

**ASX RELEASE**  
**27 October 2023**

## **XAMBLE GROUP LIMITED (ASX: XGL)**

### **INVESTOR PRESENTATION**

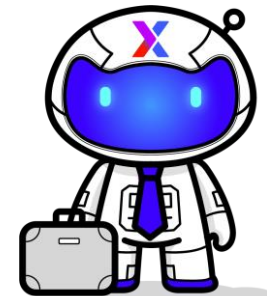
Xamble Limited ("XGL") is pleased to enclose the following Investor Presentation.

This release was authorised by the XGL Board of Directors.

For more information, please contact:

**Ms Angeline Chiam**  
Chief Financial Officer, XGL  
Email: [angeline@xamble.com](mailto:angeline@xamble.com)

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



ersonal use only

Assembling  
Communities.

And then some.



# Investor Presentation

October 2023



# 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](http://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 Singapore dollars (S\$) 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.

# Why Xamble?

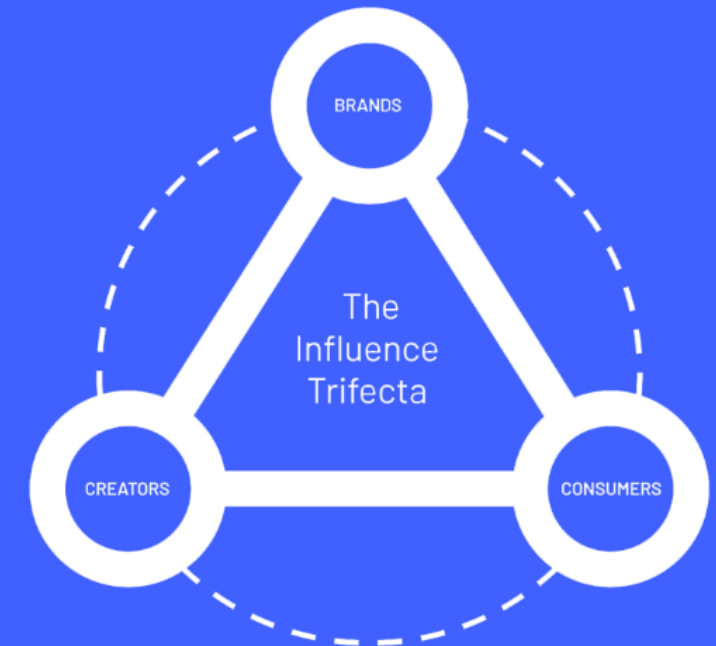
## The Challenge

- As more consumers spend more time on social media, brands increasingly need to engage with target demographics/end consumers on these platforms.
- However, the cost of social media advertising is increasing: as of July 2021, Facebook ad costs increased by 89% year-on-year (yoy), TikTok's CPM increased by 92% yoy and Snapchat's CPM increased by 64% yoy<sup>1</sup>.
- This has made influencer marketing as an alternative method to reach consumers more appealing and the growth of the industry has accelerated.
- However, brands often don't have control over influencer content and the ability to track sales generated from influencer marketing campaigns is difficult.

<sup>1</sup><https://www.forbes.com/sites/forbescommunicationscouncil/2022/11/14/how-marketers-are-fighting-rising-ad-costs/?sh=7f5d801f2282>

## Our Solution

Xamble connects brands, influencers and end consumers through our data and technology solutions.



# How We Do This

At Xamble, we help brands, influencers and consumers make more effective and informed decisions with an integrated influence strategy.

## We enable brands to:

- Establish stronger and more effective connections with influencers and end consumers.
- Generate more effective influencer, social media and performance marketing, video and content creation and social commerce campaigns.

## We enable influencers to:

- Be matched with brand campaigns that align with their interests.
- Earn additional revenue and manage their earnings directly from a mobile app.



17+  
Years



300+  
Brands

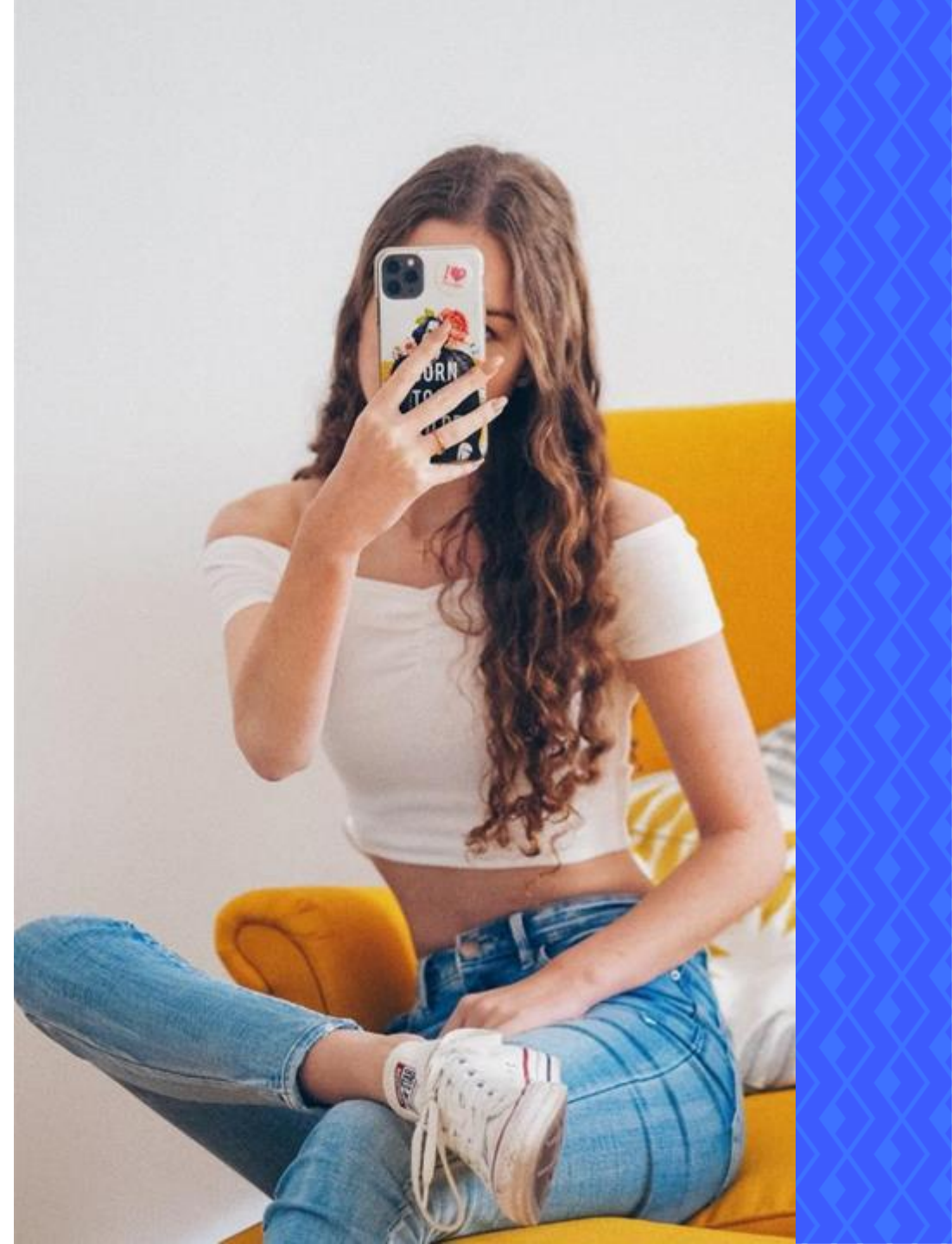


20,000+  
Influencers



20M+  
Consumers

**xamble**



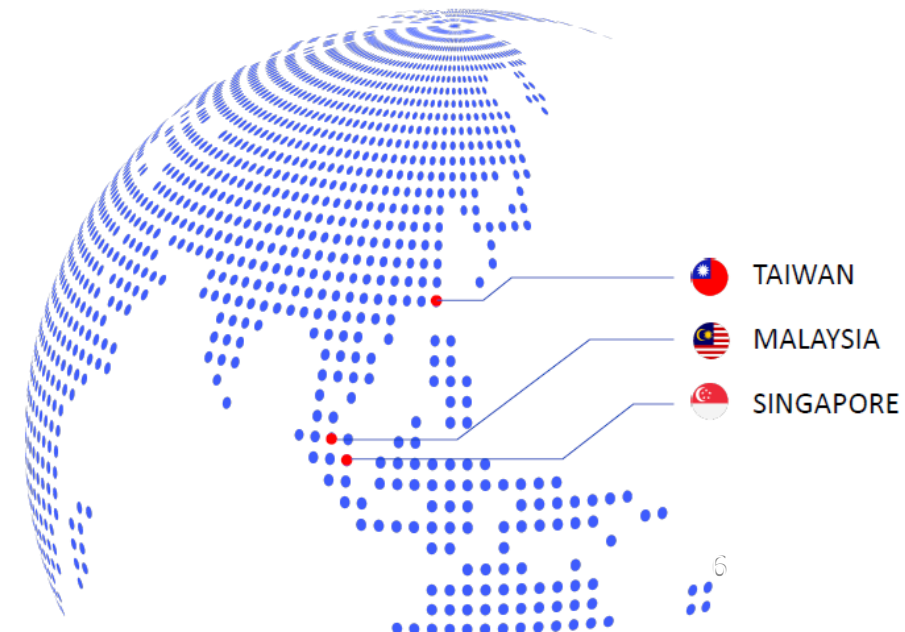
# Targeting the Fast Growing South East Asian Market

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>

Influencer marketing in South East Asia is expected **to grow to US\$2.59 billion in 2024**.<sup>2</sup>

South East Asia enjoys **high rates of internet adoption and mobile data usage** with the internet economy **on track to hit US\$300 billion in 2025**.<sup>3</sup>

## Xamble's Key Markets



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

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

<sup>3</sup> <https://www.linkedin.com/pulse/influencer-marketing-southeast-asia-kolsasia/?published=t>

# Why we Target Micro and Nano Influencers

These influencers have the most intimate connection with their audience base

Average engagement rate on Instagram globally<sup>1</sup>

## Types of Influencers<sup>1</sup>

### Macro & Mega Influencers

100,000+ followers

### Mid tier Influencers

<100,000 followers

### Micro Influencers

<10,000 followers

### Nano Influencers

<1,000 followers

## Average Engagement Rate<sup>1</sup>

1.7%

2.4%

4.0%

8.0%



## Growing influencer category in Asia

- In South East Asia nano influencers have the highest impact (46%) on consumer buying decisions<sup>2</sup>.
- In South East Asia, 4 out of 5 influencers are micro influencers<sup>3</sup>.
- 38% of all brand deals go to micro influencers<sup>4</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.

<sup>1</sup> <https://anystarr.com/why-micro-and-nano-influencers-are-the-future-of-digital-marketing/>  
(Calculated after analysing over 1,000,000 accounts)

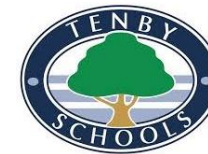
<sup>2</sup> [https://medium.com/@onavis\\_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198](https://medium.com/@onavis_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198)

<sup>3</sup> <https://www.brandinginasia.com/why-influencers-are-the-future-of-marketing-in-the-asia-pacific/>

<sup>4</sup> <https://www.ajmarketing.io/post/top-11-influencer-marketing-trends-asia-2021#viewer-eqd58>

# Trusted by Diverse Blue-Chip Clients

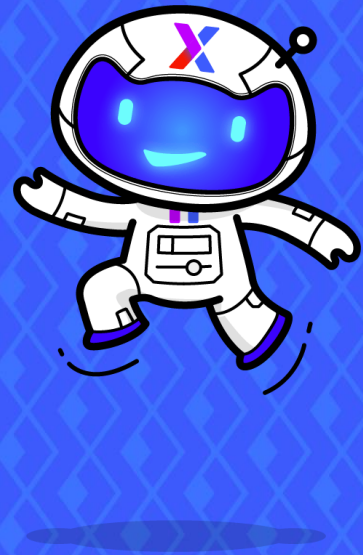
Being in the industry for over 17 years, we have worked with hundreds of brands, executed thousands of campaigns, and impacted millions of consumers.



As at H1 FY2023, 77% of clients are returning clients compared to H1 FY2022.







# Our Business Ecosystem

# Our New Technology Businesses



<b>What it does</b>	<ul style="list-style-type: none"> <li>• Matches influencers with aligned brand campaigns.</li> <li>• Allows them to manage earnings directly via an app.</li> <li>• Provides influencers with suggested posts based on campaign brief and preferred style via ChatGPT.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides personalised online and offline memberships to enable strong connections between influencers/brands and followers/consumers.</li> <li>• Followers and consumers can manage/redeem loyalty points and vouchers in a mobile app.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides end-to-end live video commerce solutions via intelligent integration of our influencers, content, and eCommerce know-how.</li> </ul>
<b>Revenue model</b>	<ul style="list-style-type: none"> <li>• Subscriptions for brands and influencers.</li> <li>• Productivity, product service review and last minute fee from brands.</li> <li>• Early payment financing fee from influencers.</li> </ul>	<ul style="list-style-type: none"> <li>• Set-up and subscription fee charged to brands.</li> <li>• Activation fee per membership activated.</li> <li>• Revenue share on sales generated from collaborations.</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign based fee, retainer fee and/or a % of gross merchandise value (GMV).</li> </ul>

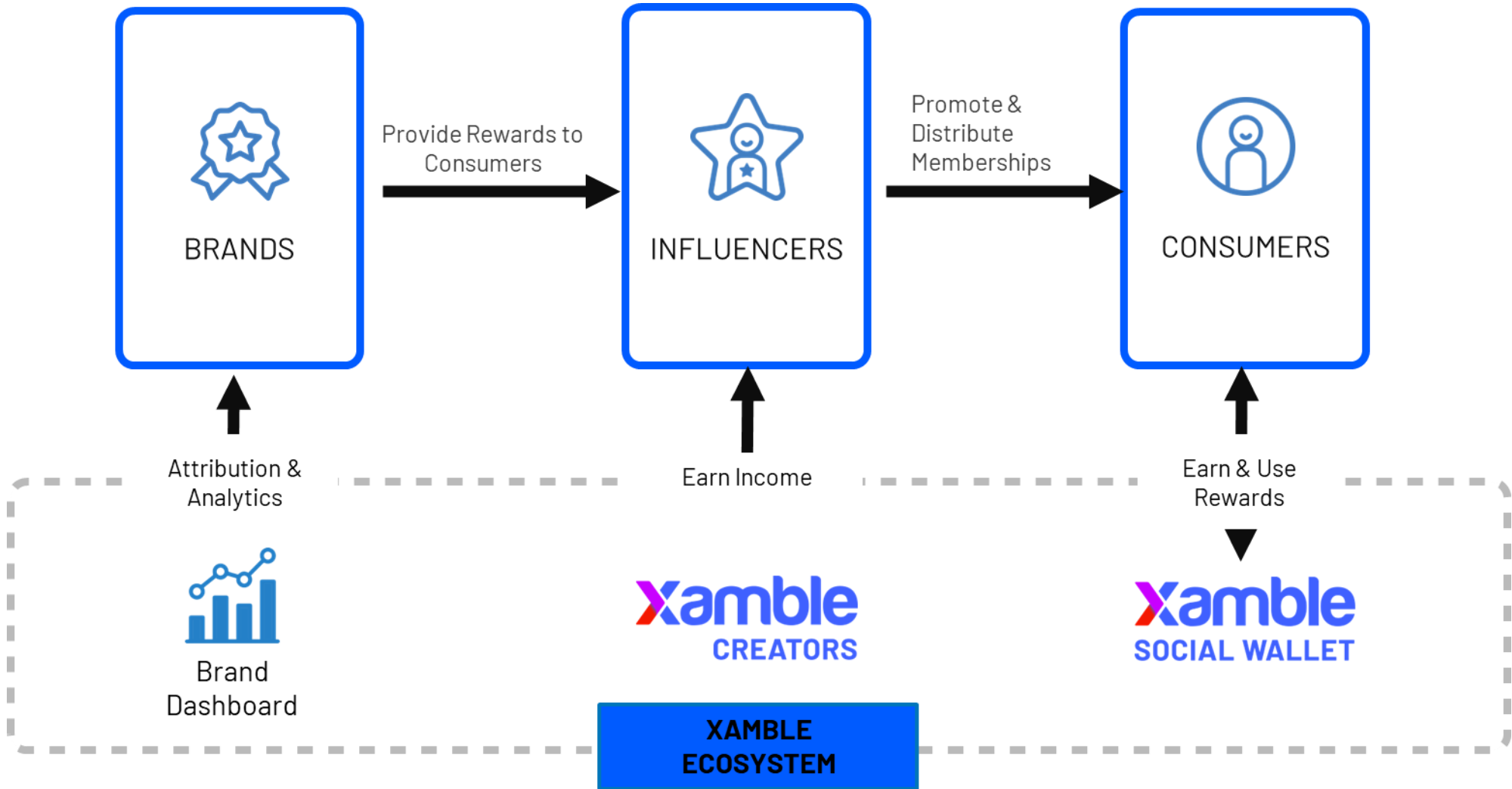


# Our Current Core Businesses



<b>What it does</b>	<ul style="list-style-type: none"> <li>Provides brands with idea-driven solutions leveraging on influencers to create inspiring and compelling content.</li> </ul>	<ul style="list-style-type: none"> <li>Provides clients with holistic digital marketing solutions for web and mobile.</li> </ul>	<ul style="list-style-type: none"> <li>Provides digital marketing consultation services to clients to build and enhance their marketing strategies, including SEO, Google analytics and paid media.</li> </ul>
<b>How it works with our new technology businesses</b>	<ul style="list-style-type: none"> <li>Xamble Creators enables Nuffnang to scale faster to more markets and industries by enabling it to reach out to influencers more cost effectively.</li> </ul>	<ul style="list-style-type: none"> <li>Xamble Social Wallet will enable Sashimi to provide campaigns that drive engagement and loyalty with consumers.</li> </ul>	<ul style="list-style-type: none"> <li>Xamble Live enables Plata &amp; Punta's clients to generate sales through Facebook and TikTok Live.</li> </ul>
<b>Revenue model</b>	<ul style="list-style-type: none"> <li>Campaign-based fees.</li> </ul>	<ul style="list-style-type: none"> <li>Campaign-based and retainer fees.</li> </ul>	<ul style="list-style-type: none"> <li>Commission-based and/or retainer fees.</li> </ul>

# The Xamble Ecosystem Powered by Influencers



# Case Study: Hasbro's My Little Pony's Create a Pony

Hasbro's My Little Pony hosted a social contest to encourage fans to design their own unique expression of a pony that reflects them. The challenge was to garner sufficient interest and participation from Malaysian parents and kids to join the contest.

An influencer activation was put in place to first drive awareness of the social contest; and later paired with an online-to-offline (O2O) strategy to maximise impact.

## THE RESULTS<sup>1</sup>

### 7.0+ MILLION

Total audience reached across Meta platforms.

### >9.0%

Engagement Rate (Benchmark: 3%-6%).

### 5,400+ HYPER ENGAGEMENT

Indicating high intent from audience to participate in social contest (saves, shares, link clicks, etc).

### 600+ ENTRIES

Submissions to social contest, performing 3x better than initial projections.

<sup>1</sup>Insights obtained from influencers' social media page and performance report on Meta Business Suite dashboard.



## RESEARCH & VALIDATION

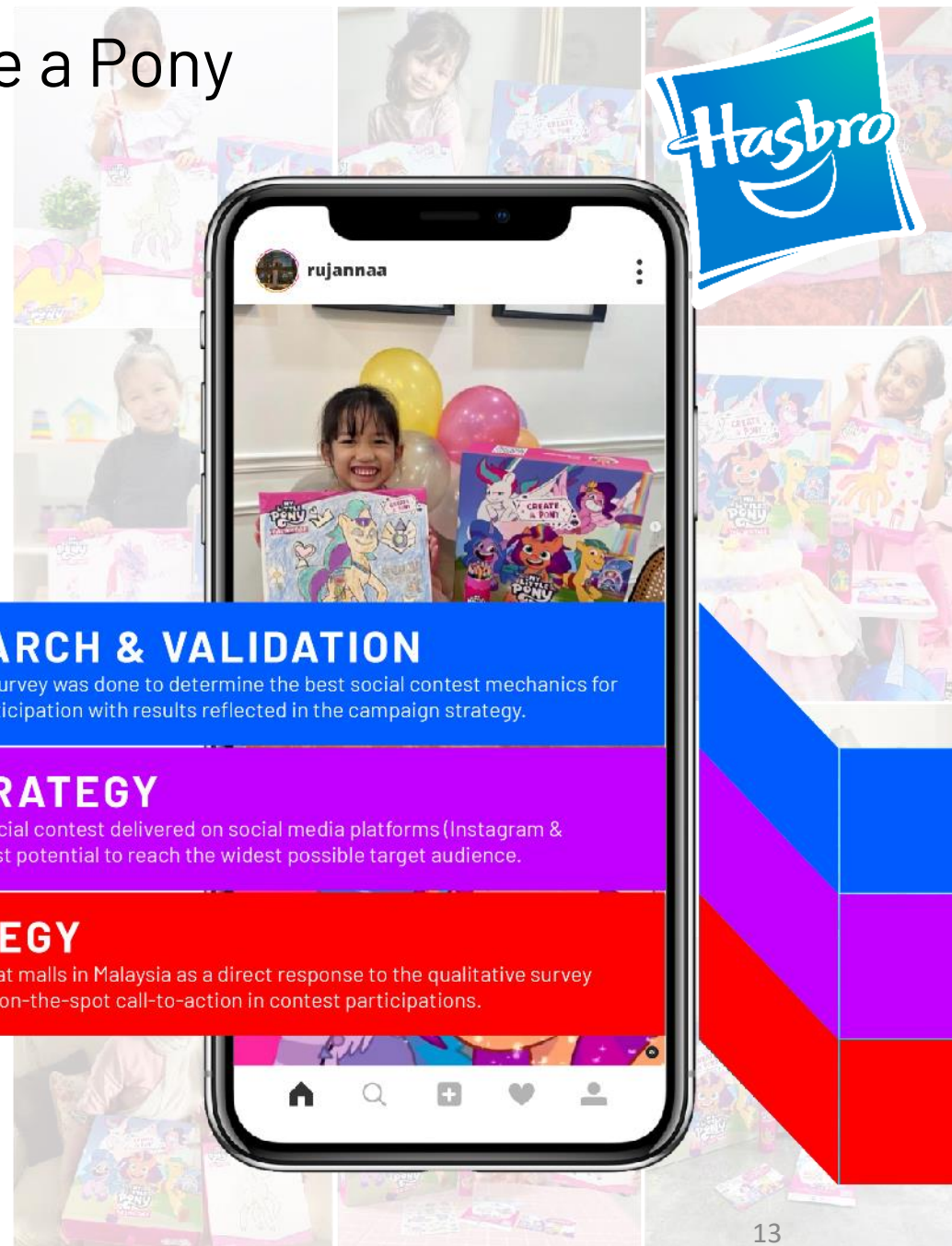
A qualitative survey was done to determine the best social contest mechanics for maximum participation with results reflected in the campaign strategy.

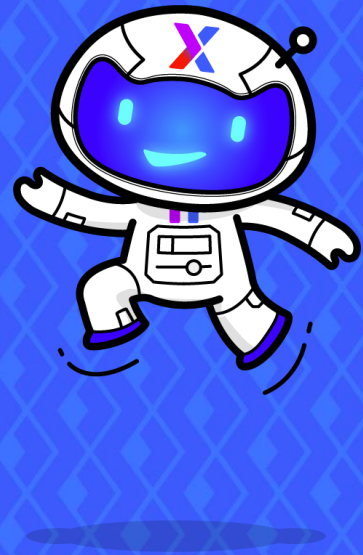
## ONLINE STRATEGY

The initial launch of the social contest delivered on social media platforms (Instagram & Facebook) as it has the best potential to reach the widest possible target audience.

## OFFLINE STRATEGY

Subsequent launch of social contest at malls in Malaysia as a direct response to the qualitative survey executed where audiences preferred on-the-spot call-to-action in contest participations.





# H1 FY2023 Financials

# H1 FY2023 Key Highlights

- Current core businesses EBITDA<sup>1</sup> profitable.
- Q2 FY2023 Group revenue increased 5% in S\$ terms from Q1 FY2023; in Malaysian Ringgit (MYR) terms, revenue rose 11% with the differential due to the strong appreciation in S\$ vs MYR.
- Group gross margins grew to 43% in H1 FY2023 up from 41% in H1 FY2022.
- New technology businesses revenue grew 84% in H1 FY2023 due to the launch of new TikTok Shop services.
- Healthy liquidity position, with cash and cash equivalents of S\$3.45 million (A\$3.96 million<sup>2</sup>) as at 30 June 2023.

<sup>1</sup> Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements, options expenses and M&A activities.

<sup>2</sup> Assumes exchange rate of 1 SGD = 1.15 AUD.



Description	Revenue	Gross Profit	EBITDA <sup>1</sup>
	S\$	S\$	S\$
<b>Current core businesses</b> (Nuffnang, Sashimi, Plata & Punta)	4,520,773	1,934,271	279,234
<b>New technology businesses</b> (Xamble Live Commerce, Xamble Social Wallet, Xamble Creators)	97,074	53,165	(385,189)
<b>Head office administrative and listing costs</b>	-	-	(546,352)
<b>TOTAL GROUP</b>	4,617,847	1,987,436	(652,307)

# Current Core Businesses Performance

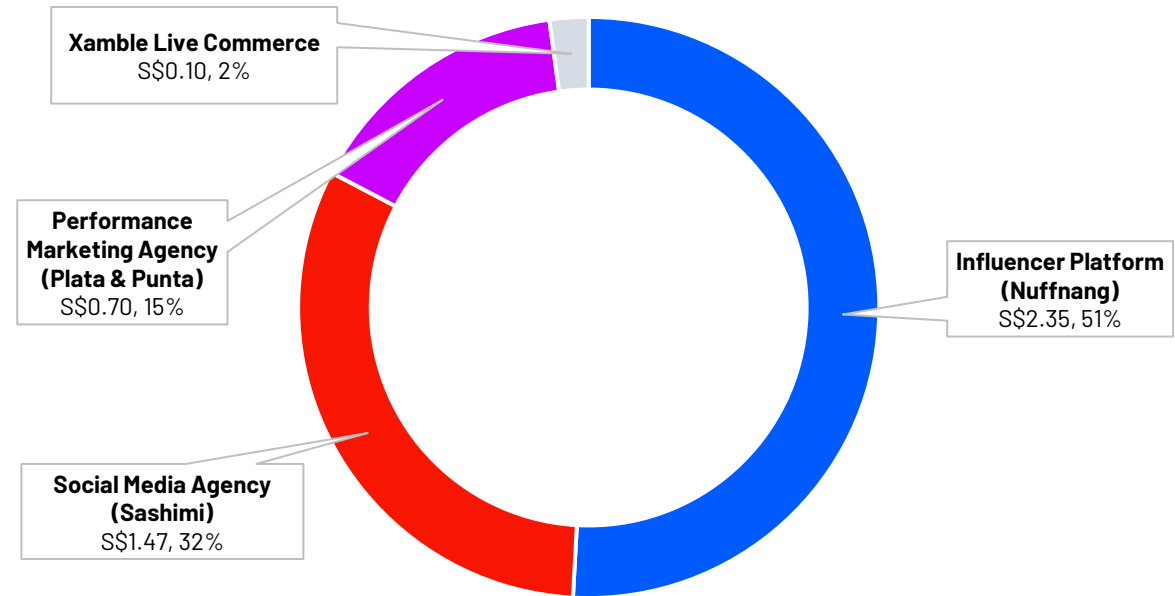
**Nuffnang** Malaysia delivered revenue of **S\$1.87 million** (A\$2.15 million<sup>1</sup>) contributing **40%** to Group revenue with the business' shift towards non-CPG clients continuing strong momentum, with **non-CPG clients increasing to 66%** of the overall client base.

The Group's social media agency, **Sashimi**, increased revenue by 5% as it continues to **expand its operations** via brand storytelling, data analysis and marketing technology and **win new clients**.

The Group's performance marketing unit, **Plata & Punta (P&P)** contributed revenue of **S\$699k**. An increased number of clients paying for media directly while still using its performance marketing services resulted in **gross margins increasing to 32%** in H1 FY2023 from 20% in H1 FY2022.

<sup>1</sup> Assumes exchange rate of 1 SGD = 1.15 AUD.

H1 FY2023 Revenue by Business Unit (S\$m)





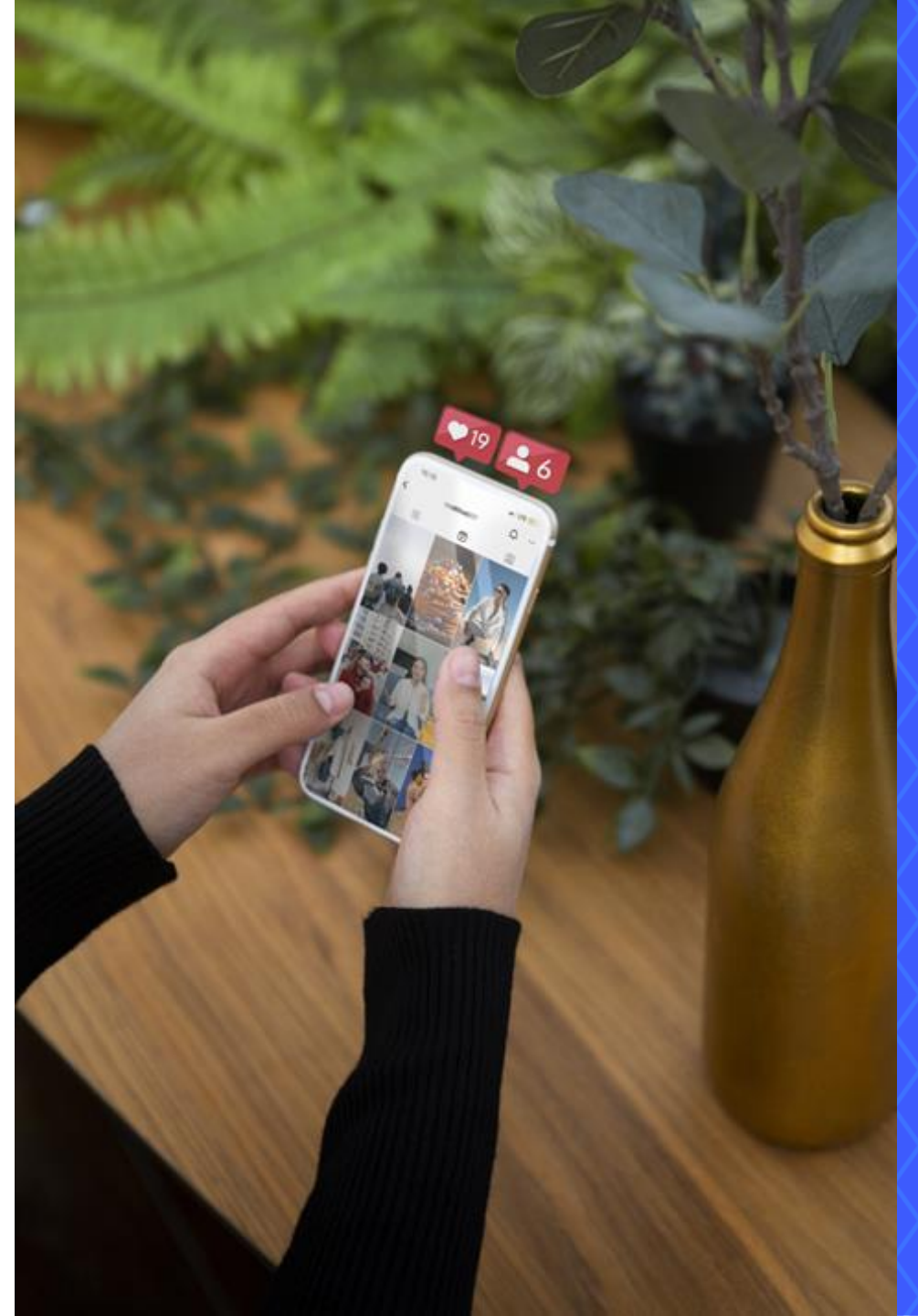
# New Technology Businesses Overview

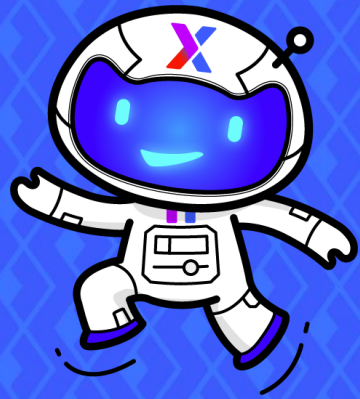
Xamble Live Commerce revenue grew **84% to S\$97k** (A\$112k<sup>1</sup>) in H1 FY2023 versus H1 FY2022 (S\$53k) due to the launch of new TikTok Shop services.

As at 30 August 2023, the Xamble Creators (XC) app had **734 registered influencers** in the platform and had **processed approximately S\$0.35 million (MYR1.16 million) of payments** to influencers.

At the end of May 2023, XC launched its **new community feature** where influencers can connect and interact.

<sup>1</sup>Assumes exchange rate of 1 SGD = 1.15 AUD.





# Strategy & Outlook

# Growth Strategy

1

Xamble Creators to **accelerate expansion** from the current core FMCG segment, **scaling to more industries and markets**.

2

Xamble Social Wallet to enable **sign-up of new core clients** by providing capability of tracking brand loyalty and influencer engagement.

3

Xamble Live to **continue rapid growth** driven by **sign-up of new brands** driven by the **growth of TikTok Shop** in the **South East Asian** region.

4

**Cross Selling** and **customer expansion** through roll-out of new technology businesses to drive organic growth.

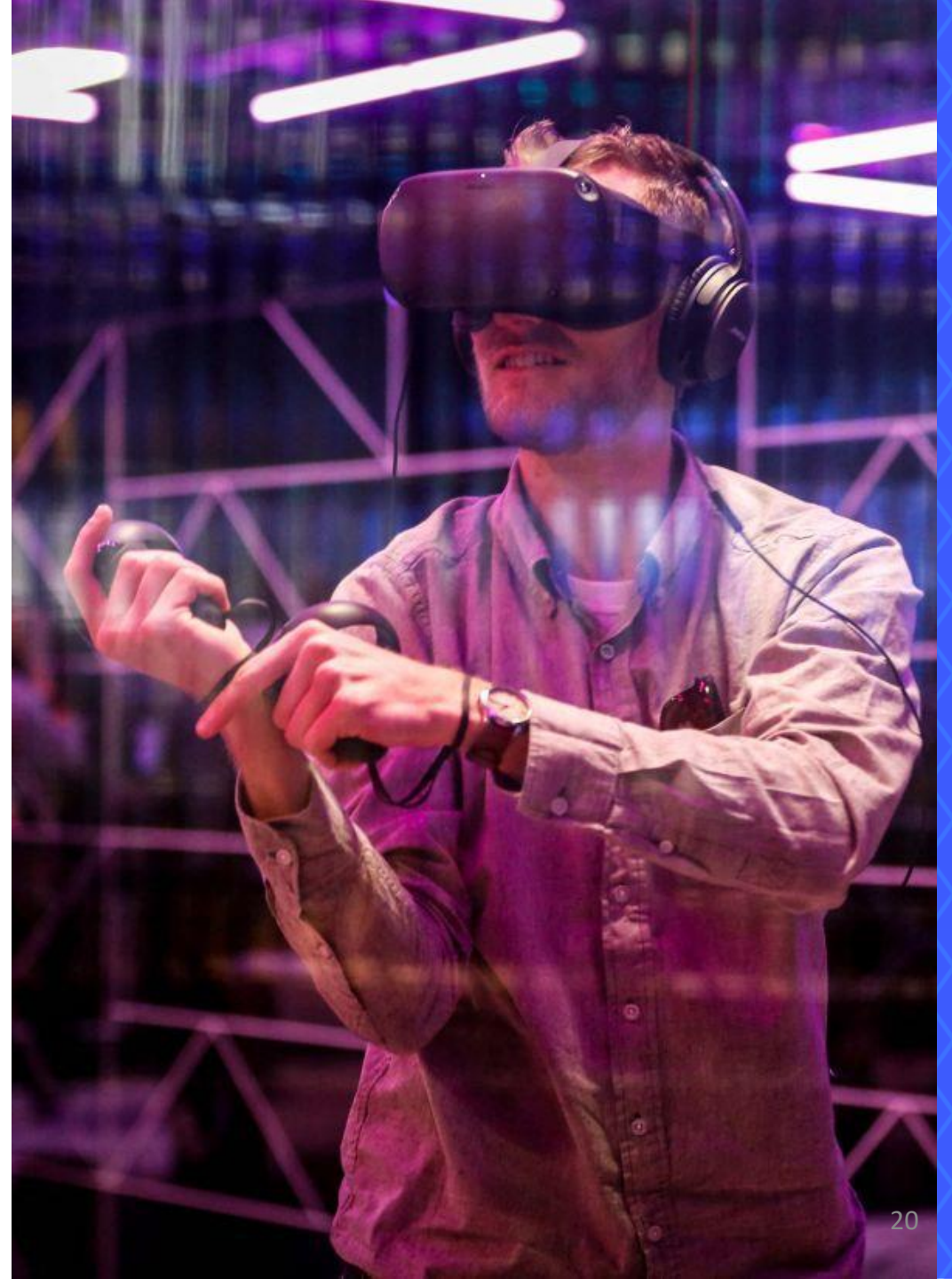
5

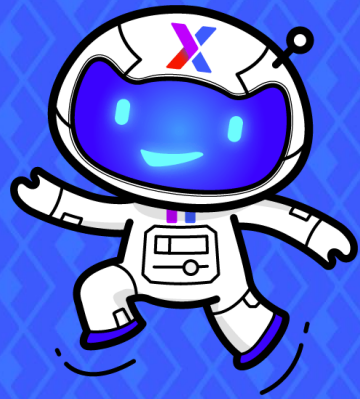
**Potential Mergers & Acquisitions in South East Asia and Australia** to drive growth in the influencer marketing sector.



# Outlook

- Launch of XC's next stage of the community feature, called 'Branded Community': brands to build their own community of influencers and directly engage with them.
- XC's Influencer Affiliate program to be launched in H2 FY2023 that will enable brands to engage influencers based on a performance-based revenue share model.
- Rollout of XC and XSW will create new revenue streams with monetisation through new SaaS subscriptions and payment/financing revenue expected to be generated in H1 FY2024.





# Appendices

# Xamble Creators

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



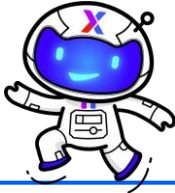
## Connect

Get connected with fellow influencers and create great content together.



## Collab

It's cool to work with trusted and well-known brands. We've got your back!



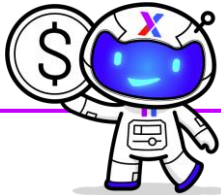
## Create

Curate your portfolio and profile to showcase your creativity.



## Earn

Get paid for your content, hassle-free with no hidden cost.



# Xamble Social Wallet

Membership platform that allows brands and influencers to communicate, retain and reward consumers and followers while providing a secure digital wallet to manage multiple digital memberships in one place.



Build strong and **direct relationships** between brands & consumers, **leveraging on the blockchain**.



Create measurable **online and offline** influencer marketing campaigns with **attribution**.



Create effective **collaborations and promotions** between brands and influencers, **backed by data**.



# Xamble Live – Social Commerce Platform

A Fully Integrated And Seamless End-To-End Live Commerce Experience

Our platform solution provides a seamless user interface from live video production and streaming to automated order management, online payment and fulfilment.





# Experienced 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.
- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.

**JOANNE  
KHOO**

*Independent  
Non-Executive  
Director*



- More than 26 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 and NASDAQ.
- 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.

**DARREN  
COOPER**

*Independent  
Non-Executive  
Director*



- Board Chair of Spectur Ltd (ASX: SP3).
- Managing Director of a private consulting business.
- More than 27 years' senior executive management experience.

# Management Team

**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.
- Former Chairman of the National Tech Association of Malaysia (PIKOM) (2017 - 2019).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.

**JOANNE  
CHEN**

**Chief Operating  
Officer**



- Seasoned advertising professional with over 20 years of senior and executive-level management experience in the digital industry.
- Head of Digital Trading at GroupM 2014-2017, responsible for driving trading competitiveness, revenue generation and operational efficiency for the group.
- Pioneered the set-up of the first digital media agency in Malaysia.

**ANGELINE  
CHIAM**

**Chief Financial  
Officer**



- With Xamble Group Limited (formerly known as Netccentric Limited) since 2010.
- Interim Chief Executive Officer and Regional Finance Director of Xamble Group Limited (January 2019 - August 2020).
- Led the core finance team in the listing of Xamble Group Limited on the ASX in 2015, raising AUD\$12.5 million.
- A Certified Public Accountant by CPA Australia since 2010 with 4.5 years of auditing experience at KPMG.

**DANIEL  
WONG**

**Chief Technology  
Officer**



- Results-oriented technology pioneer with over 18 years experiences in Fintech, E-Commerce and Solution Integration.
- Reinvented integrated payment solutions for hospitality and food beverages industry.
- Head of Software Engineering at Money Online (MOL Global), a pioneer licensed e-wallet and online payment provider in Malaysia and South East Asia's first internet company to be listed on the NASDAQ (2009-2016).

## For further information, please contact:

**Ms Angeline Chiam**

Chief Financial Officer, Xamble Group Limited  
Email: [angeline@xamble.com](mailto:angeline@xamble.com)

**Ms Gabriella Hold**

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

