

ASX RELEASE
3 November 2023

XAMBLE GROUP LIMITED (ASX: XGL)

Q3 FY2023 HIGHLIGHTS AND BUSINESS UPDATE INVESTOR PRESENTATION

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

This release was authorised by the XGL Board of Directors.

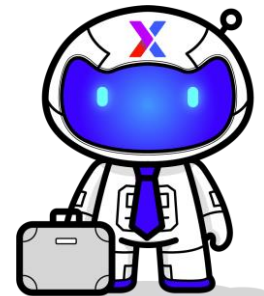
For more information, please contact:

Ms Angeline Chiam

Chief Financial Officer, XGL
Email: angeline@xamble.com

Ms Gabriella Hold

Investor Relations, Automic Group
Email: gabriella.hold@automicgroup.com.au



ersonal use only

Assembling
Communities.

And then some.



Q3 FY2023 Highlights and Business Update

Investor Presentation

November 2023

xamble

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.

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.

About Xamble

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

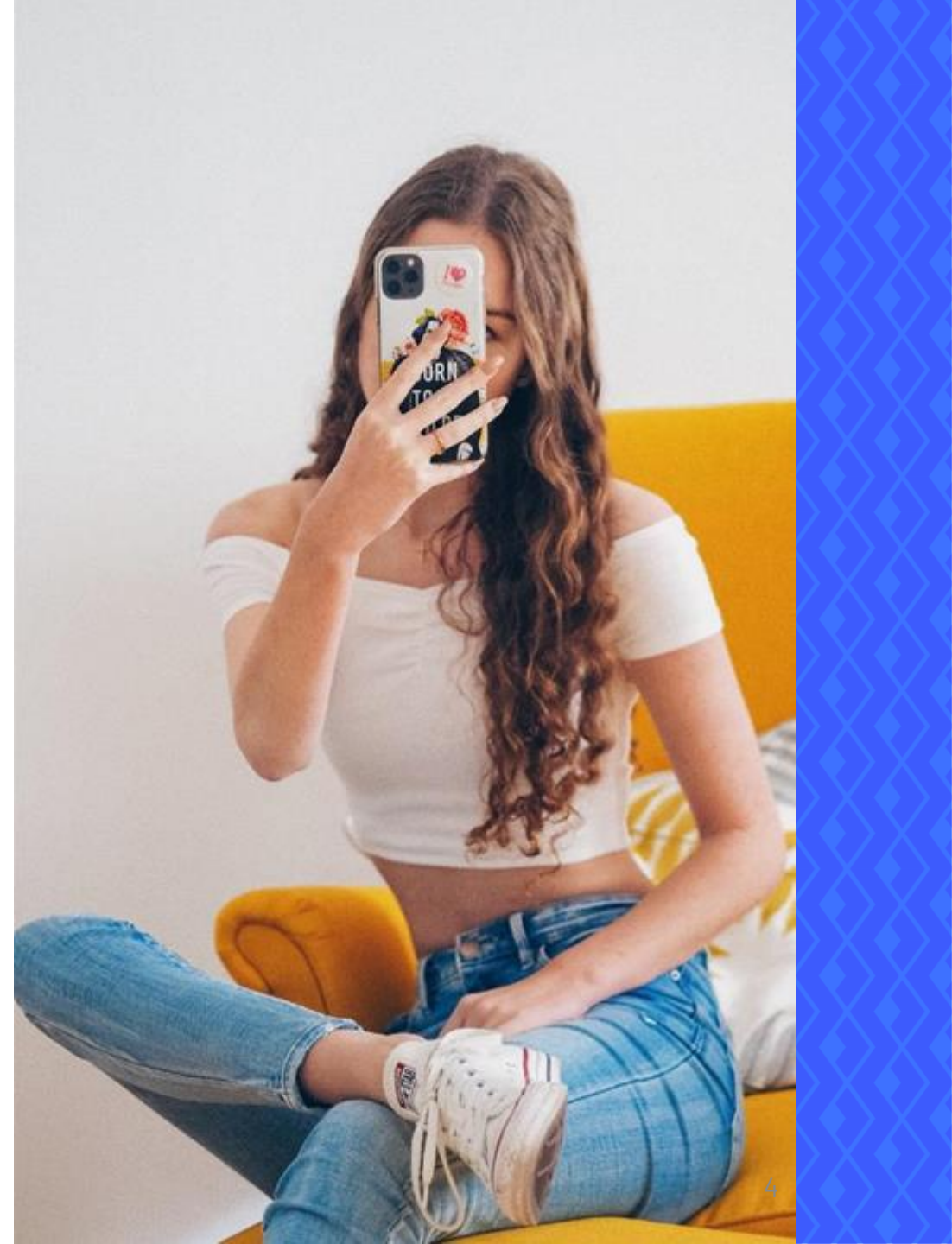


20,000+
Influencers



20M+
Consumers

xamble



Q3 FY2023 Key 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 (S\$0.22 million) compared to Q2 FY2023 (S\$0.13 million)
- Both **Nuffnang** and **Plata & Punta (P&P)** had their best performing quarter of FY2023 in Q3. As compared to Q3 FY2022, Nuffnang and P&P's revenue grew by 11%² (MYR5.21 million/S\$1.53 million vs MYR4.69 million/S\$1.51 million) and 37%² (MYR2.04 million/S\$0.60 million vs MYR1.49 million/S\$0.48 million) respectively due to new brand wins
- **Xamble Live Commerce** posted robust revenue growth of 55%² in Q3 FY2023 (MYR0.24 million/S\$0.07 million) compared to Q3 FY2022 (MYR0.15 million/S\$0.05 million) due to the expansion of TikTok Shop services across a broad range of clients
- **Xamble Creators** continued 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

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.



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)

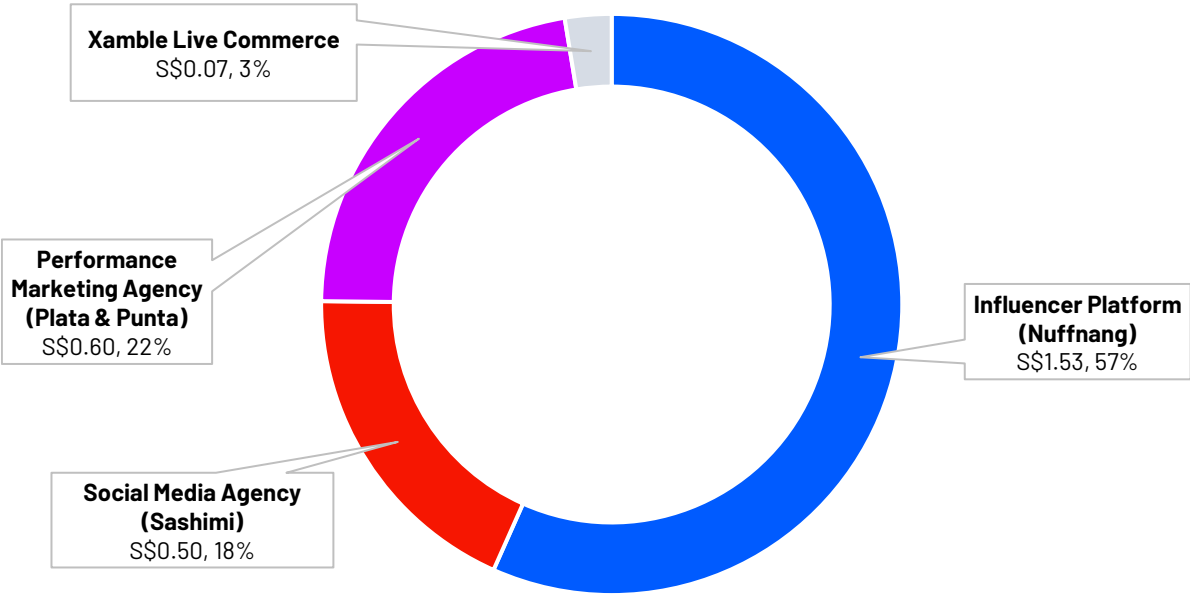
Current Core Business Performance

Nuffnang had its **best performing quarter of FY2023** so far, with revenue growing 11%¹ (MYR5.21 million/S\$1.53 million) compared to Q3 FY2022 (MYR4.69 million/S\$1.51 million) due to **7 new brand wins** bringing the total new clients for the first three quarters of FY2023 to 10.

Plata & Punta (P&P) also had its best performing quarter of FY2023 with 37%¹ revenue growth in Q3 FY2023 (MYR2.04 million/S\$0.60 million) compared Q3 FY2022 (MYR1.49 million/S\$0.48 million), largely due to **the win of a major education client**, one of the top universities in Malaysia.

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, it **continues to focus on its business development initiatives and to pursue growth** through expansion of its client portfolio.

Q3 FY2023 Revenue by Business Unit (S\$m)



¹ In Malaysian Ringgit terms.



Xamble New Businesses Overview

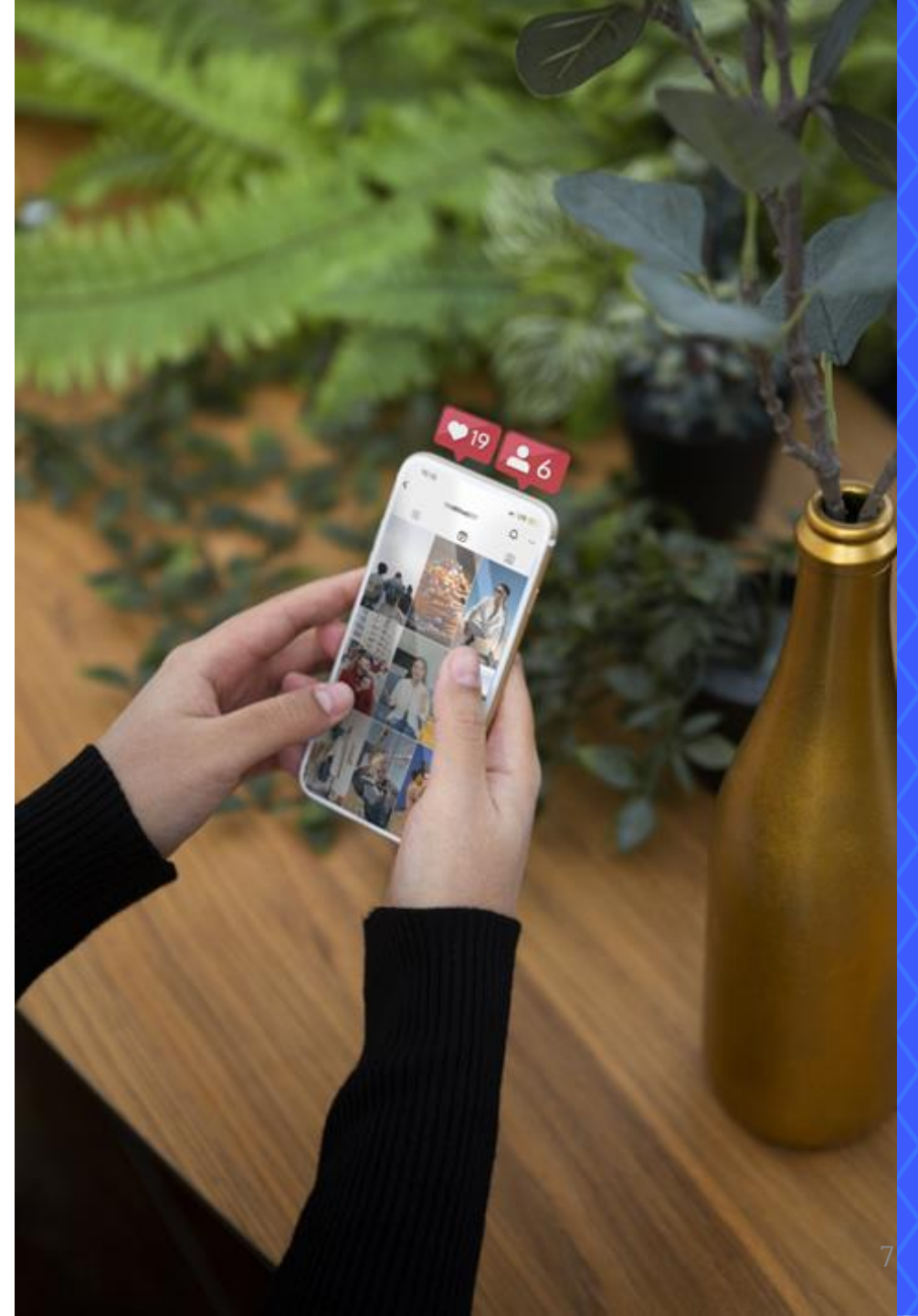
Xamble Live Commerce (XLC) grew its revenue by 55%¹ (MYR0.24 million/S\$0.07 million) compared to Q3 FY2022 due to the **expansion of TikTok Shop services**, with the business signing up brands in a wide range of categories including beauty and cosmetics, food and beverage, home and living, and mother and baby care.

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. XC also commenced commercialisation in October.

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.

¹In Malaysian Ringgit terms.



Georg Chmiel to join Xamble Board, to invest AUD400K

- In October, Xamble announced that leading tech entrepreneur and public markets expert Georg Chmiel will join the Board of Directors as an Independent Non-Executive Director
- Mr Chmiel will invest AUD400k in Xamble at 3.5 cents per CDI; a 16% premium to the 15-day VWAP¹
- He 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



"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. I look forward to working with Ganesh, the Board and leadership team to help build a new way of distribution for South East Asia and beyond."

- Georg Chmiel

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

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.



For further information, please contact:

Ms Angeline Chiam

Chief Financial Officer, Xamble Group Limited
Email: angeline@xamble.com

Ms Gabriella Hold

Investor Relations, Automic Group
Email: gabriella.hold@automicgroup.com.au

