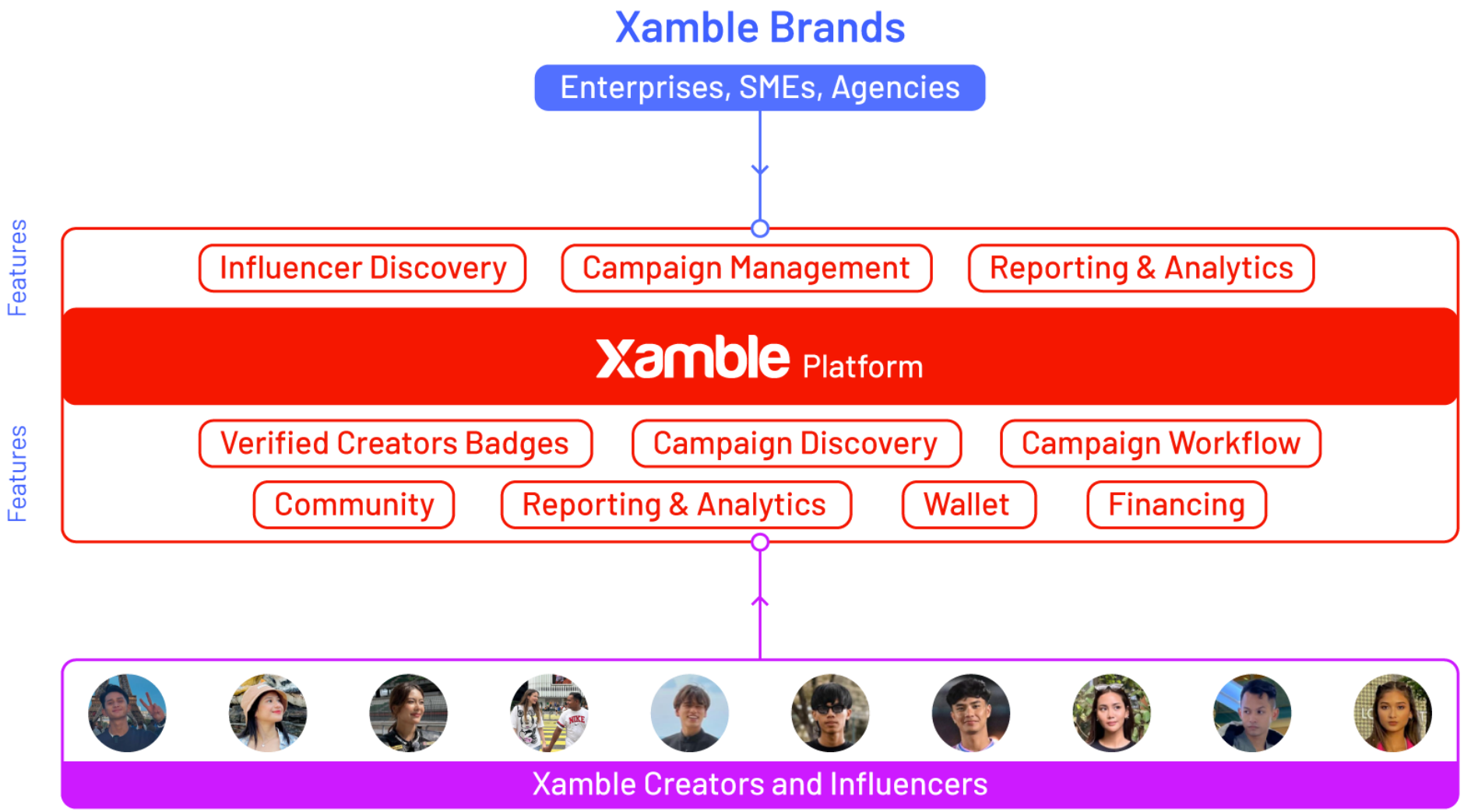
Xamble

Xamble is the established leader in SEA influencer marketing

Trusted by leading **blue-chip multinational clients** as well as **SME clients** and **media agencies**

Xamble

Xamble's technology platform is uniquely positioned...



Unique: Xamble offers all three components seamlessly

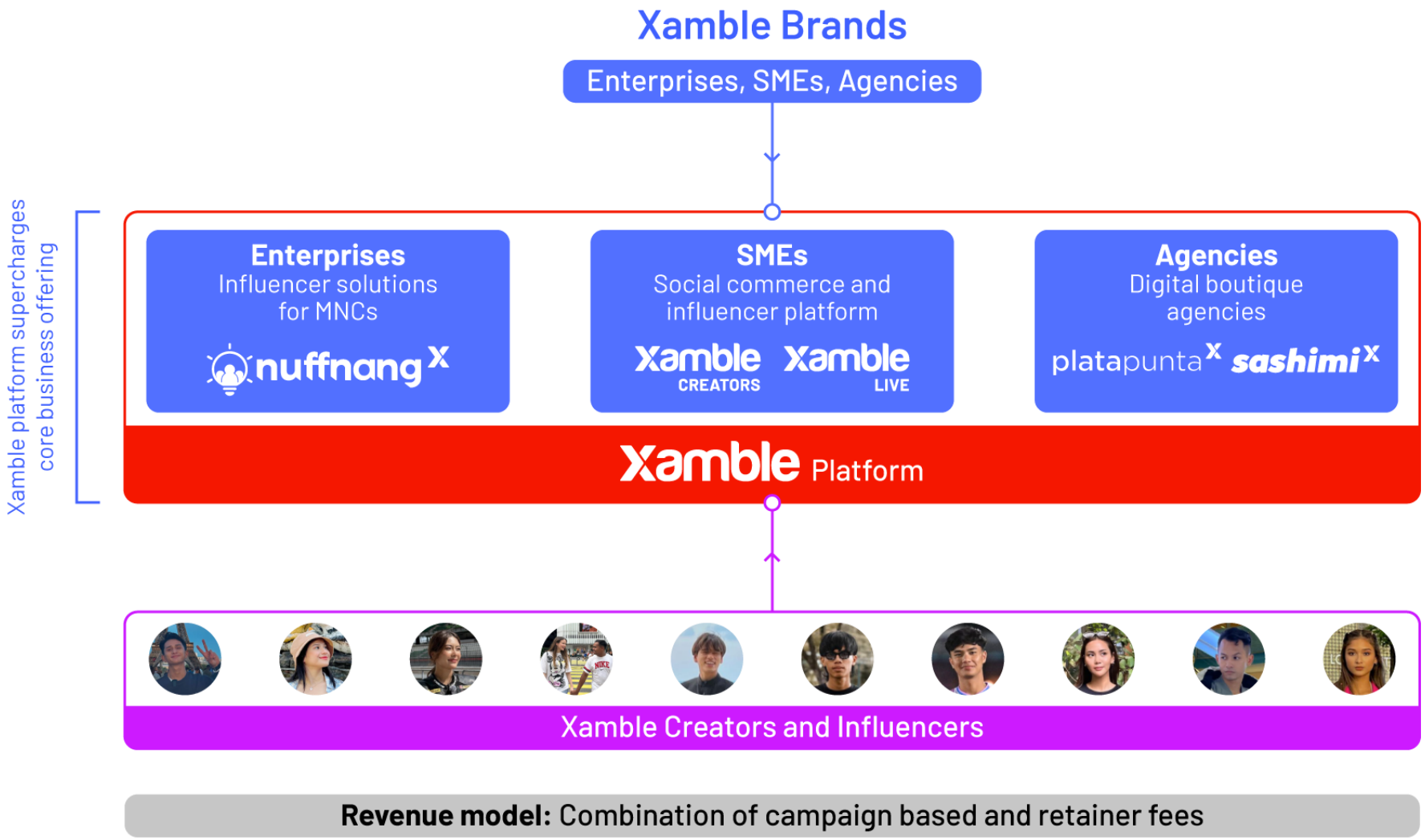
Discovery: The Xamble Creators app connects brands to the right influencers and influencers to the right campaigns

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

Xamble

… and creates a very scalable, highly effective way to capture this market



Revenue model: Combination of campaign based and retainer fees

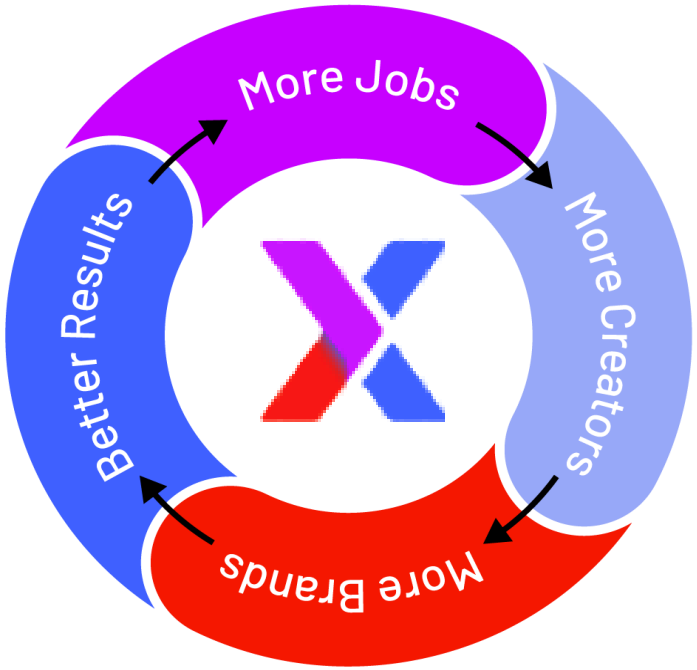
Highly scalable due to:

- **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**

Xamble

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



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H1 Business Update

Revenue growth in H1 CY2024, slightly increased by 2% to A$5.2 million:

- Revenue from Xamble's **SME business increased 253%** vs H1 CY2023 to A$0.38 million
- **Enterprise** delivered **11% revenue growth** to A$2.92 million

Business EBITDA[1] remained profitable at A$0.17 million in H1 CY2024

Continued investment in technology of A$0.33 million

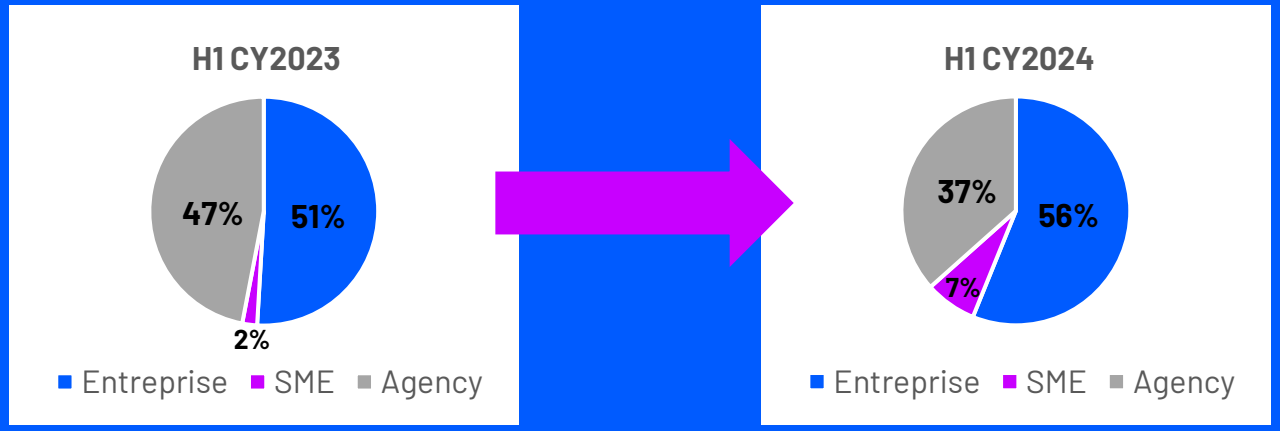
Cash balance of A$2.23 million as at 30 June 2024

Complete **formation of the management team** with the new Chief Executive Officer in place **to lead** the Group into its next phase of growth and innovation

In A$000s

Description	H1 CY2024	H1 CY2023	Growth
Group Revenue	**A$5,199**	**A$5,109**	**2%**
Business Expenses	(A$5,032)	(A$4,800)	5%
Business EBITDA[1]	**A$167**	**A$309**	**(46%)**
Technology Investment	(A$329)	(A$426)	(23%)
Technology Investment Income (Grant[2])	A$115	-	>100%
Corporate Costs (HQ & ASX)	(A$571)	(A$517)	10%
Group EBITDA[3]	**(A$618)**	**(A$635)**	**Improved by 3%**

Revenue by business unit



Note: All numbers are unaudited.

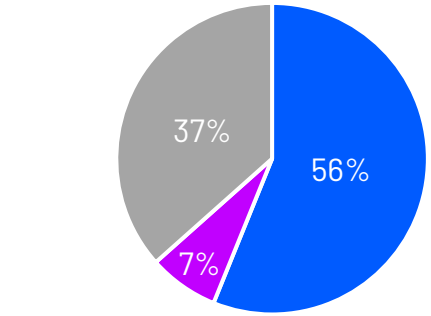
[1] Underlying business EBITDA ("Earnings Before Interest, Tax, Depreciation and Amortisation") adjusted for extraordinary items relating to forex movements, options expenses as well as investments to extend the current technology stack and corporate (HQ and ASX) expenses.

[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 and options expenses.

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

H1 CY2024 REVENUE



Xamble Brands

Enterprises, SMEs, Agencies

	Enterprises Influencer solutions for MNCs nuffnang X	SMEs Social commerce and influencer platform Xamble CREATORS Xamble LIVE	Agencies Digital boutique agencies platapunta X sashimi X
H1 CY2024 Revenue (million A$)	A$2.9m	A$0.4m	A$1.9m
Revenue Growth vs pcp	11%	253%	(21%)
Gross Margin %	36%	63%	40%
Revenue per Client (min, max)	A$1k – A$0.5m (Average A$54k)	A$3k – A$80k (Average A$26k)	A$3k – A$360k (Average A$48k)
Type of Engagement	Influencer campaigns for large companies	Direct (without agency) digital influencer campaigns or/and social commerce	Embedded influencer workstream in comprehensive marketing campaign of agency

Xamble

Award of A$1.15M Malaysian Grant

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

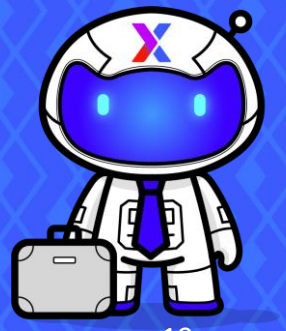
- **$A1.15M Malaysian Digital Acceleration Grant (MDAG)** awarded to Xamble Technologies in May 2024.
- Recognises Xamble as a **leading player** in Malaysia's influencer marketing space
- The MDAG enables Xamble to:
    - **Accelerate the growth** of its unique technology platform; and
    - **Capture 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

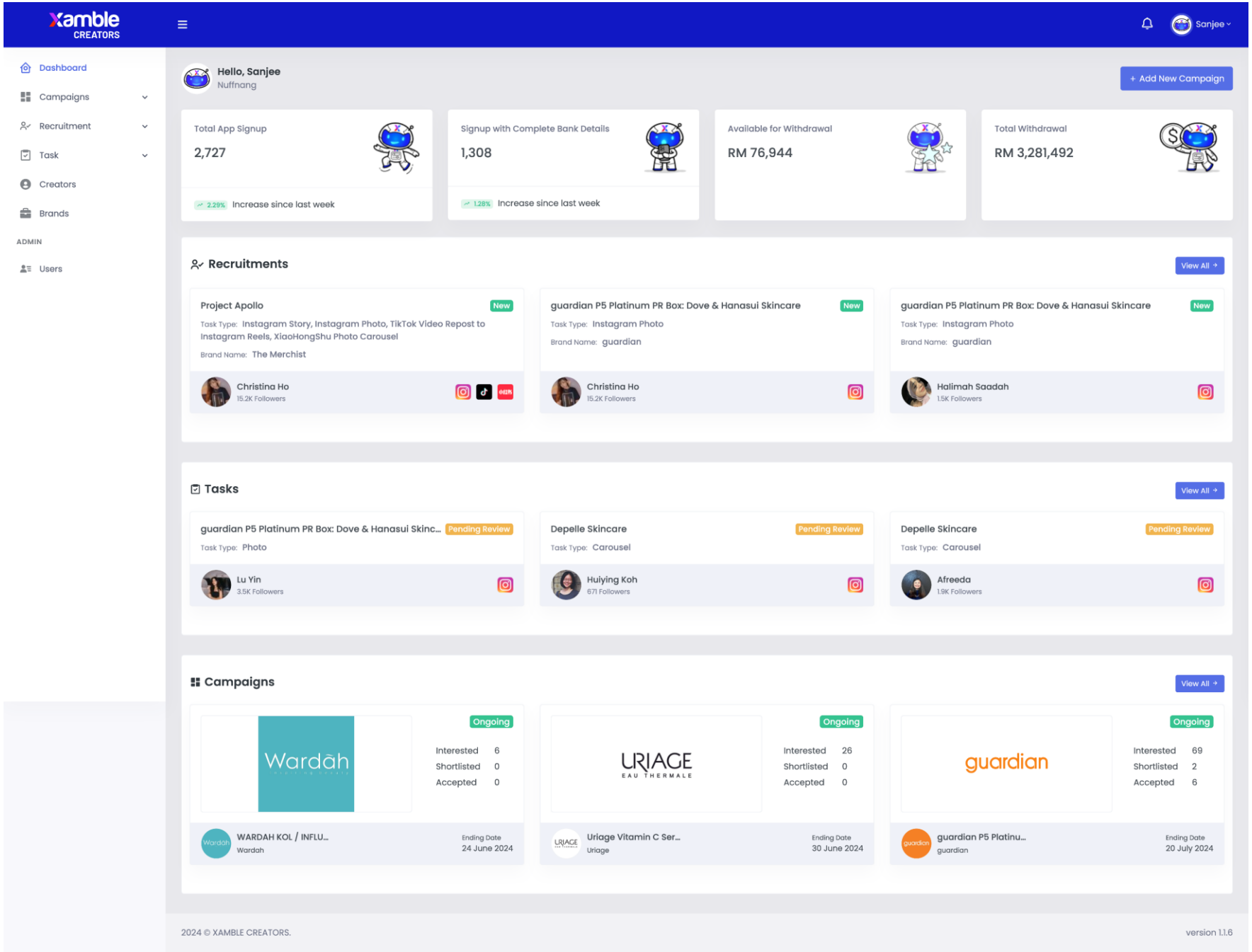
Outlook

- 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 operational 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
- Our aim is to evolve Xamble into a **sustainable, high growth business,** over the course of the next 12 months

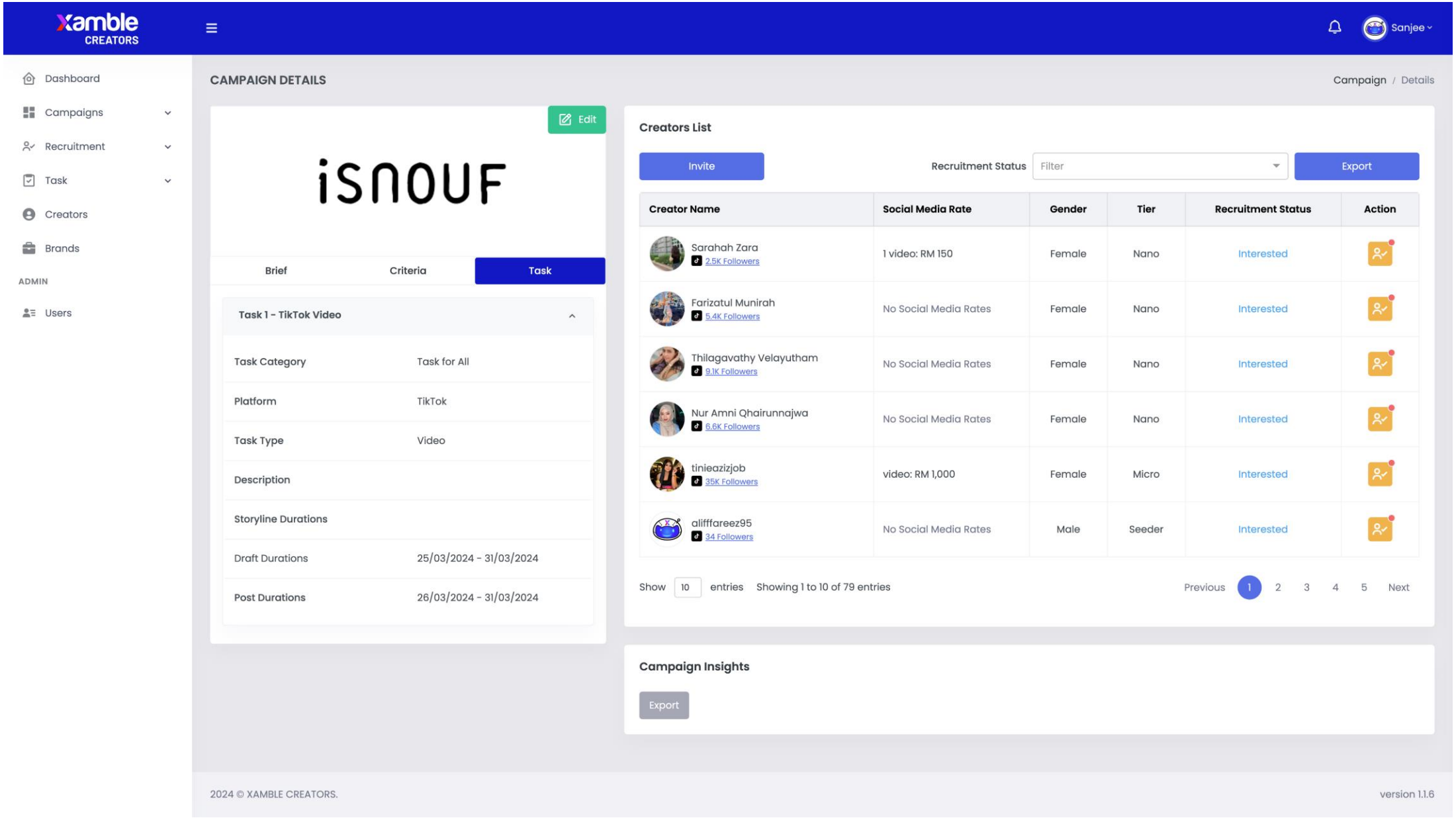
APPENDIX: XAMBLE CREATOR PLATFORM



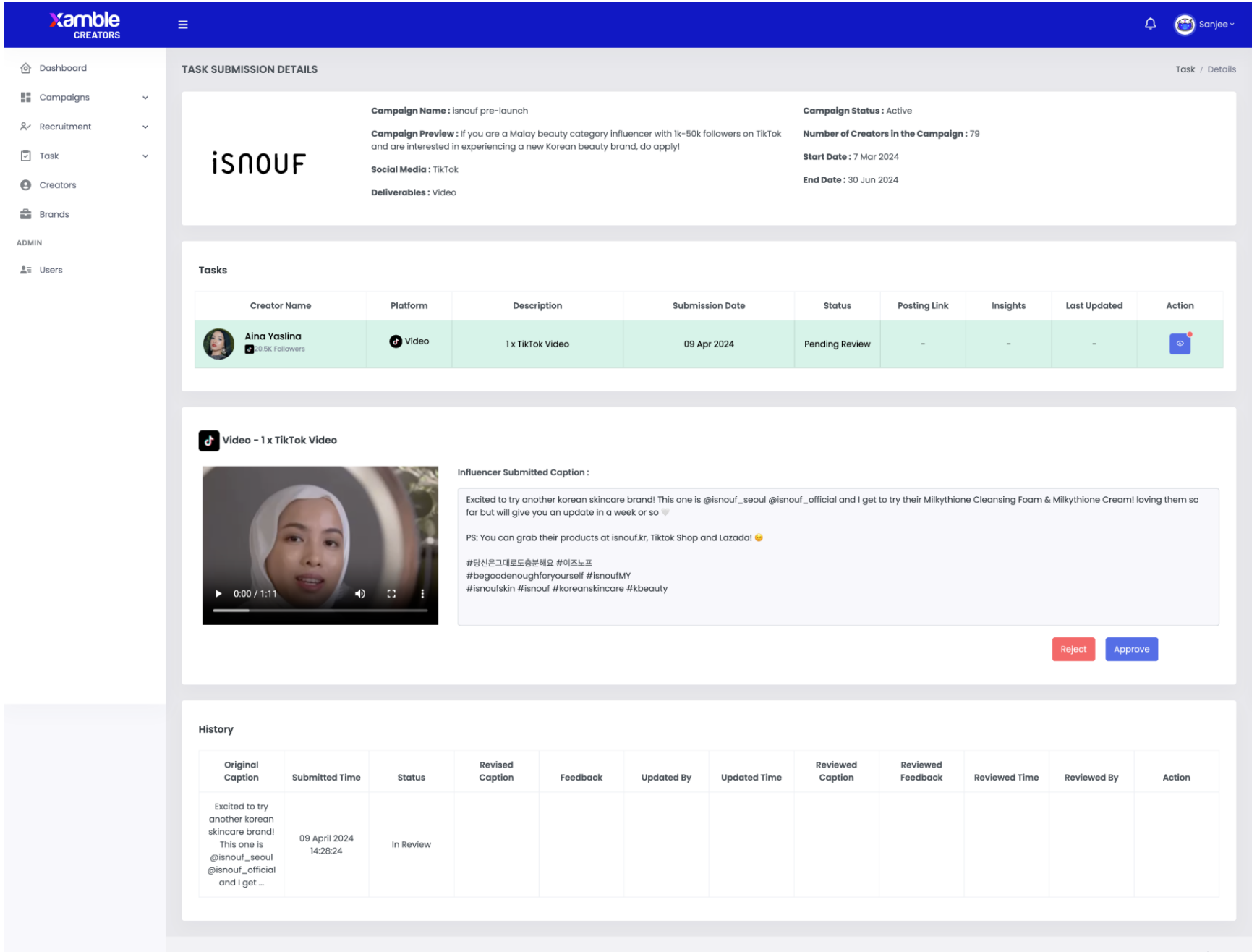
Dashboard Login



Creators List



Creators Video Content Review



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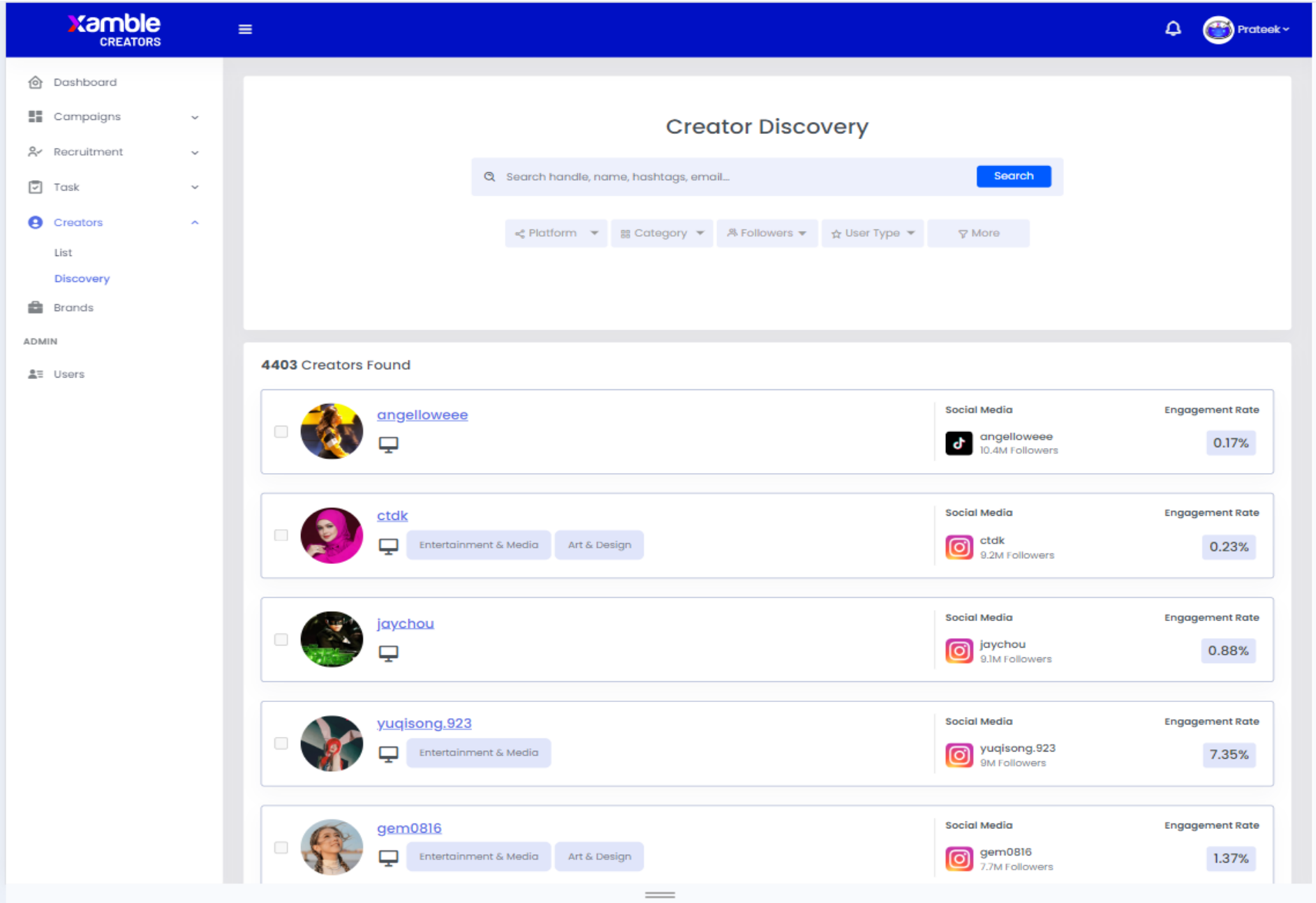
Creator Discovery – 4000 + Creators



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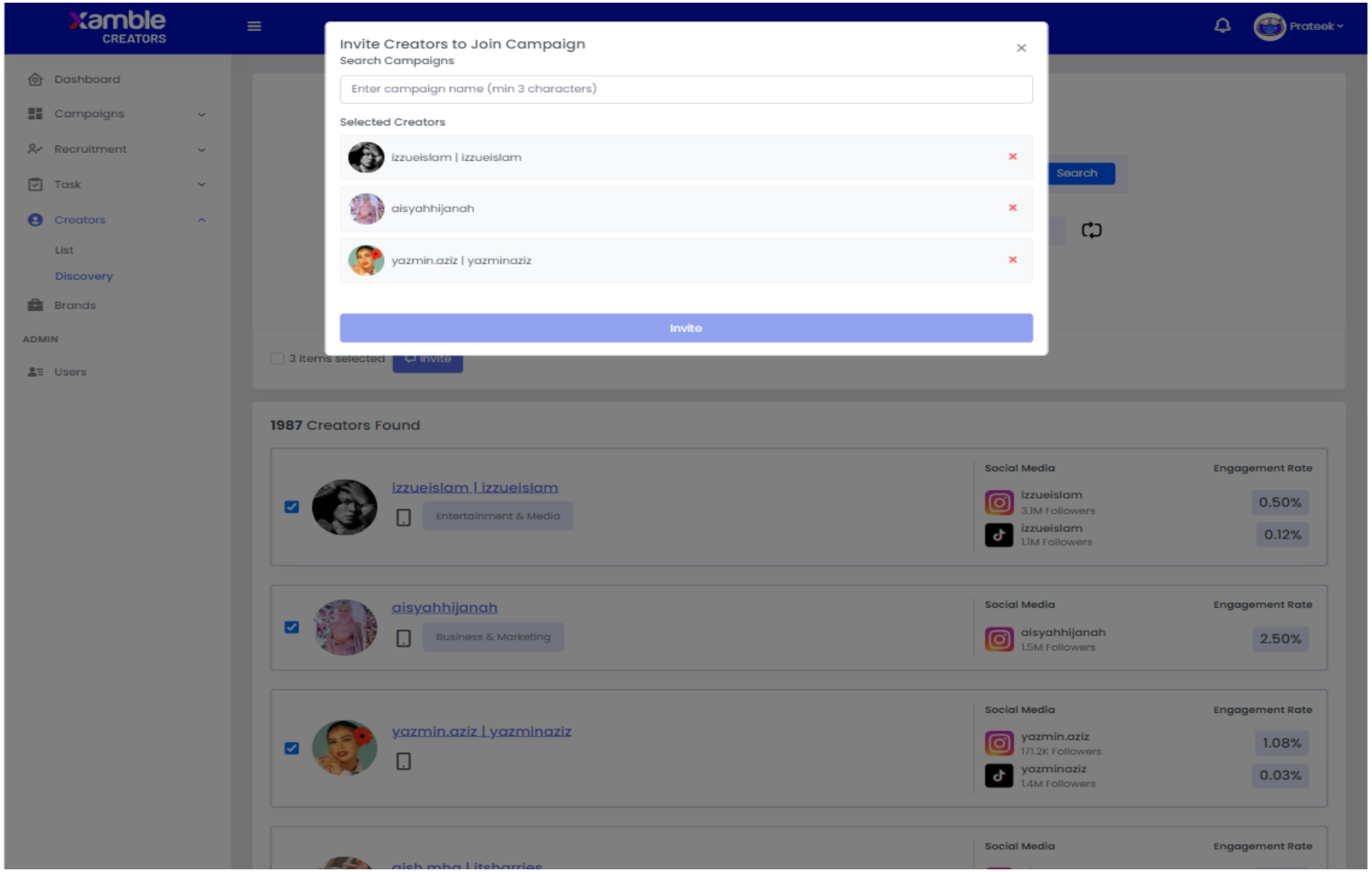
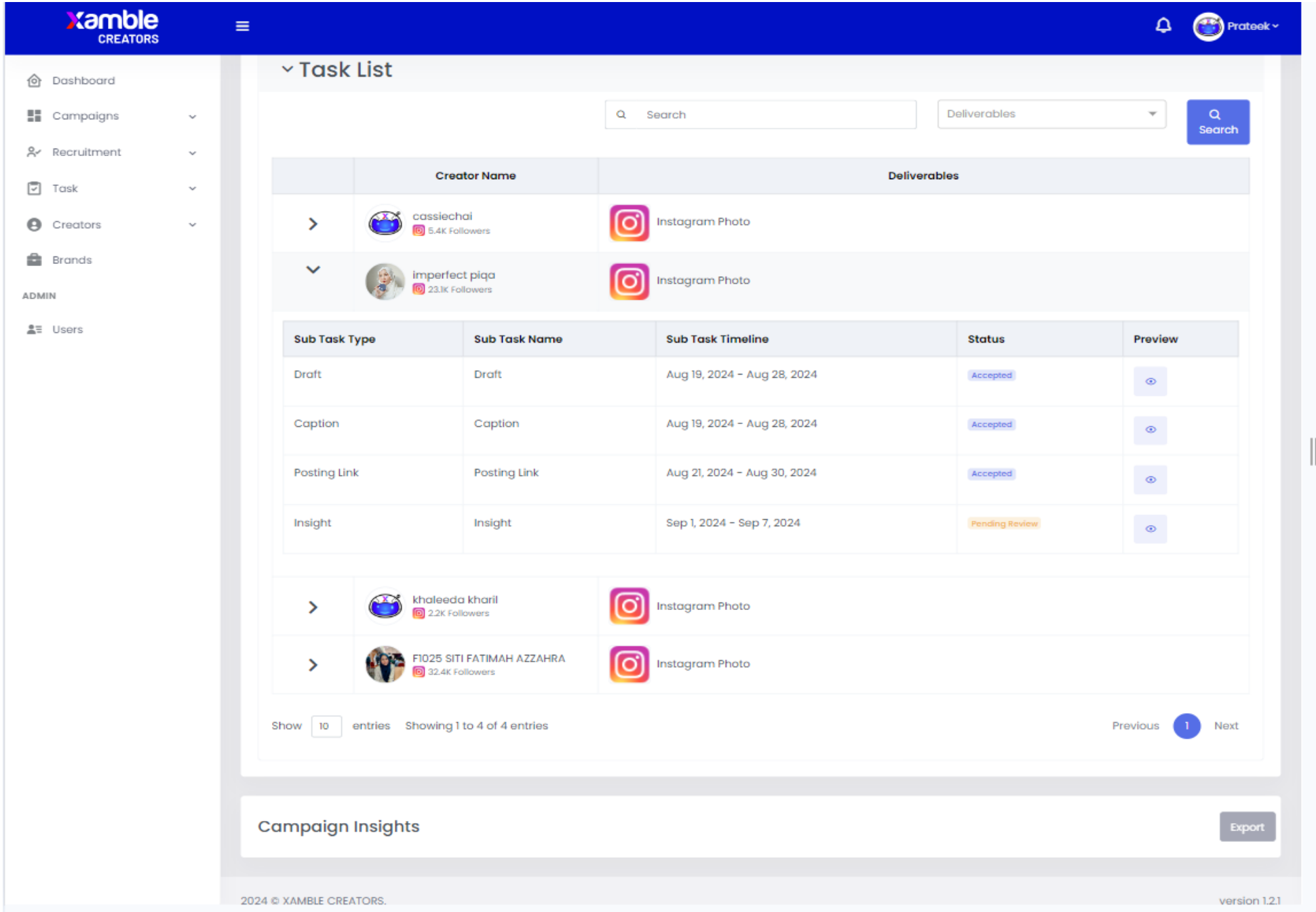
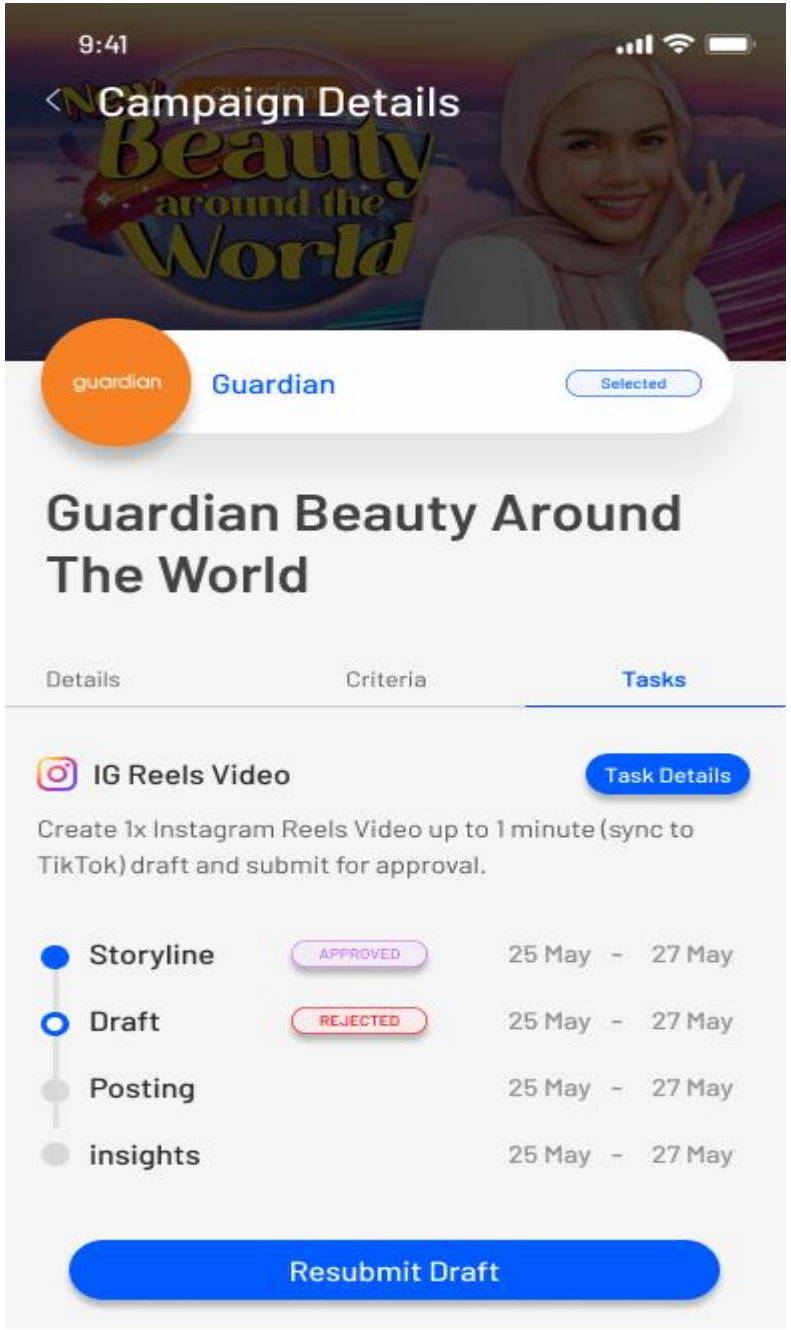
Creator Discovery – Automated Invite flow for app users

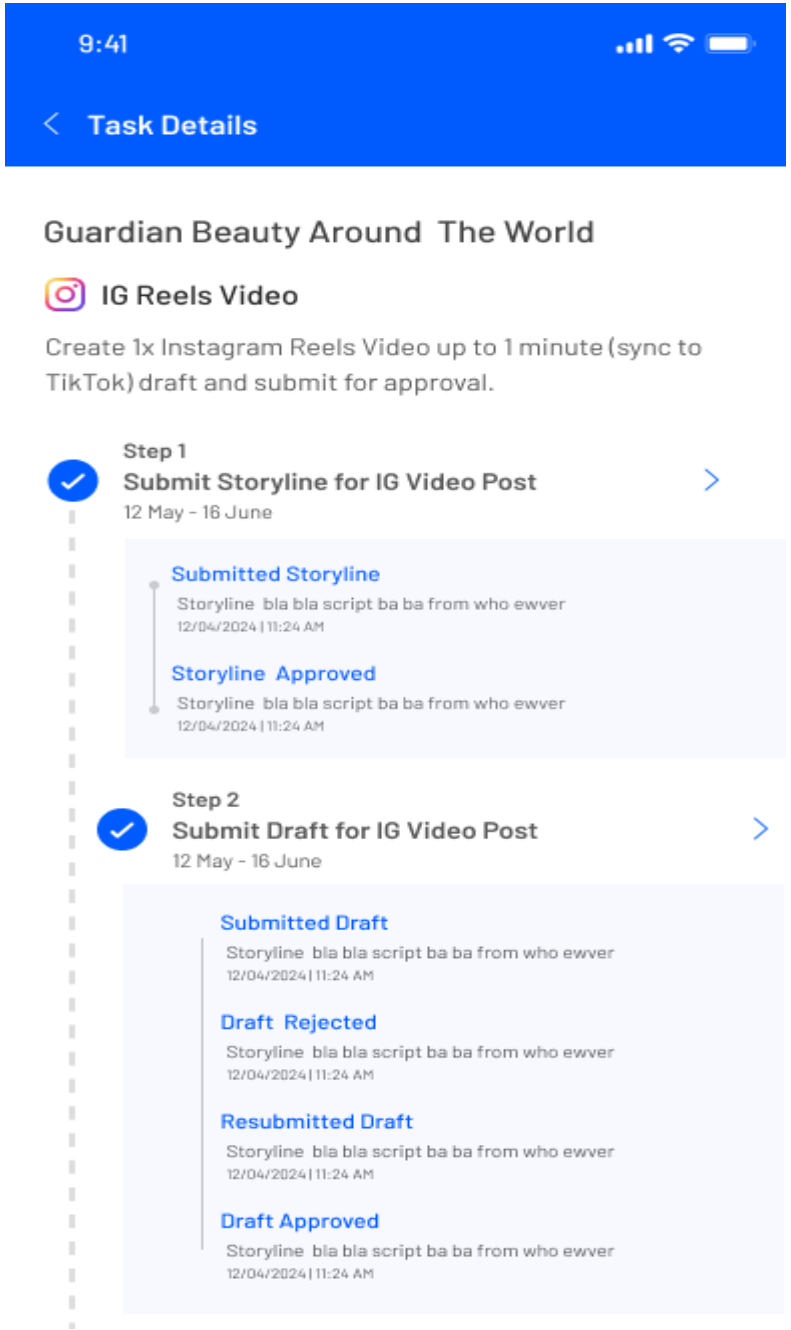


Campaign and Task Management – Campaign Manager view



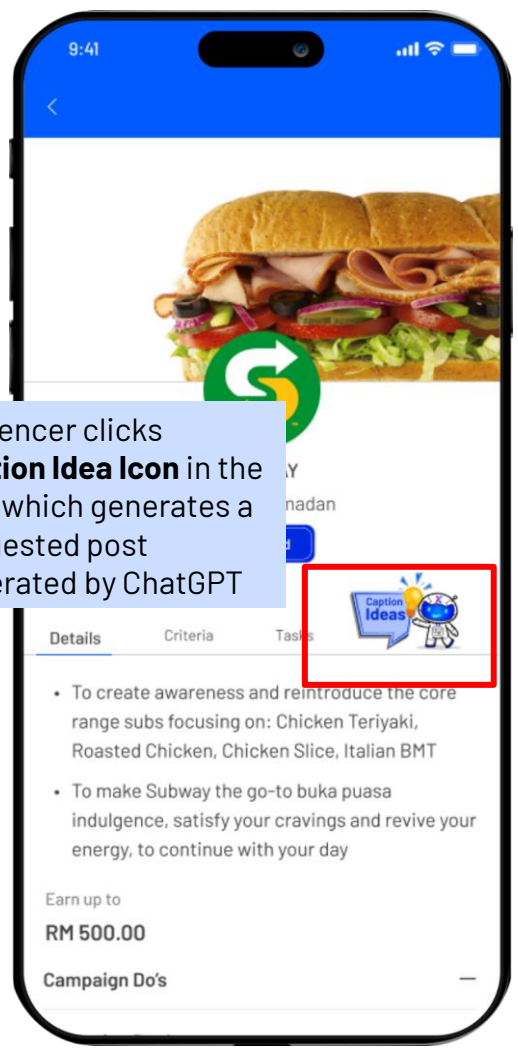
Campaign and Task Management – Creator view



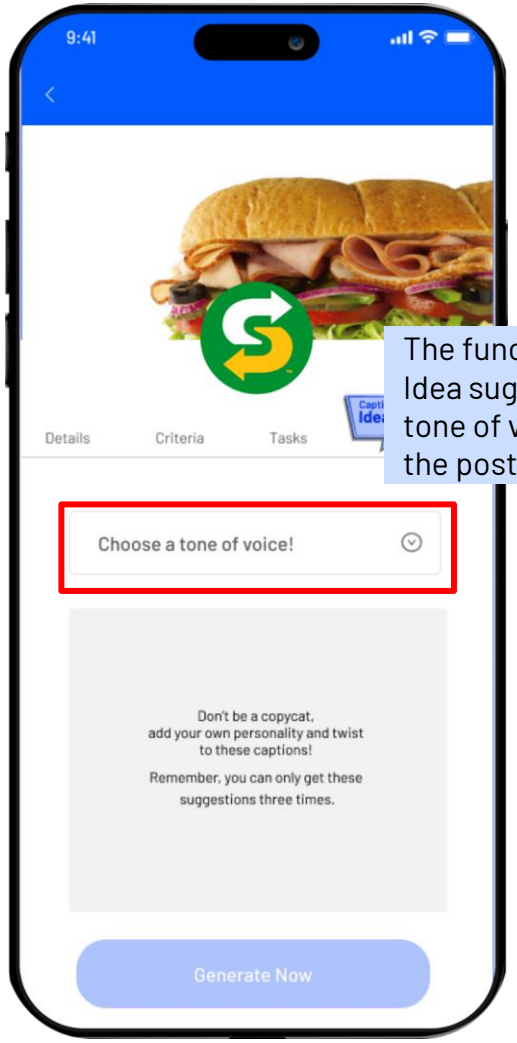


Xamble

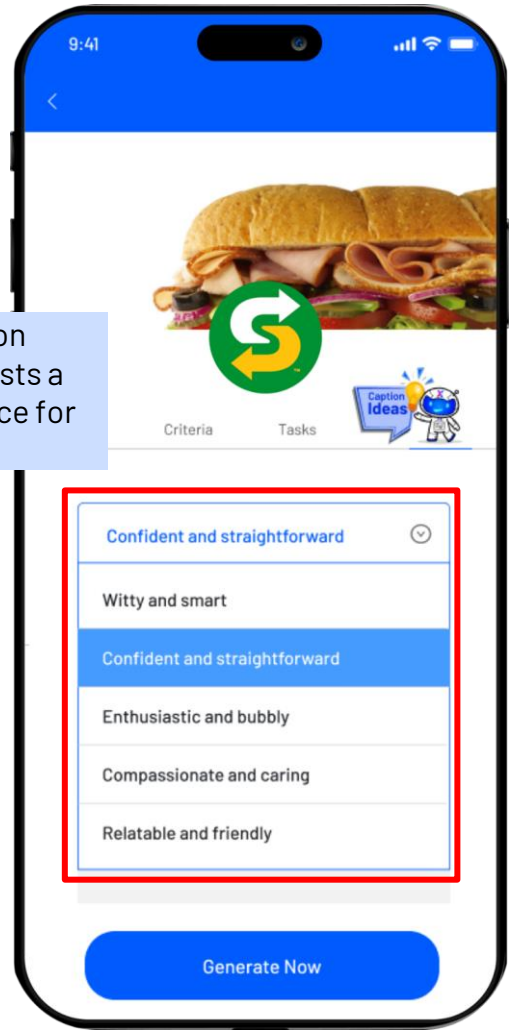
Integration of AI makes the platform more productive

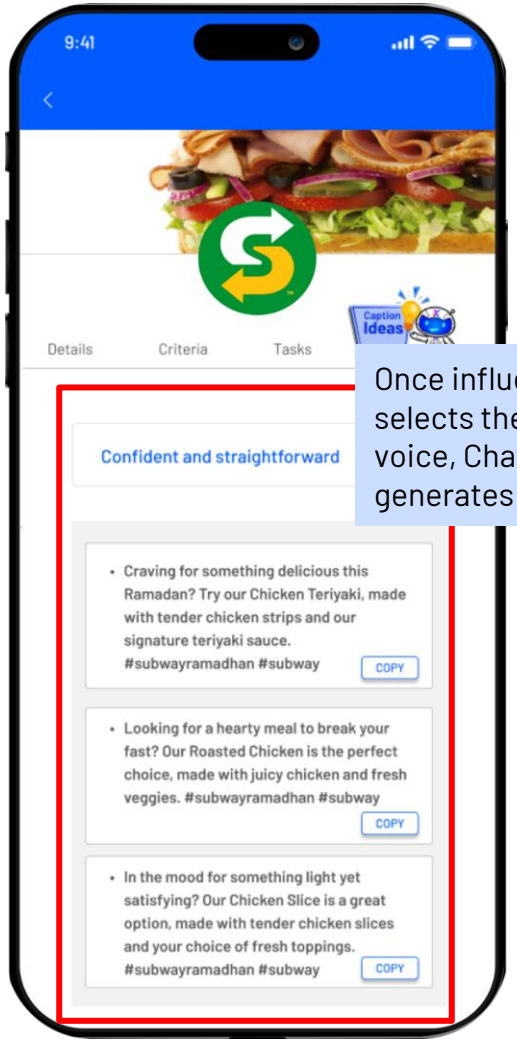


Influencer clicks **Caption Idea Icon** in the app, which generates a suggested post generated by ChatGPT



The function Idea suggests a tone of voice for the post





Once influencer selects the tone of voice, ChatGPT generates the post

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Disclaimer

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