

## ASX RELEASE

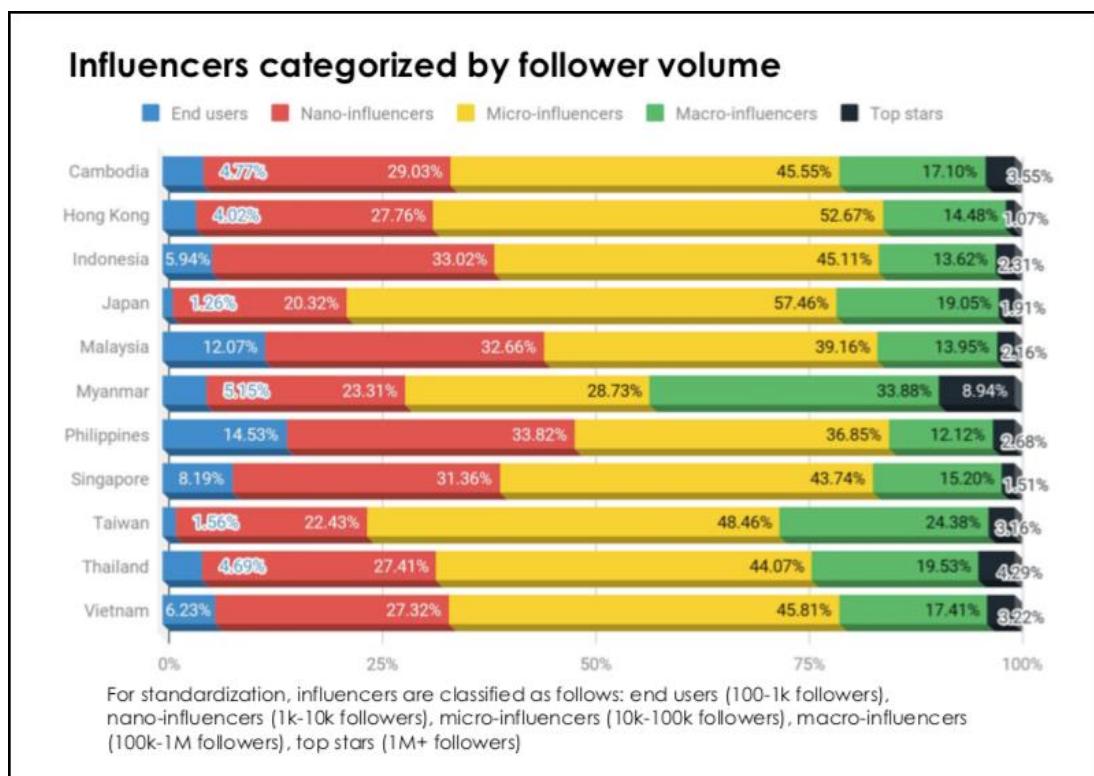
3 April 2023

## NETCCENTRIC REBRANDS TO XAMBLE - AMENDMENT

Social commerce platform provider **Netccentric Limited (ASX:NCL)** ("**Netccentric**" or the "**Company**" together with its subsidiaries, the "**Group**") provides this amended version of the announcement regarding the rebranding of the Company to Xamble which was originally released to the ASX on 30 March 2023.

The amendments to the announcement are as follows:

- On slide 6 the reference to Asia Pacific leading influencer marketing growth has been amended to clarify that the article referenced advises that Asia Pacific is expected to grow at the highest compound annual growth rate between 2020 and 2025; and
- On slide 9 clarification that the reference to micro and nano influencers making up 72.37% of the overall influencer market in Asia is based on a simple average of the countries included in the following chart which is included in the referenced article.



This announcement was approved for release by the Netccentric Board of Directors.



**For further information, please contact:****Ms Angeline Chiam**

Chief Financial Officer, Netccentric Limited

Email: [angeline@netccentric.com](mailto:angeline@netccentric.com)**Ms Gabriella Hold**

Investor Relations, Automic Group

Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)**About Netccentric Ltd**

Netccentric Ltd (ASX: NCL) is a pioneering and established provider of social media influencer marketing solutions. The Company provides its diverse client base of leading brands with results-focused growth strategies backed by end-to-end expertise spanning Influencer Marketing, Social Media Marketing, Performance Marketing and Social Commerce.

Listed on the Australian Securities Exchange and based in Malaysia with offices in Malaysia and Taiwan, Netccentric is rapidly commercialising an innovative social commerce platform which turns the engagement between social media influencers and followers into revenue and sales.



**ASX RELEASE**

30 March 2023

**NETCCENTRIC REBRANDS TO XAMBLE,  
LAUNCHES NEW MOBILE INFLUENCER PLATFORM****HIGHLIGHTS:**

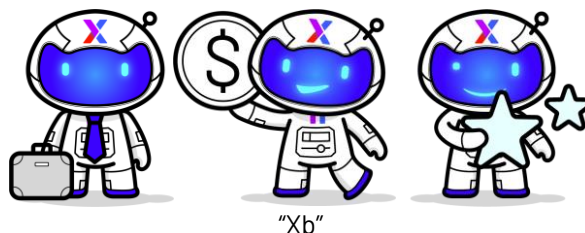
- **Netccentric is rebranding to Xamble to better communicate its products and services**
- **New mobile influencer platform, Xamble Creators has been launched which will diversify the Group's revenue streams and provide new growth opportunities**
- **Xamble Creators will be initially rolled out to the Group's influencers in Malaysia and integrated to Open AI's ChatGPT**
- **Corporate name change to "Xamble Group Limited" is subject to shareholders' approval at the forthcoming AGM**

Social commerce platform provider **Netccentric Limited (ASX:NCL)** ("**Netccentric**" or the "**Company**" together with its subsidiaries, the "**Group**") is rebranding to Xamble (with a corporate name change to Xamble Group Limited) and has released a new mobile influencer platform which will diversify its revenue streams and provide new growth opportunities.

Derived from the core word "assemble", Xamble is pronounced as 'x-em-bl', and reflects the Group's vision of 'Assembling Communities' to deliver prosperity and value to its ecosystem of brands, influencers or 'creators', and consumers. The Group has worked with more than 300 brands including the likes of KFC, Unilever, P&G and Hasbro, and has access to over 20,000 influencers that reach over 20 million consumers in Malaysia, Singapore and Taiwan.

The corporate rebrand coincides with the release of Netccentric's new app, Xamble Creators, which improves collaboration between micro and nano influencers and brands. It enables influencers to better monetise their content and networks. Xamble Creators allows these influencers to find interest-aligned brand campaigns, be invited to participate in exclusive brand campaigns, and receive payment for their content.

The platform will soon be integrated with Open AI's ChatGPT to provide influencers with suggested social media posts based on the campaign brief and preferred tone of voice. The Group is also introducing a visual representation of the new brand called "Xb". Xb is a virtual robot that will appear across the Group's platforms and will provide virtual tutorials and suggested social media posts to its influencers.



Xamble Creators, the new app, has already gone live on the iOS App Store, Android Play Store and Huawei AppGallery. In FY2022, the Group paid RM6.7 million (S\$2.1 million) to 1.5k influencers for campaigns executed on behalf of the Group's clients in Malaysia alone. Going forward, these payments will be processed through Xamble Creators, the new app, thus requiring the Group's influencers in Malaysia to download this app.

Xamble Creators' revenue models will be through new software-as-a-service (SaaS) and fintech revenue streams for Netccentric with the Group also intending to generate platform revenue from productivity transaction fees, early payment financing fees from influencers, and last-minute job fees from brands. Xamble Creators will also enable the Group to expand into the large SME market and effectively scale to new geographic markets and industries.

Netccentric Executive Chairman, Ganesh Kumar Bangah, said: *"Xamble reflects our existing business operations and aspirations to build Asia's largest digital society, leveraging content to influence purchasing decisions and add value to our ecosystem of brands, creators and consumers."*

*"Xamble Creators, our new app has been designed specifically for Asia's largest influencer category - micro and nano influencers. These highly valuable creators have more personal and authentic interactions with consumers and engage more often with their audience than other influencer types. The ability to access a ready pool of influencers provides our brand partners with a unique selling proposition while enabling us to effectively enter new industries and geographies. Importantly, Xamble Creators diversifies our revenue streams and enables us to expand into the large SME market which will drive long-term revenue growth."*

The Group's name change to Xamble Group Limited is subject to shareholders' approval at Netccentric's forthcoming Annual General Meeting to be held on 30 May 2023.

*This announcement was approved for release by the Netccentric Board of Directors.*

**For further information, please contact:**

**Ms Angeline Chiam**

Chief Financial Officer, Netccentric Limited

Email: [angeline@netccentric.com](mailto:angeline@netccentric.com)

**Ms Gabriella Hold**

Investor Relations, Automic Group

Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)

**About Netccentric Ltd**

Netccentric Ltd (ASX: NCL) is a pioneering and established provider of social media influencer marketing solutions. The Company provides its diverse client base of leading brands with results-focused growth strategies backed by end-to-end expertise spanning Influencer Marketing, Social Media Marketing, Performance Marketing and Social Commerce.

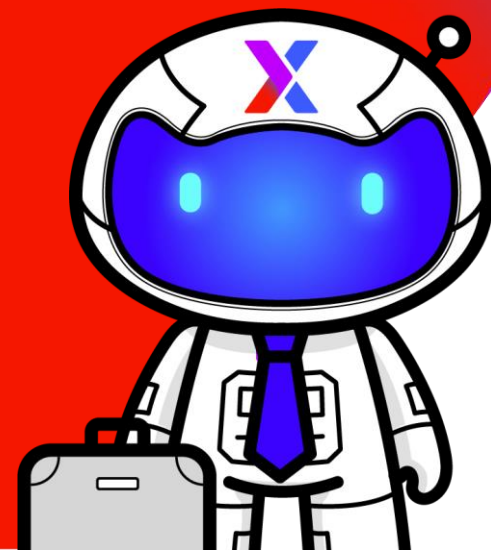
Listed on the Australian Securities Exchange and based in Malaysia with offices in Malaysia and Taiwan, Netccentric is rapidly commercialising an innovative social commerce platform which turns the engagement between social media influencers and followers into revenue and sales.



For personal use only

# Assembling Communities.

And then some.



## Xamble Group & Xamble Creators

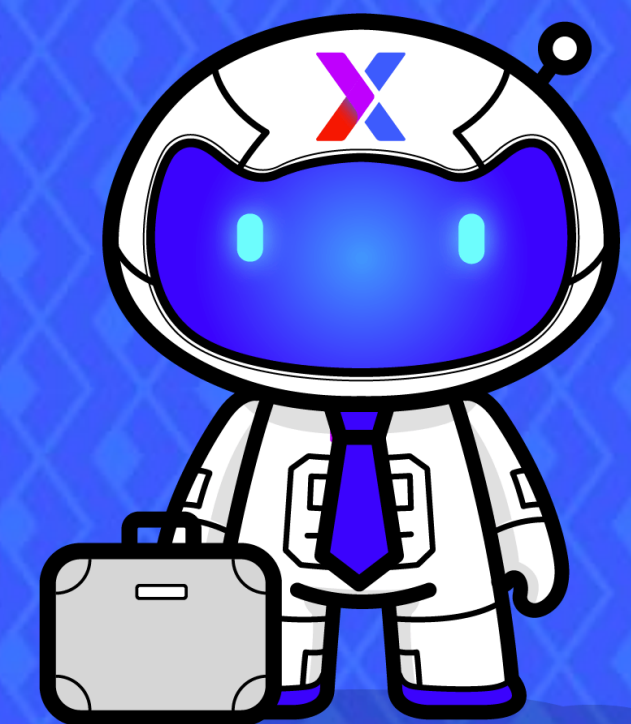
Business & Product Overview  
March 2023





# 01

## Xamble Group





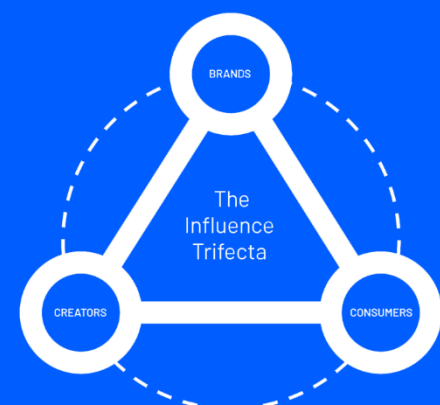


/x'ɛmbl/



## Our Vision

Our Vision is to assemble digital communities to deliver wealth and value to our ecosystem of brands, creators and consumers.



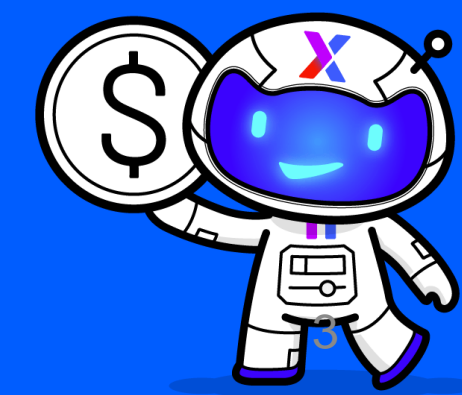
## Our Mission

Our Mission is to nurture a symbiotic relationship in our business ecosystem.

## Our Proposition

Xamble brings people together. By assembling communities and activating them, we help brands, creators and consumers make informed decisions with an integrated influence strategy.

Xamble leverages our web3 and generative AI-enabled ecosystem to empower a seamless and equitable exchange of value and connections.

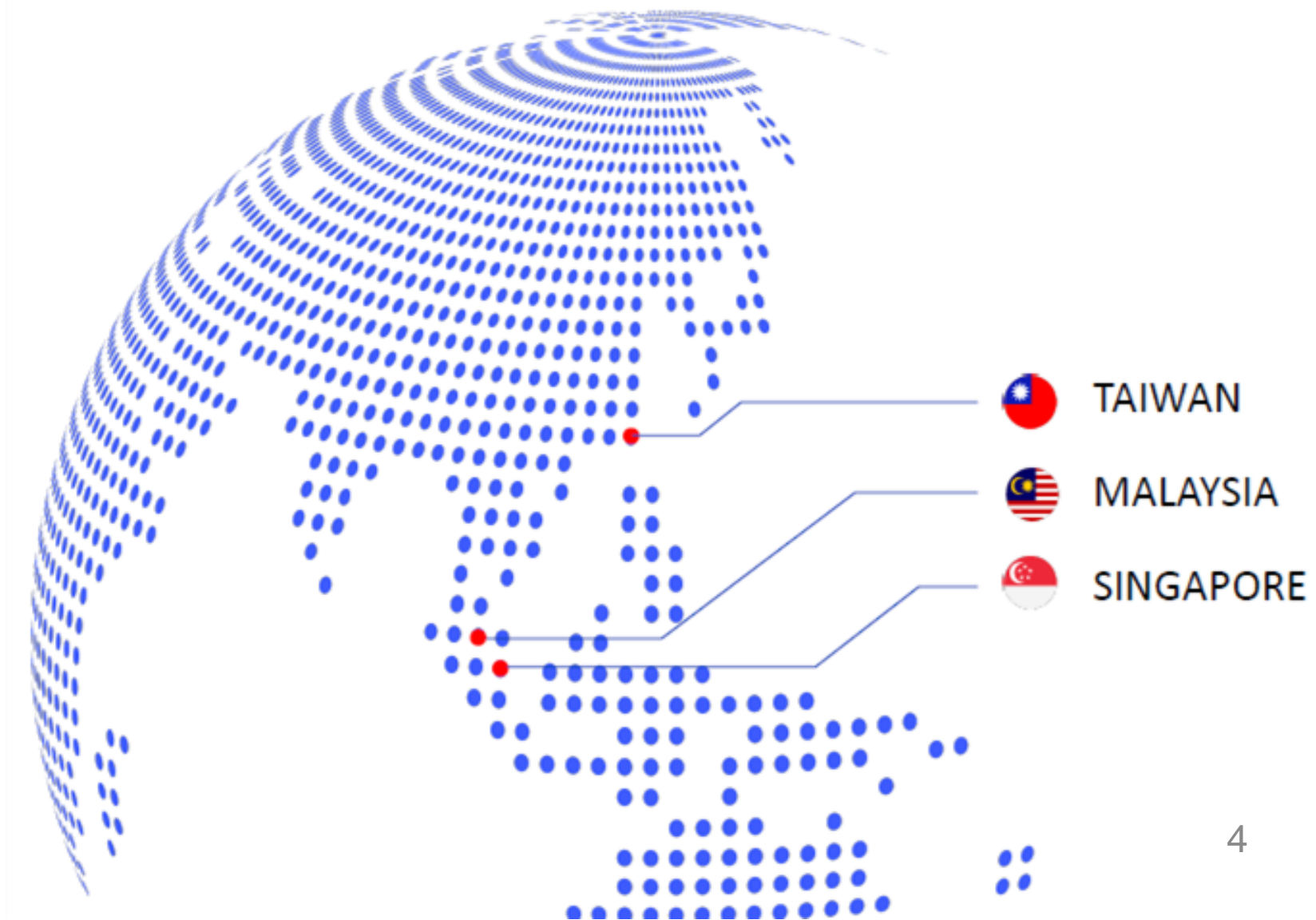


# Our Fundamentals

Being in the industry for over 16 years, we have worked with over hundreds of brands, executed thousands of campaigns, and impacted millions of consumers.

Today, we have a diverse community of 20,000 influencers and content creators across all influencer categories that reach more than 20 million consumers in Malaysia, Singapore and Taiwan.

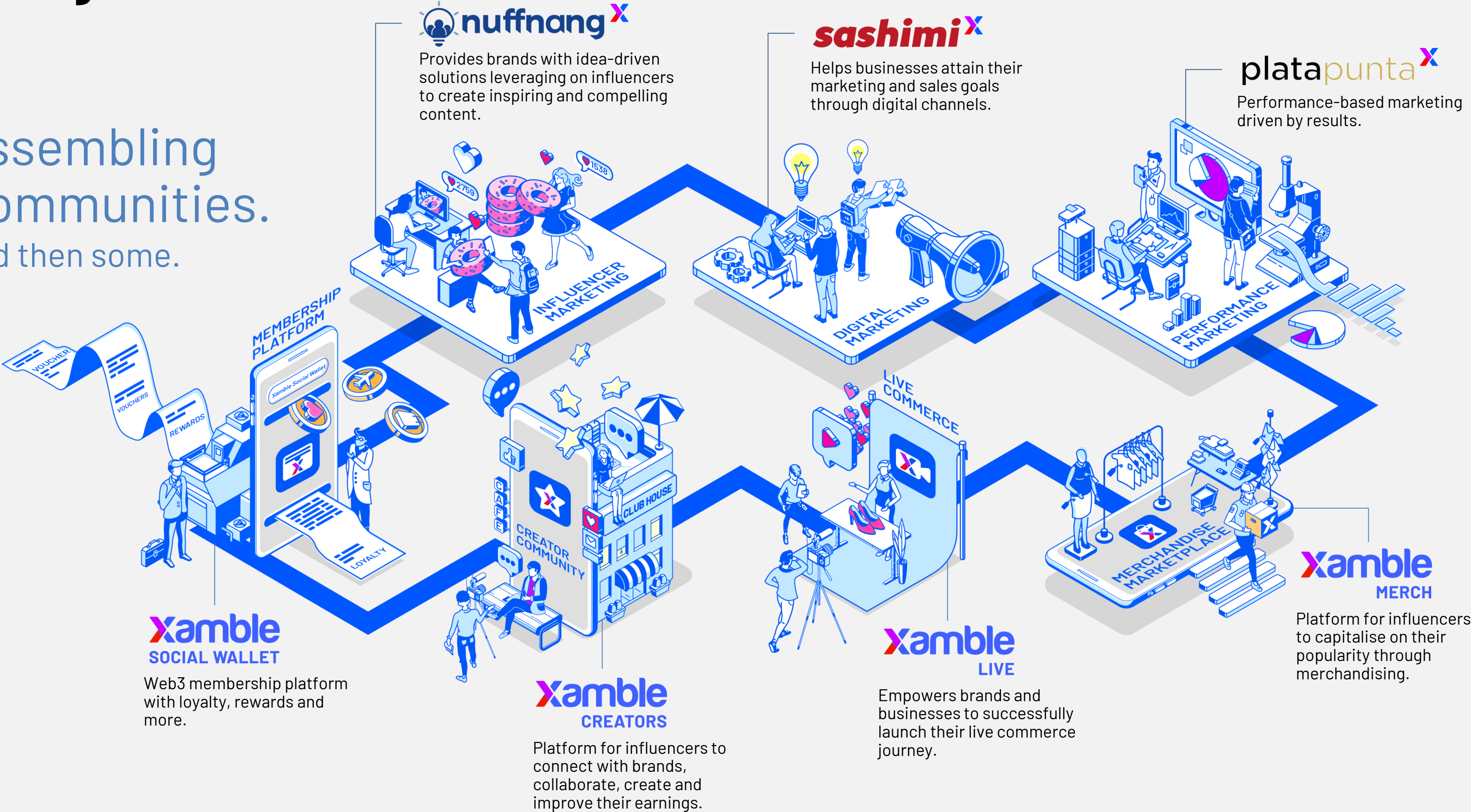
16+	300+	20,000+	20M+
Years	Brands	Creators (Influencers)	Consumers





# Our Ecosystem

Assembling  
Communities.  
And then some.





# Market Opportunity

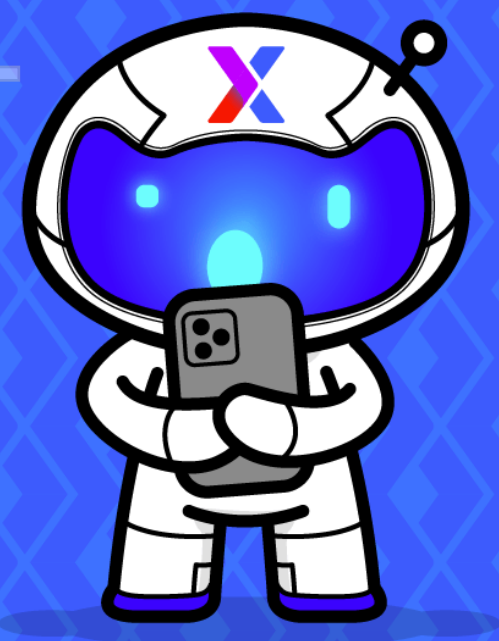
The size of the global influencer marketing platform market is expected to grow to **US\$24.1 billion by 2025**, at a Compound Annual Growth Rate of 32%.<sup>1</sup>

In 2022 alone, **influencer marketing was expected to be worth US\$16.4 billion globally** with more than 75% of brands intending to commit budgets to this marketing channel.<sup>2</sup>

**Asia Pacific** is expected to grow at the **highest Compound Annual Growth Rate** between 2020 and 2025.<sup>3</sup>

Our target market, South-East Asia, enjoys **high rates of internet adaptation and mobile data usage** with the internet economy in the region **on track to hit \$300 billion in 2025**.<sup>4</sup>

Influencer marketing in South-East Asia is expected **to grow to a whopping US\$2.59 billion by 2024**.<sup>5</sup>



**Xamblе**

Source:

1. and 3. <https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

2 and 5. <https://www.insg.co/en/influencer-marketing-southeast-asia/>

4. <https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t>



# 02

## Xamble Creators

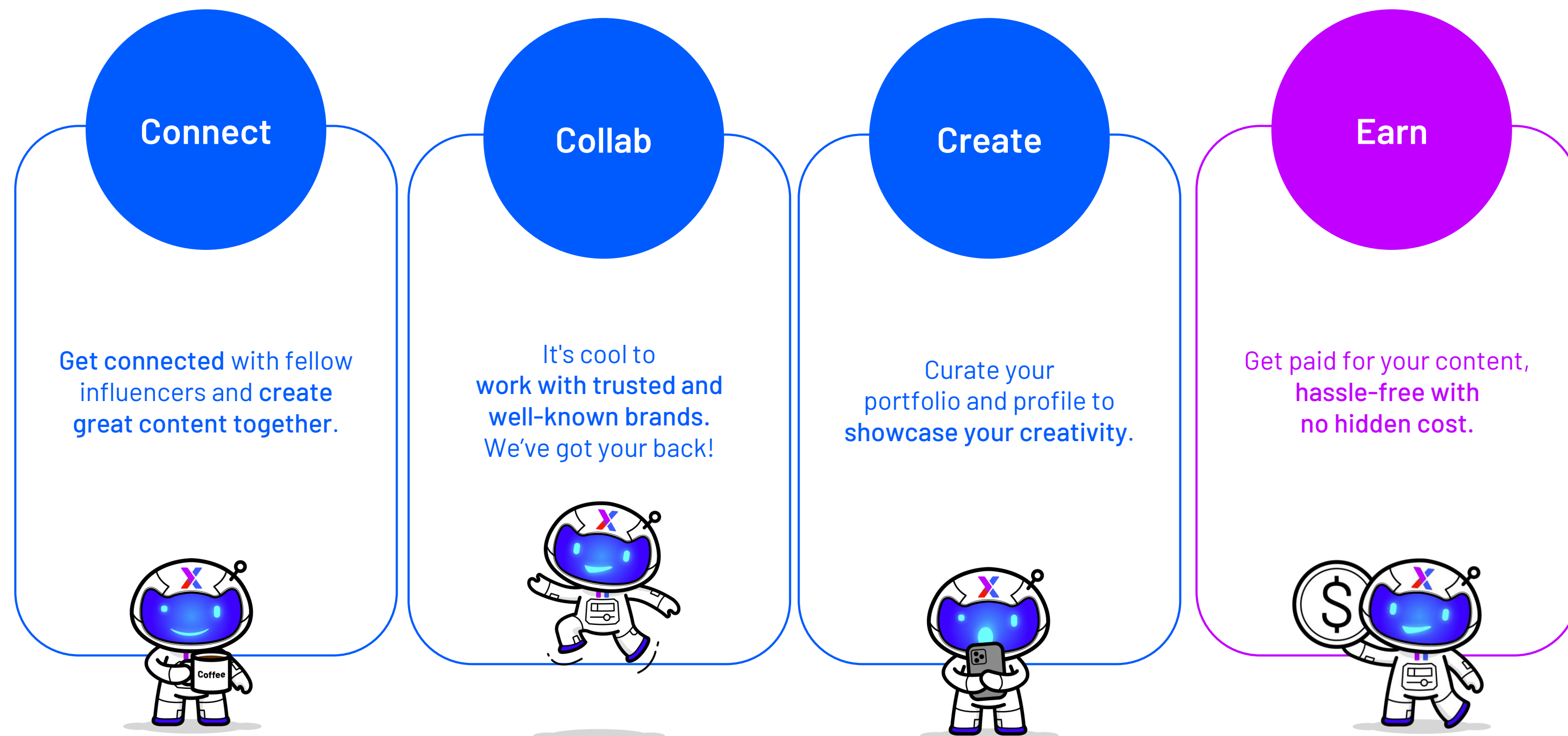
Connect. Collab. Create. Earn.







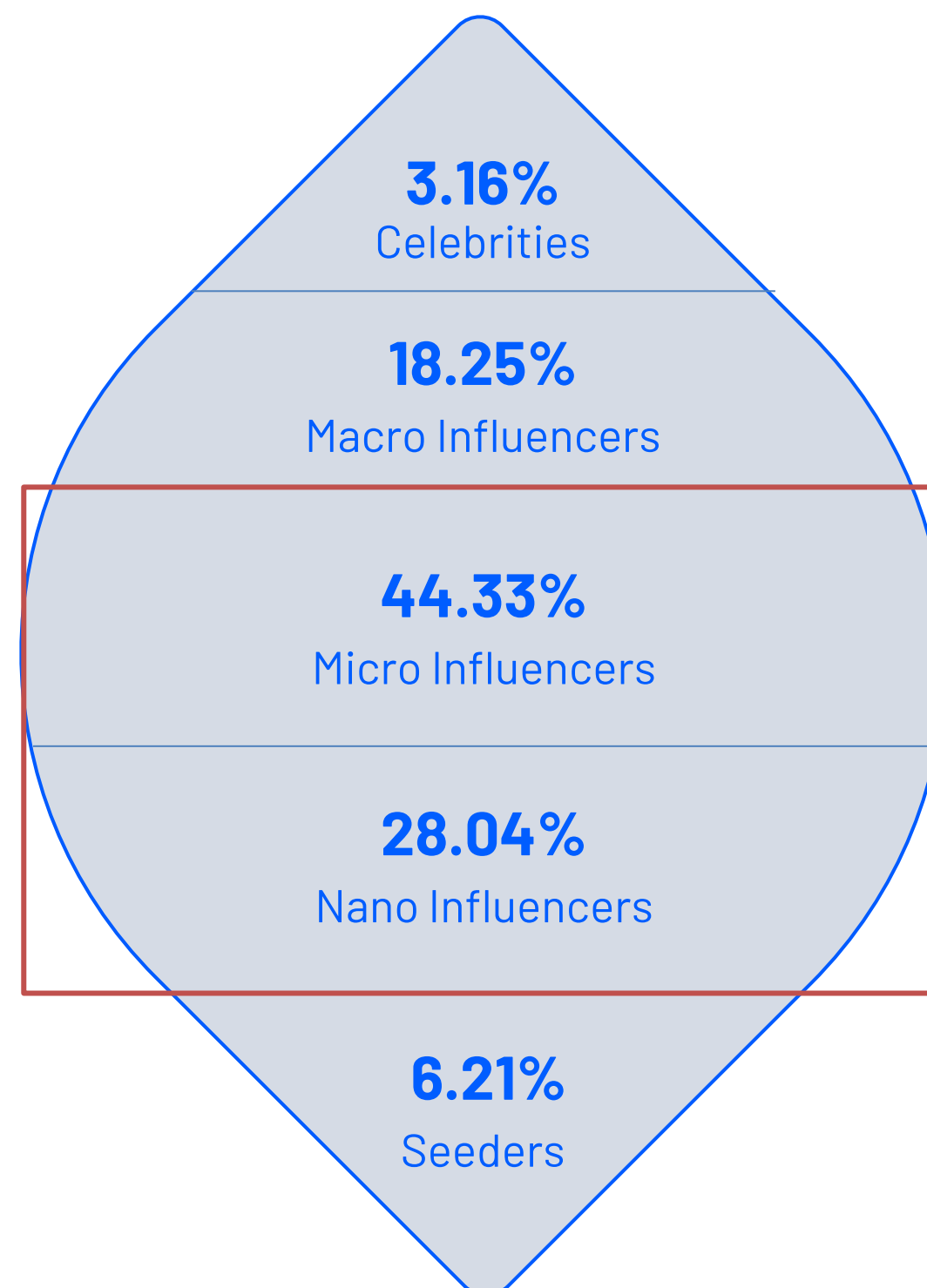
**Xamble Creators** is a **platform** that helps influencers and brands connect for work opportunities, collaborate on new ideas and create content to earn.



# Our Target Influencers

## Influencer categorised by follower volume - Asia

- Seeders : 100-1k Followers
- Nano-influencers : 1k - 10k Followers
- Micro-influencers : 10k - 100k Followers
- Macro-influencers : 100k - 1m Followers
- Top stars : 1m+ Followers



## Why Micro and Nano Influencers?

### Largest influencer category in Asia

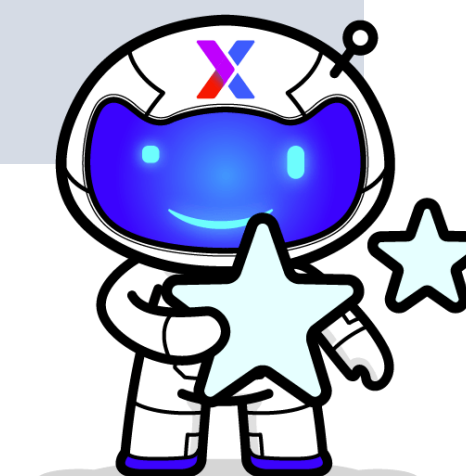
Micro and nano influencers make up an average of 72.37% of the overall influencer market in Asia<sup>[1]</sup>.

### Expertise of a particular topic

Effective strategy to drive action-based promotion of products and services.

### More personal and authentic interactions

Have the most intimate connection with their audience base, engaging with them directly more often than other influencer types.



# Showcase Your Creativity!

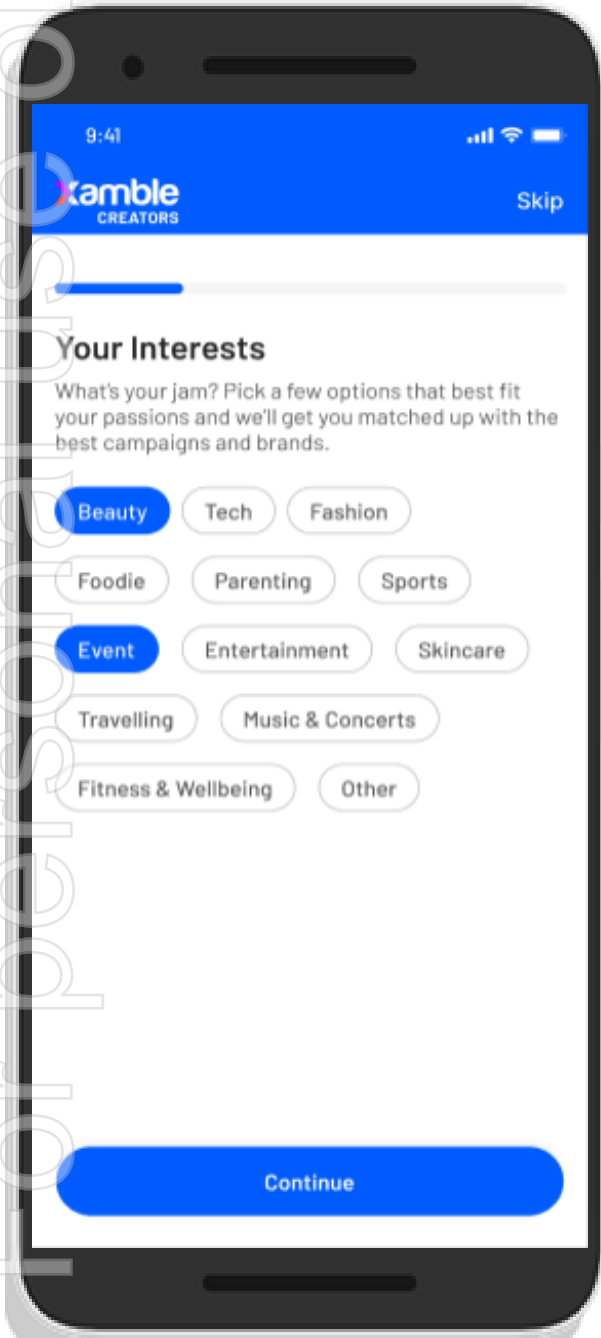
## Profile & Portfolio

1

Sign-up and pick interest

Unleash your talent!

Pick the perfect fit and start adventure!

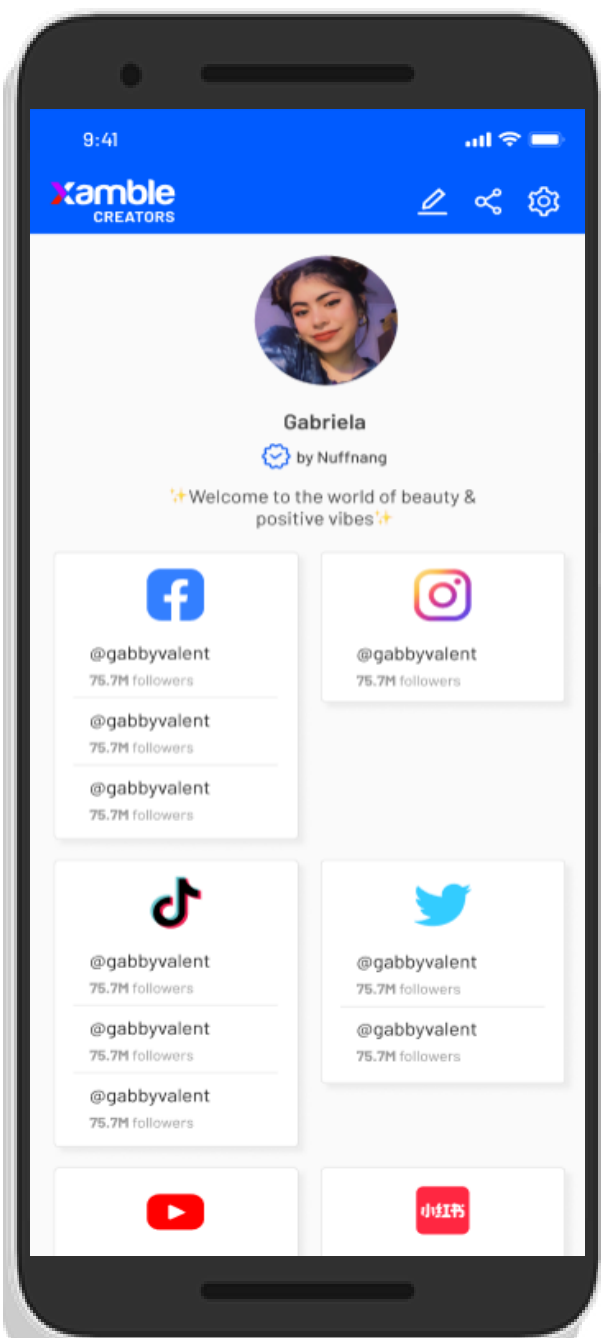


2

Link to social media

Make a great first impression.

Showcase yourself and get connected to like-minded influencers and brands.

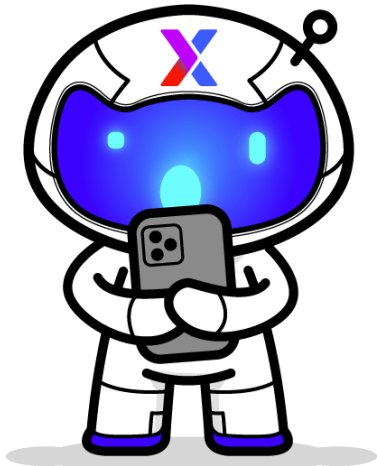
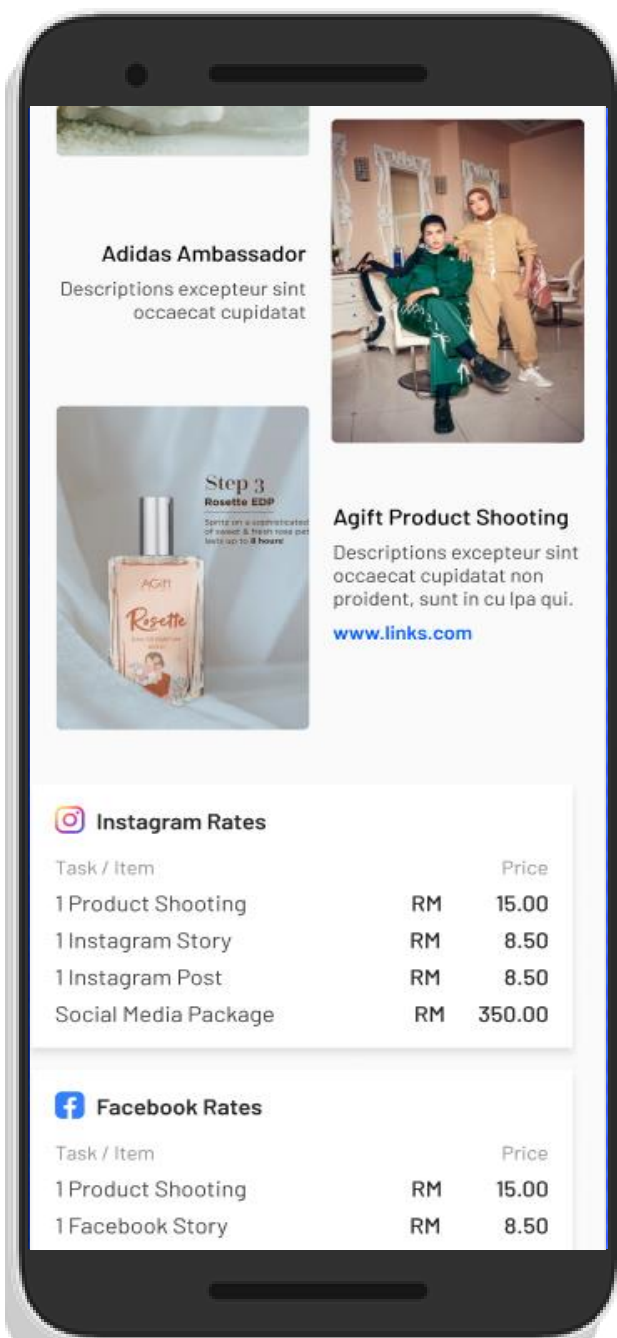


3

Portfolio & rates creation

Impress brands and collaborators

Flaunt your skills with a stunning portfolio and set your own rates!



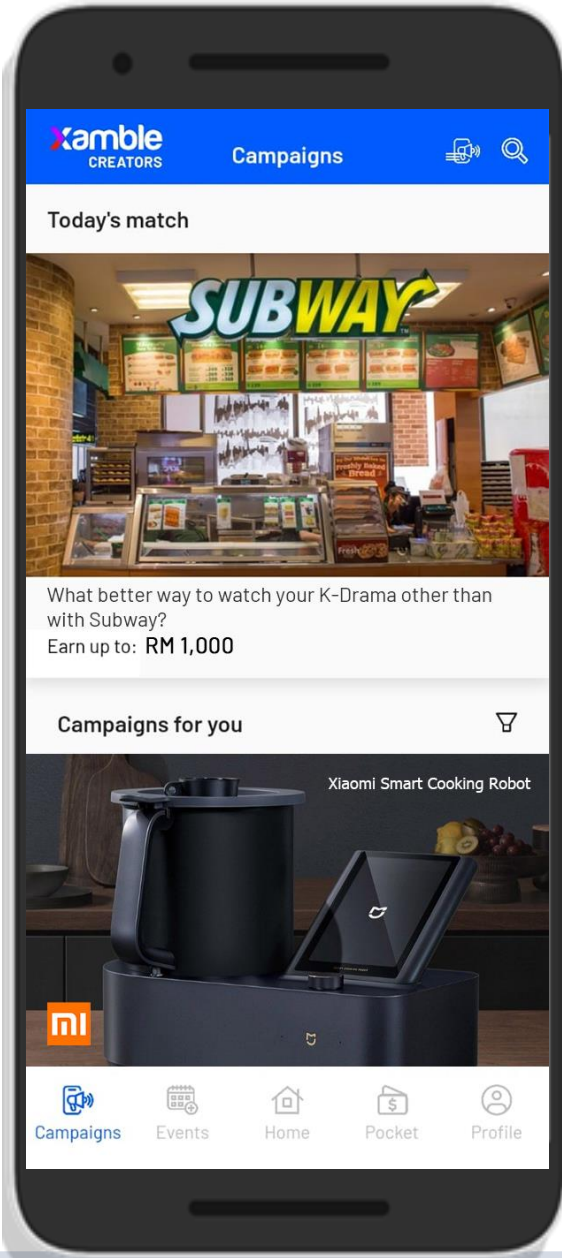


# Get Invited to Exclusive Campaigns!

## Campaigns

1

Find interest-aligned campaigns

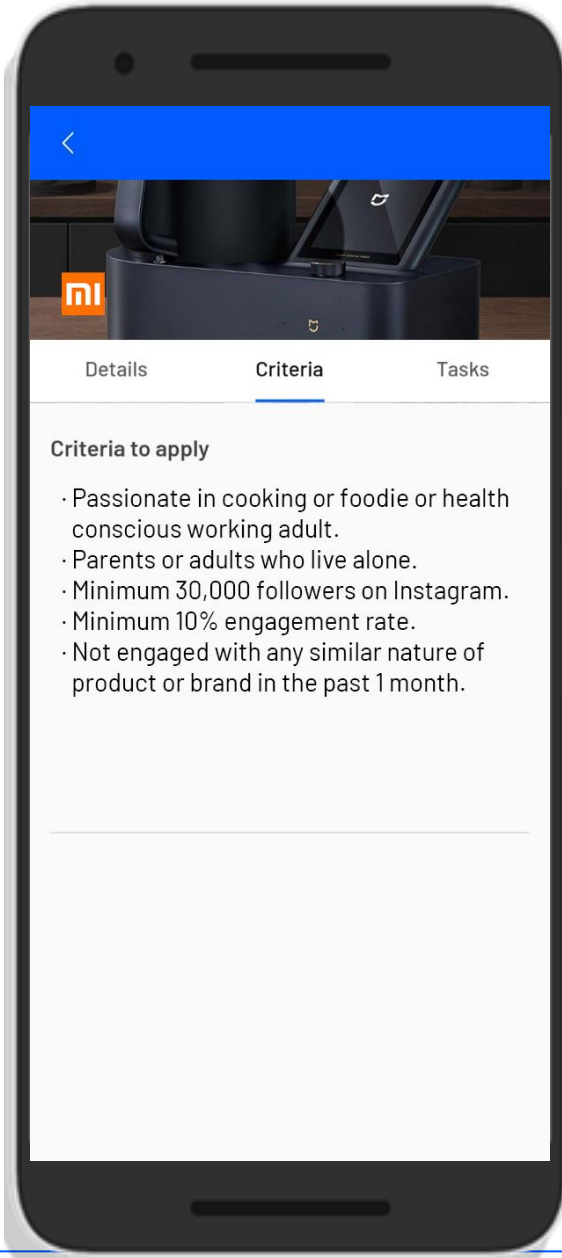


### Discover Your Perfect Match

Discover campaigns that align with your interests and expertise.

2

Partner up with iconic brands

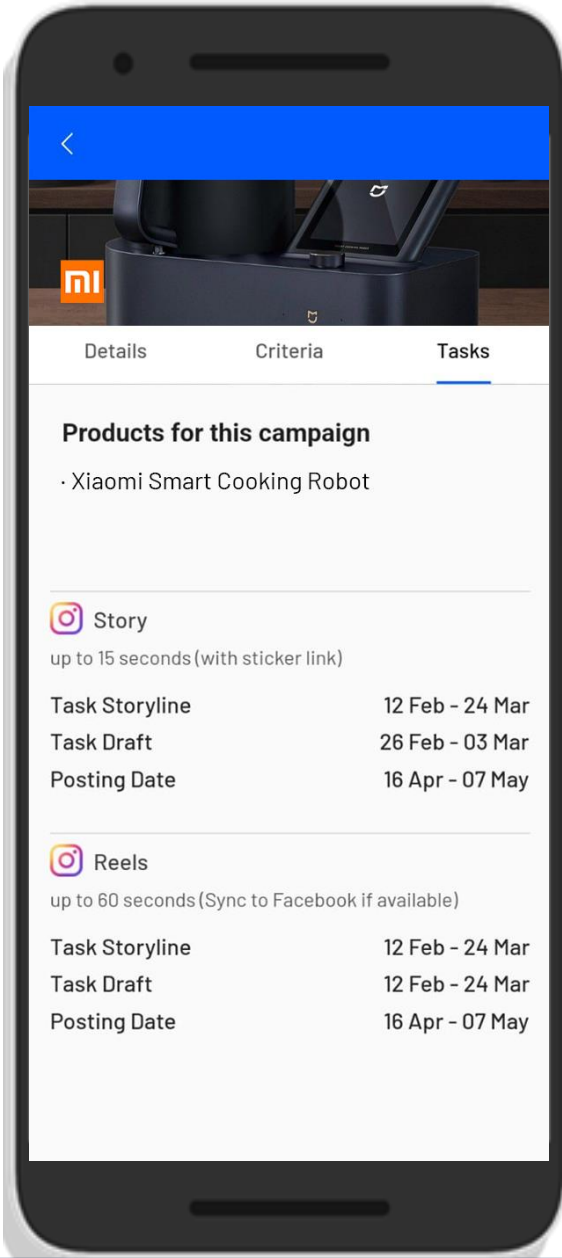


### Unlock Your Potential

Get qualified quickly by matching your profile with campaign criterias.

3

Craft your content and earn



### Amaze Your Audiences

Craft unique content that matches your style, meet campaign criteria, and leave a lasting impression.



# Free yourself from Caption Chaos!

We provide you with creative suggestions for your social media post based on our campaign brief and your preferred tone of voice

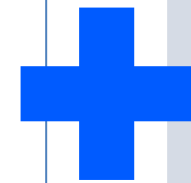
Launching soon  
End of May 2023

## Contextualize

### Campaign brief

#### Campaign Objective:

To introduce and create awareness of Subway's newest limited time offer flavour - MALA, and highlighting the campaign message of "Bringing Up In The Kick In Every Bite"



## Personalize

### Tone of voice

- Witty, Tongue-in-Cheek
- Matter of Fact, Serious, Confident
- Explorer, Enthusiastic, Outgoing
- Caregiver, Feminine, Compassion
- Conventional, Friendly



## Result

### Caption suggestion

Introducing Subway's newest flavour - Mala! This delicious blend of masala and tikka masala will have your taste buds dancing in the kitchen! It's also perfect for those who love Indian food, so be sure to try it today. [@subway\\_malaysia](#) [#malafood](#) [#masalafood](#) [#TasteTheKick](#) [#NumbinglyRefreshing](#) [#SubwayMY](#) [@Subway\\_MY](#)



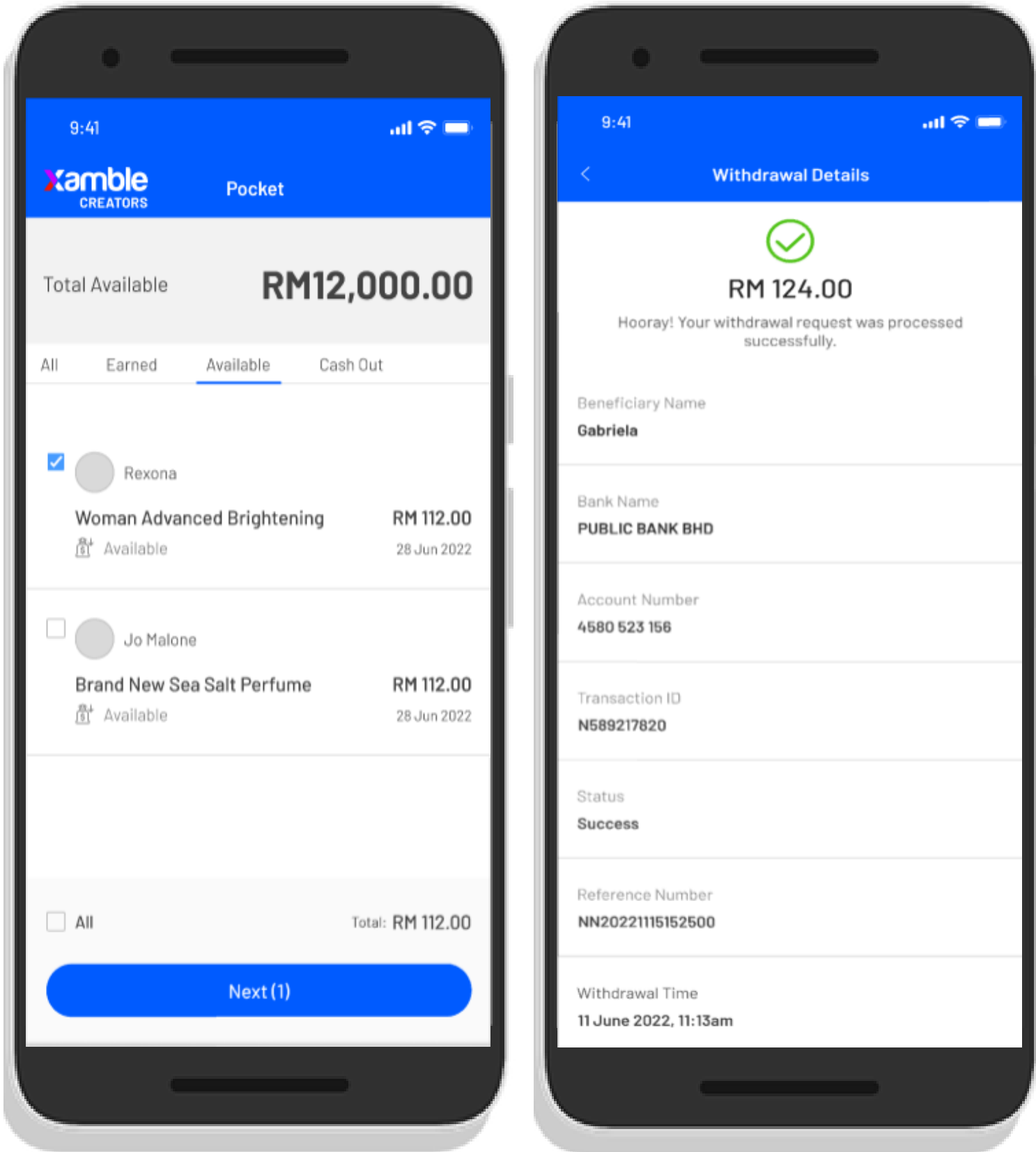
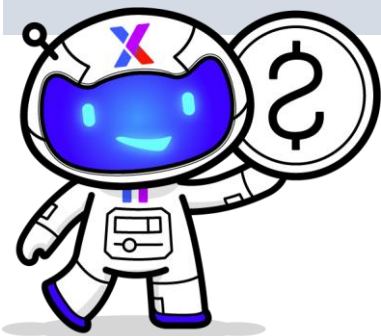
Powered by ChatGPT

# Get paid with No Hidden Cost!

Pocket

## Easy Management of Earnings

Track your earnings and have greater control over your finances. Worry-free, with no hidden costs or commissions.



## Convenient and Secure Payments on-the-go

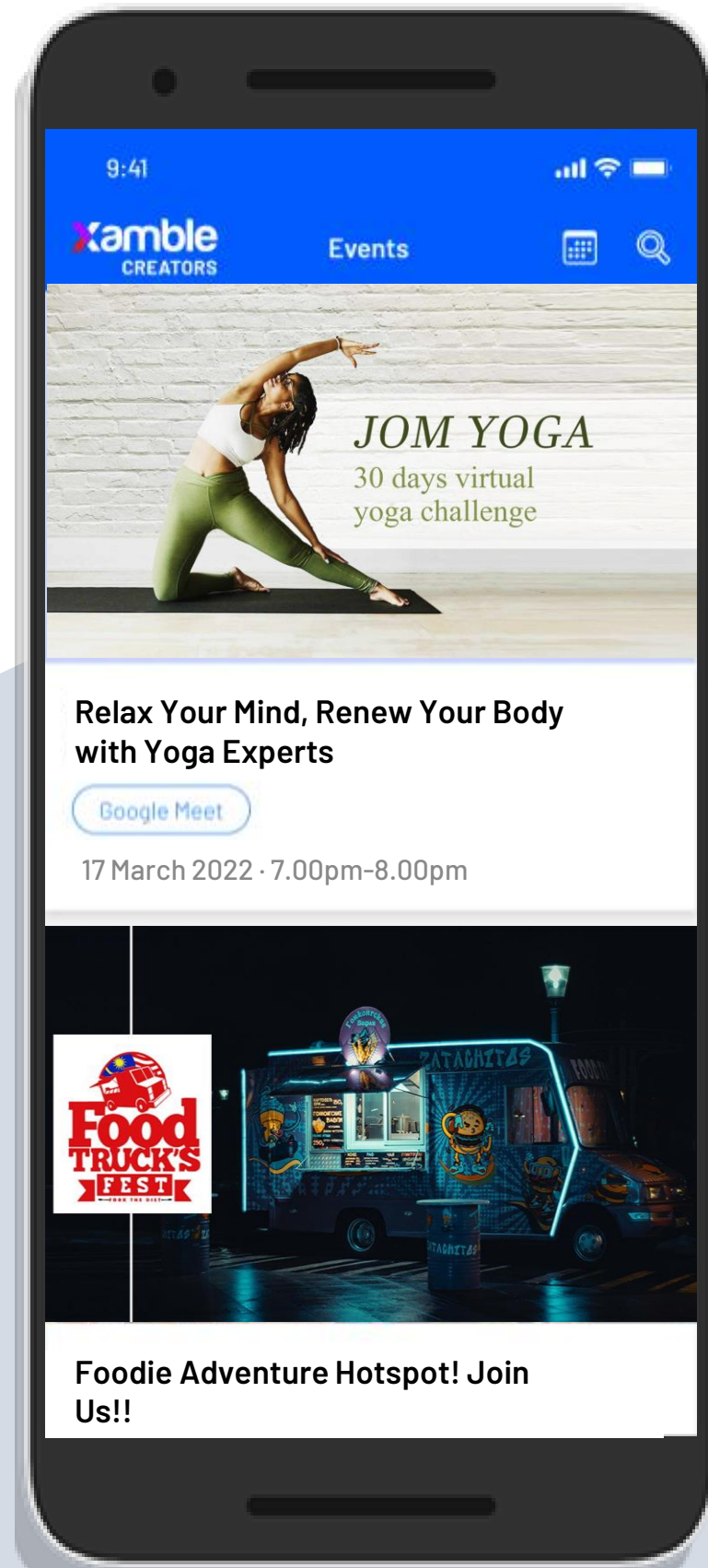
Enables you to make instant and secure payments. Get your payments earlier to better manage your cash flow.





# Find your Tribe!

Events



## Valuable connections & networking

Attend and expand your network to unlock new opportunities for your creative career!



## Multiple virtual and physical events

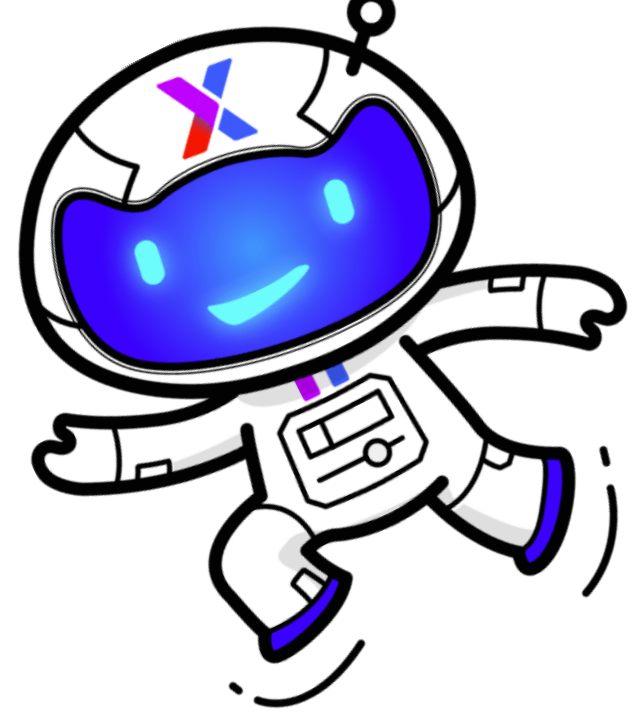
Join anytime, anywhere: doors wide open for your ultimate convenience!



## Stay ahead of the game

Learn from industry experts and keep up with the latest trend to elevate your skills.

Stay tuned for our launch event!



# Revenue Model

1

Premium subscription for Influencers

2

Premium subscription for Brands

3

Productivity transaction fees

4

Early payment financing fees

5

Review fees

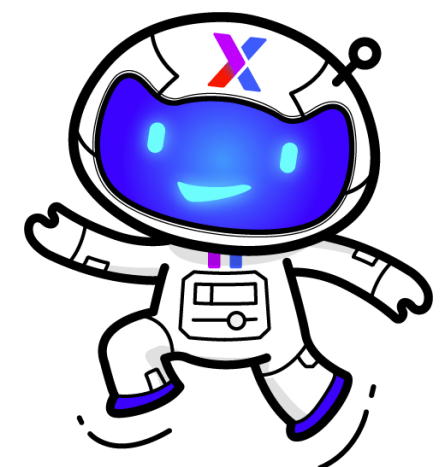
6

Last minute jobs fees



# Why Xamble Creators?

- 1 **Create engagement and stickiness** for our ready pool of influencers by leveraging Generative AI.
- 2 **Generate new unique selling propositions and differentiation** for our brands.
- 3 Enable us to **scale effectively to more industries and countries**.
- 4 **Expand into the large SME market** through a SaaS business model.
- 5 Create **new SaaS subscription** and **fintech revenue streams**.





# Thank You!



**For further information, please contact:**

**Ms Angeline Chiam**

Chief Financial Officer, Netccentric Limited  
Email: [angeline@netccentric.com](mailto:angeline@netccentric.com)

**Ms Gabriella Hold**

Investor Relations, Automic Group  
Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)

**xamble**