

## ASX RELEASE

31 May 2023

# APPROVAL OF CORPORATE NAME CHANGE TO "XAMBLE GROUP LIMITED", XAMBLE CREATORS INTEGRATED INTO CHATGPT AND LAUNCH OF XAMBLE SOCIAL WALLET

## HIGHLIGHTS:

- **Corporate name change to Xamble Group Limited approved by shareholders at the Annual General Meeting**
- **Xamble Creators has been successfully integrated to Open AI's ChatGPT to provide influencers with suggested post content**
- **Launch of Xamble Social Wallet:**
  - **Enables brands and influencers to issue memberships to reward and retain consumers or followers while providing consumers with a digital wallet to manage multiple digital memberships**
  - **Provides brands with control over customer data and, in the near future, will allow tracking and attribution of sales generated from influencer marketing campaigns**
- **Xamble Social Wallet will enable client expansion, Xamble Creators will accelerate expansion into new market segments and enable scaling to more industries and countries**

**Netccentric Limited (ASX:NCL)** ("**Netccentric**" or the "**Company**" together with its subsidiaries, the "**Group**") announces its corporate name change to Xamble Group Limited was approved by shareholders at the Company's Annual General Meeting yesterday, Tuesday, 30 May 2023.

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.

Formal documentation on the corporate name and ticker change will be lodged with the relevant regulators shortly.

## **Xamble Creators successfully integrated to Open AI's ChatGPT**

The corporate name change coincides with the successful integration of Xamble Creators into Open AI's ChatGPT to provide influencers with suggested social media posts based on the campaign brief and preferred tone of voice. In addition, the community feature for Xamble Creators, which allows influencers to communicate and collaborate with one another based on campaigns and events, has also been rolled out.



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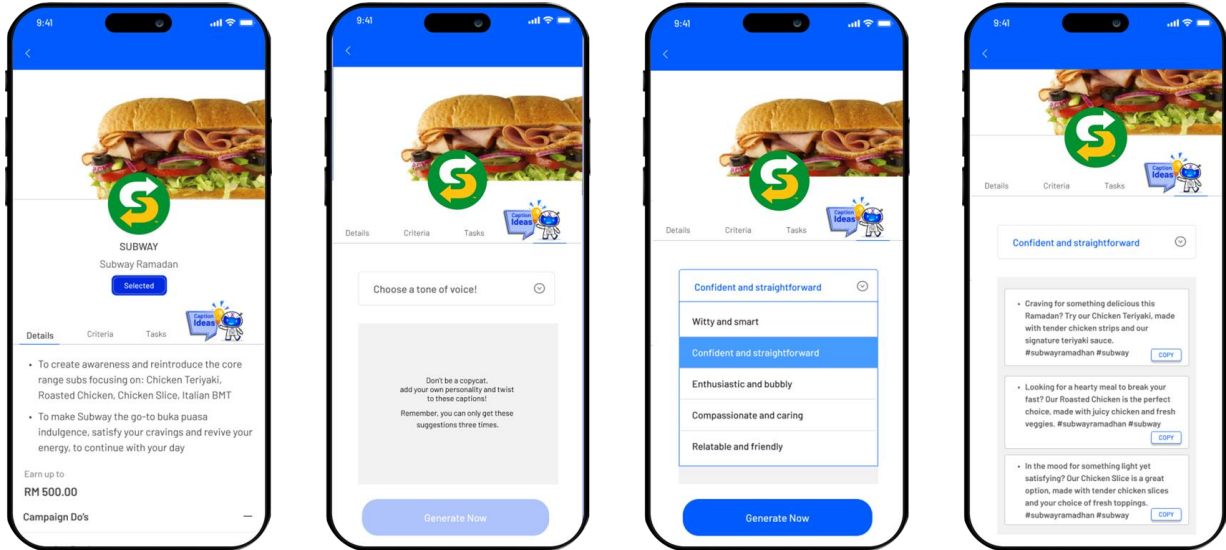


Diagram 1: Xamble Creators screenshots with suggested social media posts powered by ChatGPT.

The app, which went live in March 2023, has 475 registered influencers on the platform as at 30 May 2023. To-date, the app has processed RM546k (approximately A\$181k) of payments to influencers.

### Launch of Xamble Social Wallet

Xamble's new Web3 membership platform, Xamble Social Wallet, has also been launched on the iOS App Store and Android Play Store. The Xamble Social Wallet enables brands to reward and retain consumers while providing consumers with a digital wallet to manage multiple digital memberships. Xamble Social Wallet will be integrated with Xamble's influencer app, Xamble Creators to allow influencers to issue memberships to their followers.

The Xamble Social Wallet will be able to overcome a key challenge with influencer marketing campaigns by giving brands and merchants control over customer data ownership. It will also allow Xamble to grow its client base of brands by providing them with the capability of tracking brand loyalty and allowing tracking and attribution for sales generated from influencer marketing campaigns in the near future.

Initially, Xamble Social Wallet has been integrated with two e-commerce platforms: (i) Famsy<sup>1</sup>, a Malaysian-based print-on-demand gifts and merchandising services which serves around 300,000 customers, and (ii) eShoplive<sup>2</sup>, a social live commerce platform which has more than 30,000 members. Xamble Social Wallet will also be integrated with Xamble's influencer app, Xamble Creators to allow influencers to issue memberships to their followers.

<sup>1</sup>Famsy is an associate of Commerce DotAsia Ventures Sdn Bhd in which Ganesh Kumar Bangah, Executive Chairman of Netccentric, has indirect interests as a shareholder.

<sup>2</sup>Netccentric has a 5% investment in Innovatic Commerce Solution Sdn Bhd ("eShoplive").



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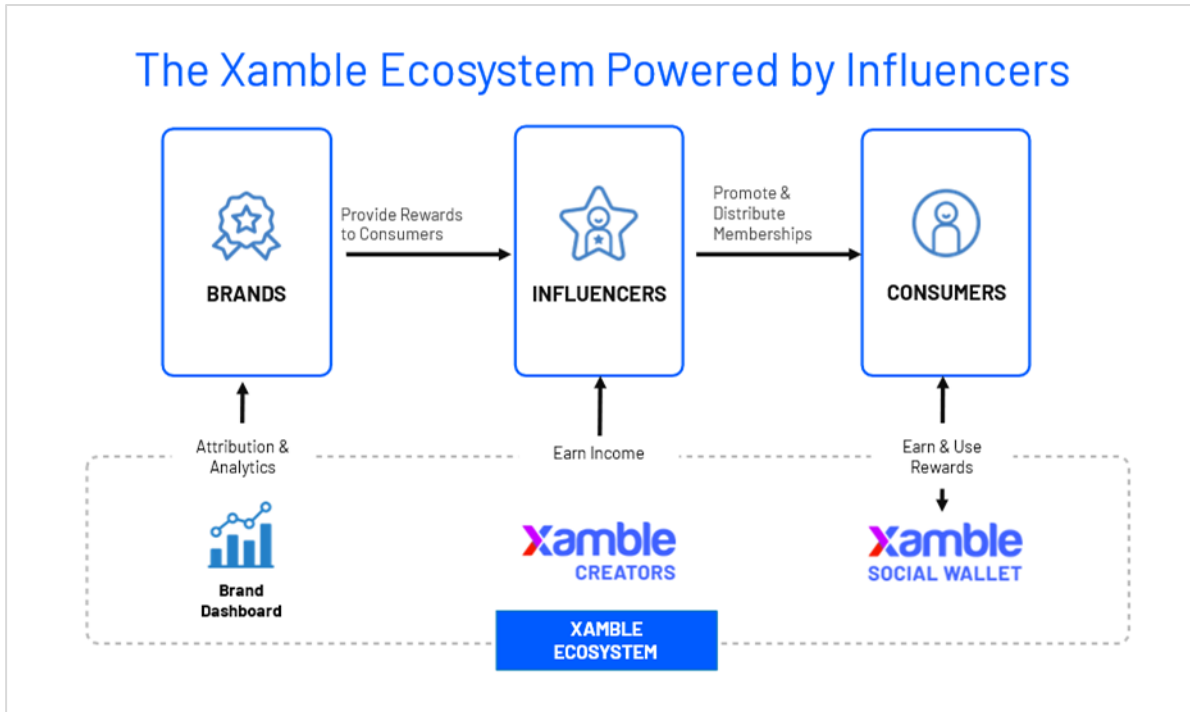


Diagram 2: The Xamble Ecosystem showing the relationship between Xamble Creators, Xamble Social Wallet, Brands, Influencers and Consumers.

Xamble Social Wallet’s revenue models will be through new set-up and subscription fees charged to brands, activation fees per membership activated, and revenue share on sales generated from collaborations.

Netccentric Executive Chairman, Ganesh Kumar Bangah, said: "Our new name reflects our aspirations to build Asia’s largest digital society and our new technological solutions will enable our business to reach this aspiration via rapid growth in both our core South East Asian market as well as new geographies.

The Xamble Social Wallet aims to solve one of the biggest issues in influencer marketing, generating attribution for brands. This will enable us to secure more new core clients by providing capability of tracking brand loyalty and influencer engagement, while Xamble Creators will accelerate our expansion from our current core FMCG segment and enable us to scale to more industries and countries."

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



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**About Netccentric Limited**

Netccentric Limited is a pioneering and established platform of influencer-centric digital 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 Limited ("ASX") and headquartered in Malaysia with offices in Malaysia and Taiwan, Netccentric aims to deliver wealth and value to its ecosystem of brands, influencers or 'creators', and consumers.



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