

ASX RELEASE

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Q3 FY2023 QUARTERLY BUSINESS UPDATE

HIGHLIGHTS:

- **Q3 FY2023 Group revenue increased by 14% to S\$2.70 million (Q2 FY2023: S\$2.36 million)**
- **EBITDA¹ profitability for current core businesses grew 67% in Q3 FY2023 compared to Q2 FY2023**
- **Both Nuffnang and Plata & Punta had their best performing quarter of FY2023 in Q3, up 11%² and 37%² respectively in revenue terms on Q3 FY2022 due to new brand wins**
- **Xamble Live Commerce posts robust revenue growth of 55% in Q3 FY2023 compared to Q3 FY2022 due to expansion of TikTok Shop services across a broad range of clients**
- **Xamble Creators continues growth in influencer registrations; commenced commercialisation in October 2023**
- **Post-quarter end, Xamble announces leading tech entrepreneur and public markets expert Georg Chmiel to join Xamble board, will invest A\$400K in the Group**

Xamble Group Limited (ASX:XGL) (“Xamble” or the “Company” together with its subsidiaries, the “Group”), a pioneering and established platform of influencer-centric digital marketing solutions, provides the following financial and operational update for Q3 FY2023.

Xamble Executive Chairman, Ganesh Kumar Bangah, said: “Our Group continued to make solid progress in Q3 FY2023, with Nuffnang, Xamble Live Commerce and Plata & Punta all recording strong revenue growth over the period. Nuffnang and Plata & Punta had their best quarter of the financial year so far due to new brand wins, while Xamble Live Commerce continued its robust performance due to the expansion of new TikTok services. Our new technology business, Xamble Creators continues to enjoy more influencer registrations and also commenced commercialisation in October 2023 with commercialisation to continue in Q4 FY2023. Post quarter end, we announced that leading tech entrepreneur Mr. Georg Chmiel will join the Board as an Independent Non-Executive Director and will invest A\$400k at 3.5 cents per CDI; a 16% premium to the 15-day VWAP³. Georg brings 30 years’ experience in rapidly growing disruptive online businesses and has successfully grown (and exited) leading South East Asian ASX-listed companies. I am very pleased to welcome an executive of his calibre to our team and to working with him on our investor engagement, M&A and also towards our goal of capturing a dominant share of the influencer marketing market in South East Asia.”

Note: All numbers are unaudited. The financial statements of the Group are presented in Singapore dollars, which is Xamble Group Limited’s reporting currency.

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

² In Malaysian Ringgit terms.

³ As at close of trade, Friday 27 October 2023.



Q3 FY2023 Performance

Description	Revenue	Gross Profit	EBITDA ¹
	S\$	S\$	S\$
Current Core Businesses (Nuffnang, Sashimi, Plata & Punta)	2,625,986	1,054,144	220,557
New Technology Businesses (Xamble Live Commerce, Xamble Technologies, Xamble Creators)	69,798	39,786	(188,655)
Head office and listing costs	-	-	(268,113)
TOTAL GROUP	2,695,784	1,093,930	(236,211)

On a quarter-by-quarter basis, Group revenue increased by 14% to S\$2.70 million (Q2 FY2023: S\$2.36 million).

Xamble's current core businesses, Nuffnang, Sashimi and Plata & Punta, grew EBITDA¹ profitability in Q3 FY2023 (S\$0.22 million) by 67% compared to Q2 FY2023 (Q2 FY2023: S\$0.13 million).

We operate predominantly in Malaysia and overall Group revenue increased by 4%² to MYR9.21 million (Q3 FY2022: MYR8.89 million). However, in Singapore dollar terms, revenue decreased by 5% to S\$2.70 million compared to Q3 FY2022 (S\$2.85 million) due to the Singapore dollar which appreciated significantly against the currency (MYR) for the Group's core businesses during the period.

Individual business performance:

Nuffnang has best performing quarter of FY2023 due to new brand wins

Xamble's influencer marketing business, Nuffnang, had its best performing quarter of FY2023 so far, with revenue growing 11%² (MYR5.21 million/S\$1.53 million) compared to Q3 FY2022 (MYR4.69 million/S\$1.51 million).

The growth was due to four new direct brand wins and an additional three new brand wins as a result of the new agency partnership secured at the start of 2023, bringing the total of new Nuffnang clients for the first three quarters of FY2023 to 10.

Revenue growth was also due to a cross-border campaign utilising Xamble's Malaysian and Taiwanese operations and organic growth from existing clients.

During the quarter, Nuffnang, in collaboration with Xamble Technologies, pitched a new solution to its clients which will provide them with the ability to track sales conversions from each influencer post via Xamble Social Wallet, overcoming a key issue for brands in influencer marketing campaigns.

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² In Malaysian Ringgit terms.



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Continued robust revenue growth for Xamble Live Commerce due to expansion of TikTok Shop services

In Q3 FY2023, Xamble Live Commerce (XLC) grew its revenue by 55%¹ (MYR0.24 million/S\$0.07 million) compared to Q3 FY2022 (MYR0.15 million/S\$0.05 million).

Revenue growth was due to XLC's expansion of TikTok Shop services, with the business signing up brands in a wide range of categories including beauty and cosmetics, food and beverage, home and living, and mother and baby care.

New clients signed for Q4 FY2023 include a global CPG food & beverage client and two Indonesian-based regional cosmetic brands.

As well as growing its TikTok services, XLC is also looking to secure more managed services projects with TikTok creators in Q4 FY2023 as Q4 is the peak season for eCommerce and social commerce due to Christmas and year-end trading.

Plata & Punta has best performing quarter of FY2023 due to win of major education client

Plata & Punta (P&P) recorded 37%¹ revenue growth in Q3 FY2023 (MYR2.04 million/S\$0.60 million) compared to Q3 FY2022 (MYR1.49 million/S\$0.48 million), marking its best performing quarter of FY2023 so far.

Growth was largely due to the win of a major education client, one of the top universities in Malaysia.

P&P expects continued strong momentum in Q4 FY2023 as this is a major university intake period.

P&P also secured more eCommerce clients, namely in the categories of home and living, apparels and baby products during the quarter.

Sashimi focuses on driving growth through expanding client portfolio

Sashimi saw a decline in revenue of 32%¹ (Q3 FY2023: MYR1.73 million/S\$0.50 million) as compared to Q3 FY2022 (MYR2.56 million/S\$0.82 million) largely due to a slowdown in its client spending. However, Sashimi continues to focus on its business development initiatives and to pursue growth through expansion of its client portfolio.

Xamble Creators continues growth in registrations, commenced commercialisation in October

As at 1 November 2023, the Xamble Creators (XC) app had 859 registered influencers and has facilitated an estimated S\$0.48 million (MYR1.61 million) in payments to these influencers.

During the quarter, XC rolled out the first phase of enhancements to its Branded Community features. These improvements include a refined user interface for the chat landing page, the introduction of poll-creation capabilities for community moderators, and the launch of a public community discovery page.

At the same time, XC is also in the process of launching its first Branded Community with more than 100 Creators for a large retail chain in Malaysia.

¹ In Malaysian Ringgit terms.



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XC also commenced commercialisation in October and will continue to commercialise its Micro/Nano campaigns, Product Review and Branded Community in Q4 FY2023.

In Q4 FY2023, XC is set to introduce a Community Ambassador Program aimed at fostering long-term engagement within specific Communities, starting with Beauty and Lifestyle.

The wider Xamble Technologies business continues to work with Nuffnang to pitch its influencer attribution solution utilising Xamble Social Wallet to Nuffnang's existing clients.

Xamble Technologies will also be looking to apply its innovations in blockchain technology across other industries in Q4 FY2023, including government services.

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 Limited and based 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.



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