

ASX RELEASE

30 October 2023

**LEADING TECH ENTREPRENEUR AND PUBLIC MARKETS EXPERT
GEORG CHMIEL TO JOIN XAMBLE BOARD****HIGHLIGHTS:**

- **Mr. Chmiel will join the Board of Directors (the "Board") as an Independent Non-Executive Director and will invest AUD 400k at 3.5 cents per CDI; a 16% premium to the 15-day VWAP¹**
- **Mr. Chmiel brings 30 years' experience in rapidly growing disruptive online businesses and has successfully grown (and exited) leading South East Asian ASX-listed companies**
- **Mr. Chmiel will assist the Group with investor engagement, M&A and drive the Group's regional expansion across South East Asia's rapidly growing influencer marketing sector**

Xamble Group Limited (ASX:XGL) ("Xamble" or the "Company", and together with its subsidiaries, the "Group") wishes to announce that it has entered into a subscription agreement to receive a AUD 400,000 investment from leading tech entrepreneur and public markets expert, Georg Chmiel.

Mr. Chmiel will invest in Xamble via the subscription of new CDIs at 3.5 cents per CDI; a 16% premium to the 15-day VWAP¹. In addition, he will be entitled to 2 million options at an exercise price of 4.5 cents per CDI vesting over 5 years in equal tranches provided Mr Chmiel is a director at the respective vesting date.

He will also join the Xamble Board as an Independent Non-Executive Director upon completion of the investment. Completion is expected to occur in early November 2023.

Mr. Chmiel brings three decades of experience of rapidly growing disruptive online businesses, having successfully grown and exited Australian and South East Asian ASX-listed companies thereby creating significant shareholder value. He has had a leading role in more than 40 acquisitions.

He is Chair and Co-Founder of KL-based Juwai-IQI Holdings, South East Asia's largest proptech player operating across more than 20 countries transacting approximately 50,000 properties per year via its technology platform. He is also Non-Executive Chair of Spacetalk Limited (ASX:SPA) and holds Non-Executive Directorships at financial advisor platform Centrepont Alliance Limited (ASX:CAF), regtech group Kinatico Limited (ASX:KYP) and fintech Butn Limited (ASX:BTN).

Before that, he was Executive Chair of iCarAsia, the number one automotive marketplace network in South East Asia until its acquisition by the online car trading platform, CARSOME. Mr. Chmiel was also Managing Director & CEO of iProperty Group (ASX:IPP) until its sale to REA Group (ASX:REA) in the biggest online takeover in South East Asia at that time.

¹ As at close of trade, Friday 27 October 2023.



He is a Fellow of the Australian Institute of Company Directors (AICD) and the Institute of Corporate Directors Malaysia (ICDM), Board member of the World Digital Chamber, Member of the Malaysia Australia Business Council (MABC) and Deputy President of the INSEAD Association Malaysia.

Mr. Chmiel will assist the Group with investor engagement, M&A and drive the Group's regional expansion across South East Asia's rapidly growing influencer marketing sector.

Mr. Chmiel said: *"I believe Xamble's technology platform and especially the Xamble Creators and Xamble Social Wallet, are true game changers for South East Asia's rapidly growing eCommerce sector. The Xamble platform enables influencers to significantly improve the interaction with brands (sellers of goods and services) as well as the consumers (buyers). Thereby, Xamble allows to better monetise content, while at the same time allowing brands for the first time to digitally track the sales results via the platform. I look forward to contributing my expertise and working with Ganesh, the Board and leadership team to rapidly grow the business and help build a new way of distribution for South East Asia and beyond."*

Xamble Executive Chairman, Ganesh Kumar Bangah, said: *"Georg's investment is a huge vote of confidence in Xamble and our goal to build a pan-Southeast Asian influencer marketing platform. I am very pleased to welcome an executive of his calibre to our team. His skillset of growing disruptive technology companies and experience in leading ASX-listed businesses will be invaluable as we look towards our new phase of growth. Georg will help us advance our inorganic growth strategy, our ambition to capture a significant share of the influencer marketing sector in South East Asia and help deliver greater value for our shareholders."*

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

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About Xamble Group Limited

Xamble Group 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 (ASX) and headquartered in Malaysia with offices in Malaysia and Taiwan, Xamble aims to deliver wealth and value to its ecosystem of brands, influencers or 'creators', and consumers.

