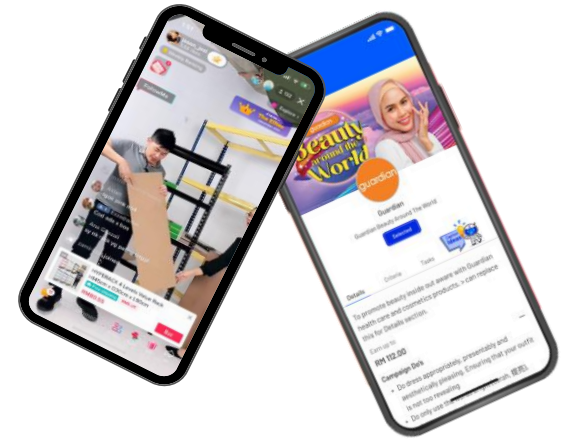


ersonal use only

Assembling
Communities.



CY2023 Full Year Results Investor Presentation

February 2024

xamble
(ASX:XGL)

Disclaimer

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A leading Southeast Asian influencer platform



MALAYSIA

SINGAPORE

TAIWAN

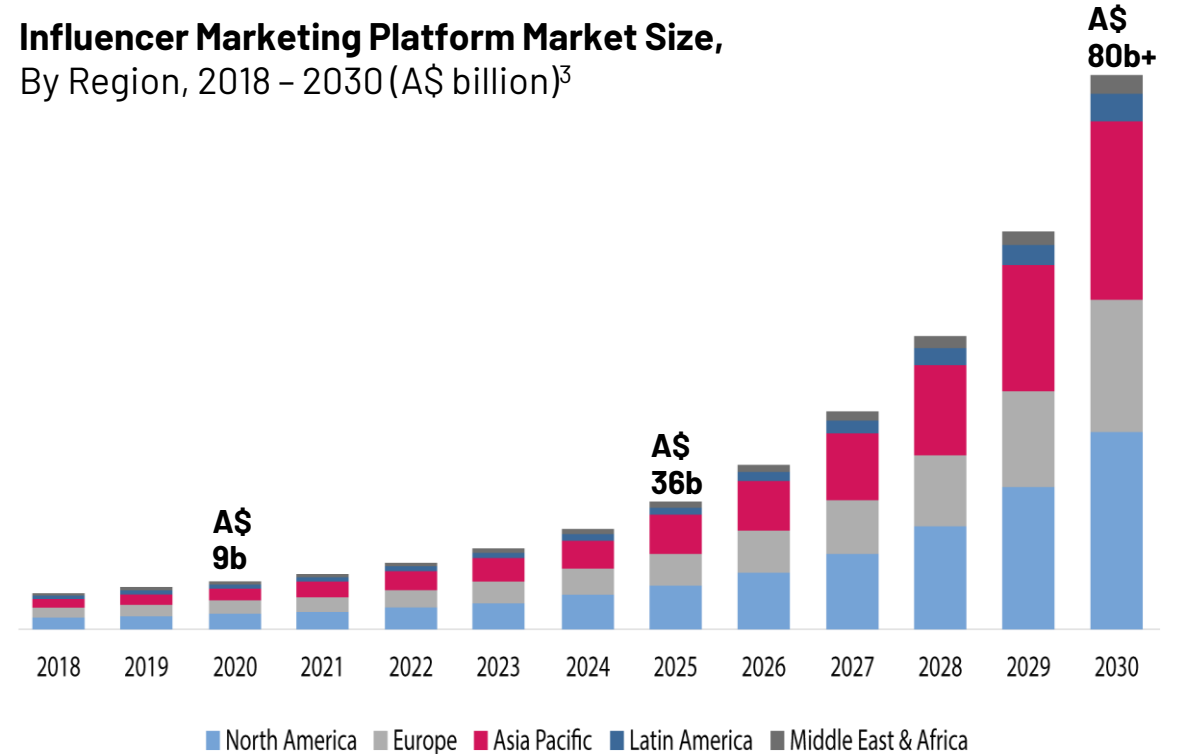
- 1 Southeast Asia's (SEA) **influencer (creator) platform market** is booming
- 2 **Xamble** is a **leading player** in SEA's influencer marketing space targeting nano and micro influencers, the **most effective segment**
- 3 **Xamble's technology platform** is **unique** and creates a very **scaleable, highly effective** way to capture this market
- 4 As a result, Xamble's **financials** are strong with the 2H 2023 results up on 1H 2023 in revenues and EBITDA; the **business is EBITDA profitable** while **investment in the technology** continues and **overhead costs are well managed**
- 5 **Xamble is poised** to expand through influencer growth in existing and new markets, continued technology investment and M&A



1 Southeast Asia's influencer platform market is booming

- The **global influencer platform market is vast**, with more than **64m influencers** globally in 2023¹
- The market has been **growing rapidly from A\$ 9b** (US\$ 6b) in 2020 and is estimated to reach **A\$36b** (US\$24.1b) by 2025²
- **63% of brands** plan to **increase influencer marketing budget** in 2024³
- SEA's share of the global market is **approx. 10%-15%** or A\$3.6b to A\$5.4b in 2025 and **growing strongly** with a compound average growth rate (**CAGR**) of **27%**⁴ over the last 6 years, with growth likely to accelerate
- The main social media channels in SEA are **Instagram, YouTube** and **Facebook** – **TikTok** is on the rise representing 3.2% of the total channels already⁵

Influencer Marketing Platform Market Size, By Region, 2018 - 2030 (A\$ billion)³



¹<https://trendhero.io/blog/how-many-influencers-are-there/>

²<https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

³The State of Influencer Marketing 2024 - Aspire - aspire.io

⁴<https://www.polarismarketresearch.com/industry-analysis/influencer-marketing-platform-market>

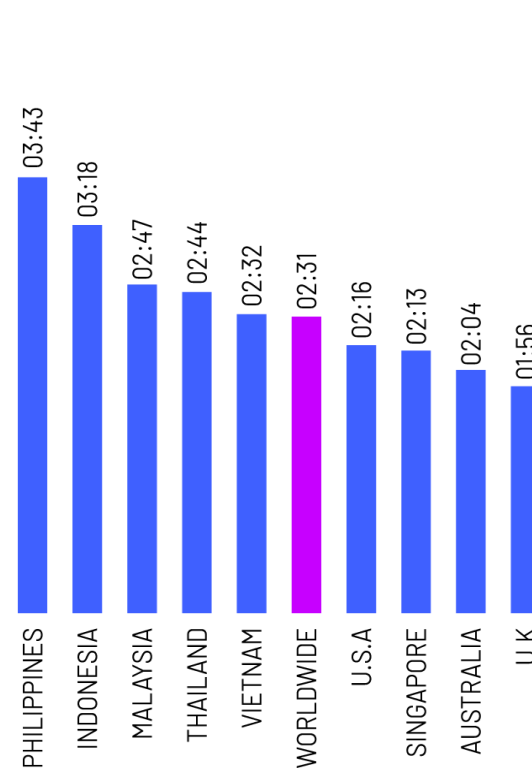
(converted to A\$ and CAGR changed to forecast over a 6-year period)

⁵Note(s): Asia, APAC; 2022; Source(s): AnyMind Group; ID 1256908. Further information regarding this statistic can be found in the Appendix.

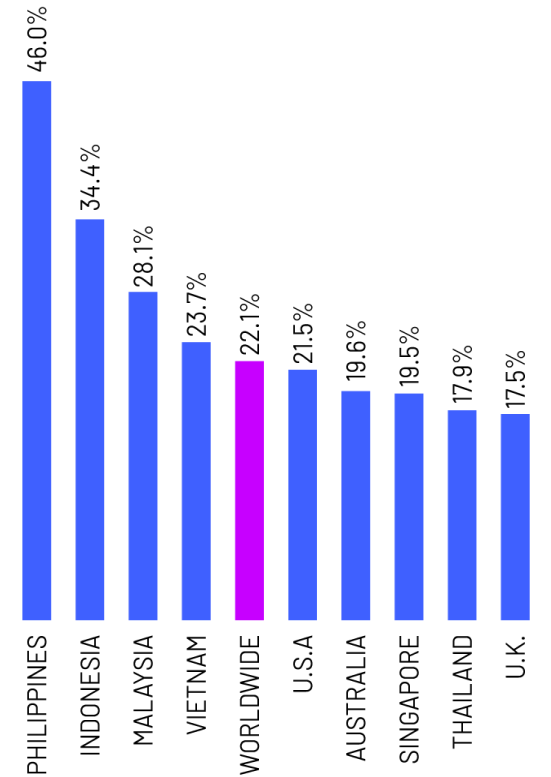
1 Southeast Asia's influencer platform market is booming (II)

- Internet users aged between 16 and 64 spend 1/3 of their online time on social media channels and increasingly use this medium for **purchasing goods and services**¹
- Around **70% of Singaporean and 82% Southeast Asians** said they have been **following recommendations from influencers** in their purchasing decisions²
- Internet users in **SEA spend more time than the global average on social media** and at least **25% of them follow an influencer**¹
- Influencers now take up **a growing share of marketing spend** as social media already accounts for more than **34% of digital advertising spending**¹
- **67% of marketers** said they will **increase investments in influencer marketing in 2024**²

Daily time spent using social media by internet users (aged 16y-64y)¹



Share of Social Media Users (aged 16y-65y) **following Influencers**¹



¹<https://wearesocial.com/wp-content/uploads/2023/03/Digital-2023-Global-Overview-Report.pdf>

²<https://www.marketing-interactive.com/67-marketers-increase-influencer-marketing-2024>

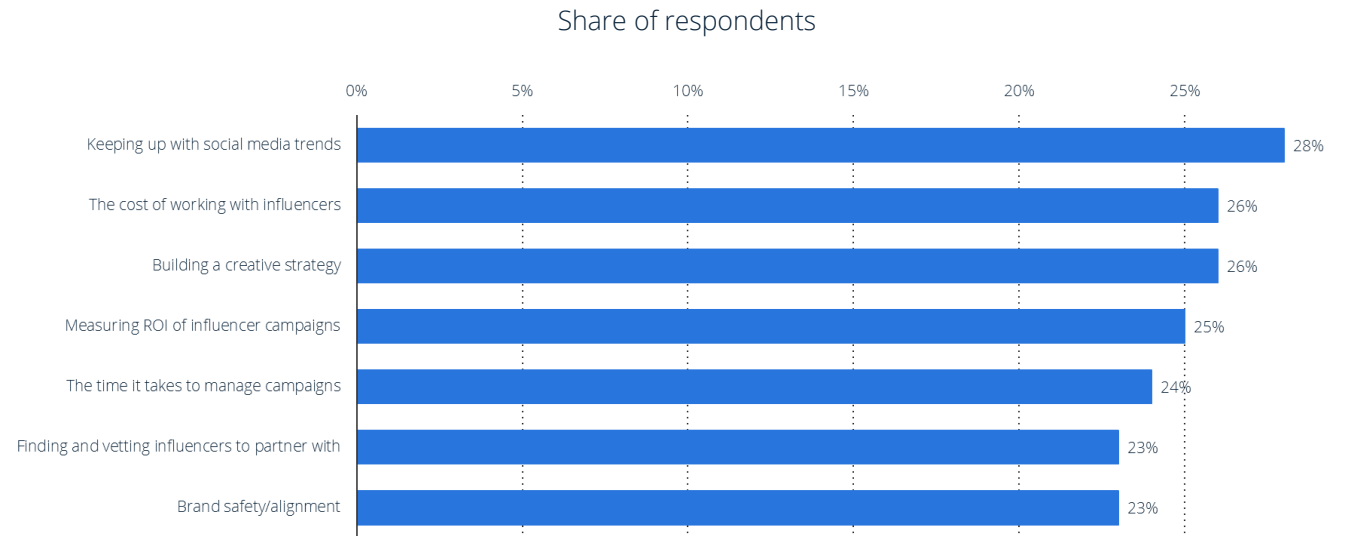
1 The current challenges in influencer marketing

The effectiveness of influencer marketing is accelerating as more people spend time on social media and more brands use this to reach consumers

However, the sector is fragmented:

- **Brand alignment and finding influencers:** Brands need a better way of attracting influencers to campaigns; influencers need an effective way of finding the right campaigns
- **Execution and creative strategy:** Brands need a way to manage influencer content
- **Performance tracking/brand safety:** Brands need to be able to track sales generated from campaigns

Leading challenges among influencer marketers worldwide 2023¹



¹<https://www.statista.com/statistics/1372264/leading-challenges-influencer-marketers-worldwide/>

2 Xamble is the established leader in SEA influencer marketing

Trusted by leading **blue-chip multinational clients** as well as **SME clients** and **media agencies**



KFC



NETFLIX

Panasonic



Neutrogena



PANTENE



MAYBELLINE
NEW YORK



astro



unifi



munchy's
bite me



Applecumbly Fish
FINE BABY ESSENTIALS



MahSing



2 Xamble targets the largest and most effective influencer segment

These influencers have the most intimate connection with their audience base

Segment of Influencers²

Average Engagement Rate³

Mega Influencers
>1 million followers

1.7%

Mid tier Influencers
<1 million followers

2.4%

Micro Influencers
<100,000 followers

4.0%

Nano Influencers
<10,000 followers

8.0%

Growing influencer category in SEA

- In SEA, **Nano Influencers** have the highest **impact** (46%) or direct influence on consumer buying decisions⁴.
- In SEA, **more than 70% of influencers are Micro or Nano Influencers**⁵.
- **38% of all brand deals** go to Micro Influencers⁶.

Nano and Micro Influencers have grown their Asian market share to 30% in 2022 (from 22% in 2020)¹

¹ Statista: Share of social media influencers by number of followers in Asia from 2020 to 2022

² AnyMind Group; ID 1299716 – see Appendix Slide 22. NB: Number of follower definitions can vary very slightly depending on source.

³ <https://anystarr.com/why-micro-and-nano-influencers-are-the-future-of-digital-marketing/>
(Calculated after analysing over 1,000,000 accounts)

⁴ https://medium.com/@onavis_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198

⁵ AnyMind Group; ID 1299716 – see Appendix Slide 22

⁶ <https://www.ajmarketing.io/post/top-11-influencer-marketing-trends-asia-2021#viewer-eq458>

2 Three examples of Xamble's Influencers

"I prefer working with Xamble as they are always making sure that everything is clear and easy to understand for me to start working on my campaigns."



LIM CELYN

INSTAGRAM FOLLOWERS:

~14,200

INSTAGRAM ENGAGEMENT:

4.5% (2.2x industry average)

CATEGORY:

Lifestyle, Beauty & Travel

BRAND ENGAGEMENT:

Guardian, M&Ms, Pantene

"The Xamble team is very helpful and easy to work with, especially for me who is managing everything on my own. Loving their new app as well, for a new app, it is decent."



YOUSAF IQBAL

INSTAGRAM FOLLOWERS:

~47,100

INSTAGRAM ENGAGEMENT:

14.16% (6.9x industry average)

CATEGORY:

Health, Fitness & Lifestyle

BRAND ENGAGEMENT:

Guardian, Dutch Lady, Subway

"I can strongly say they are one of those reasonable & fair agencies out there. Xamble really knows how to treat their influencers right."



SESHMITAA MURALI

INSTAGRAM FOLLOWERS:

~11,200

INSTAGRAM ENGAGEMENT:

3.6% (1.8x industry average)

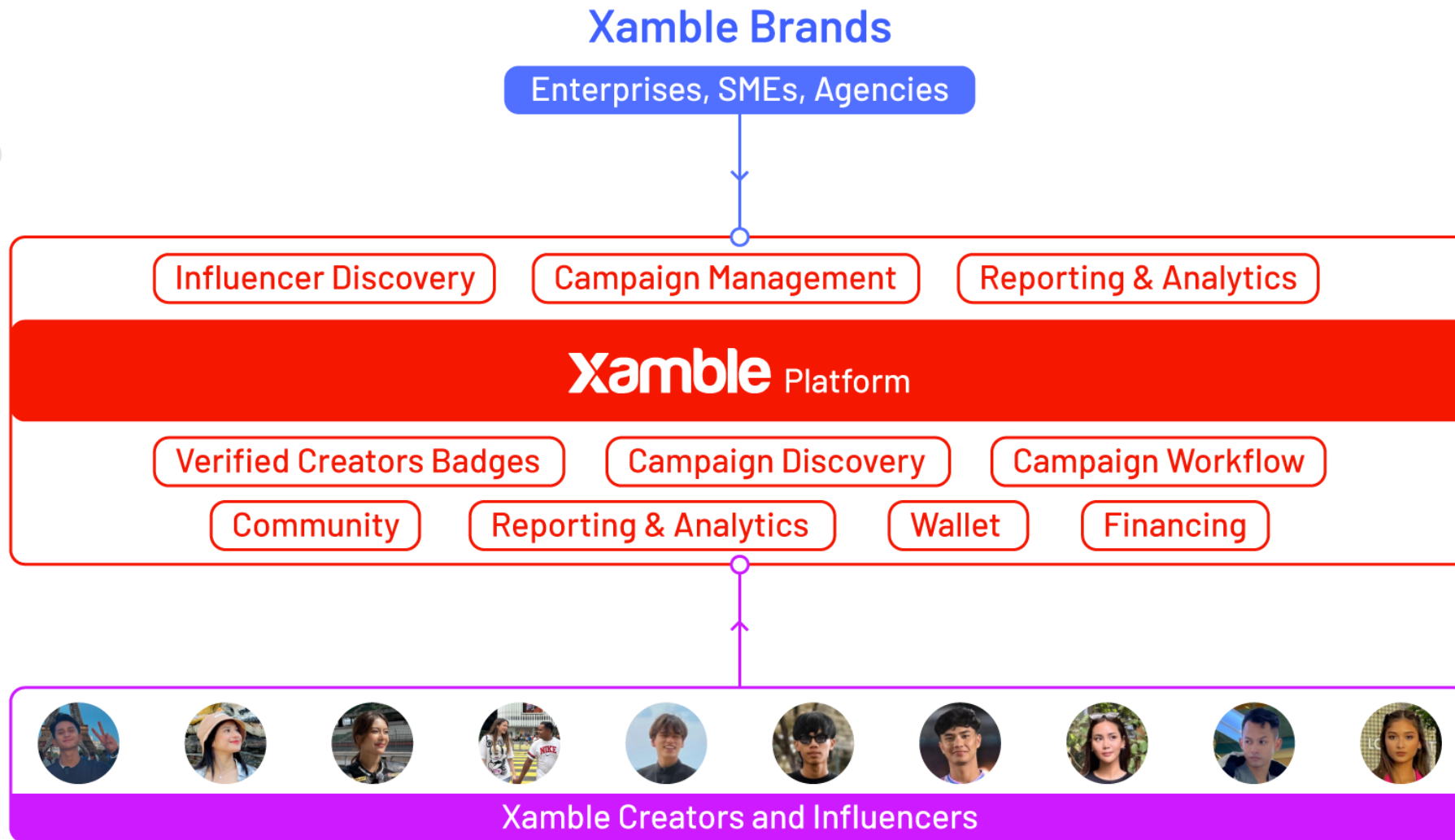
CATEGORY:

Beauty & Lifestyle

BRAND ENGAGEMENT:

Lifebuoy, Aiken, Dutch Lady

3 Xamble's technology platform is unique ...



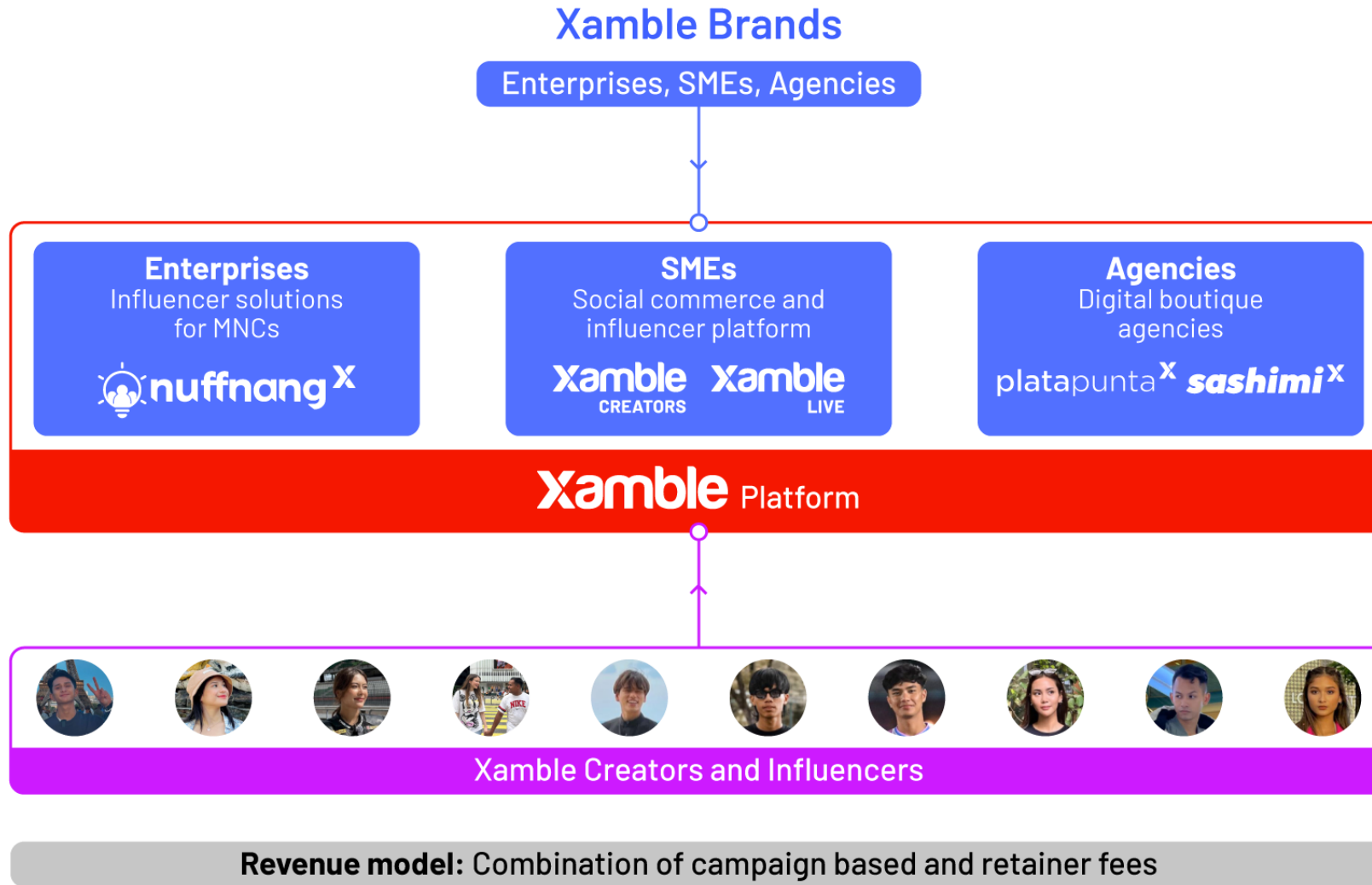
Unique: Xamble offers all three components seamlessly

Discovery: The Xamble Creators app connects brands to the right influencers and influencers to the right campaigns

Execution: The app helps influencers generate the right content and get paid efficiently

Performance Tracking: Using the Xamble Social Wallet, influencers can grant end-consumers rewards and discounts, enabling brands to track sales

3 ... and creates a very scaleable, highly effective way to capture this market



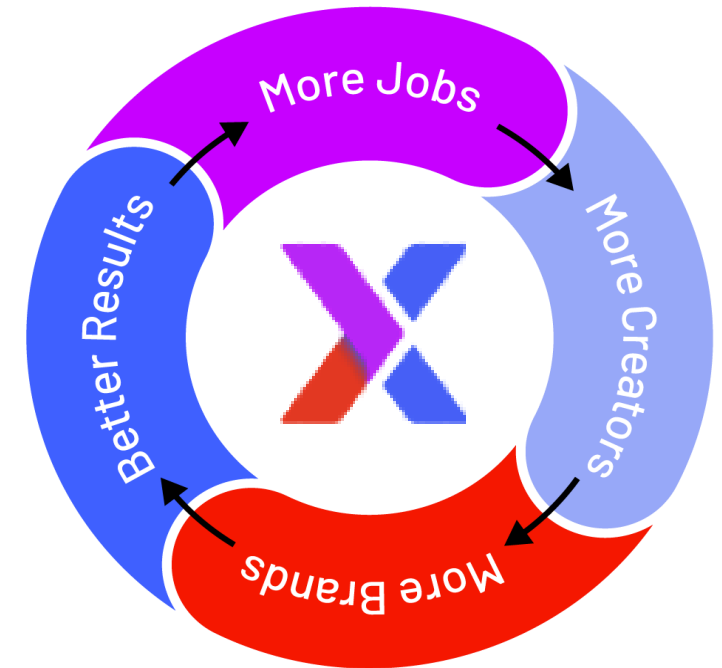
Highly scalable due to:

- **More effective** influencer recruitment and engagement, enabling faster and easier expansion to new geographies and industries
- **Automated platform** enables growth into the large and **growing SME market** across SEA and beyond
- **White label solution** enables efficient and cost-effective add-on service **for boutique agencies**

3

The Xamble platform is delivering strong results feeding into 'flywheel synergies'

	Before Xamble	After Xamble
Influencers	<ul style="list-style-type: none"> ✗ Inconsistent campaign management and payment processes 	<ul style="list-style-type: none"> ✓ More discovery and brand deals ✓ Better execution
Brands	<ul style="list-style-type: none"> ✗ Costly and complex influencer discovery ✗ Data and payment tracking fragmented and inefficient 	<ul style="list-style-type: none"> ✓ Cost-effective and streamlined creator recruitment ✓ Decrease of cost per advertising (CPA) when influencer content is used ✓ Significant conversion lift ✓ Campaign insights, influencer performance via digital wallet and dashboard and centralised payment flows
Consumers	<ul style="list-style-type: none"> ✗ Inability to efficiently access relevant discounts from brands and influencers 	<ul style="list-style-type: none"> ✓ Access to a wide range of relevant brand discounts



3 Delivering strong results for brands, creators and consumers

Case Study 1: Hasbro's My Little 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.

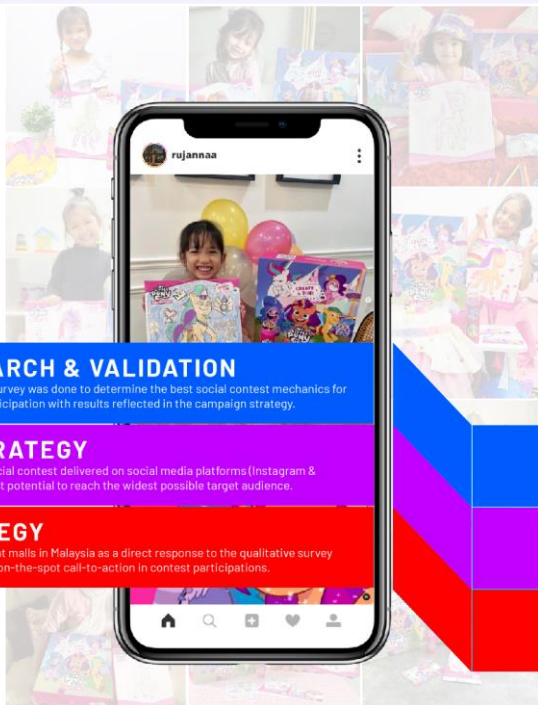
The Results

7.0M+
total audience reached
across Meta platforms.

5.4k
hyper engagement, indicating
high intent from audience to
participate in social contest
(saves, shares, link clicks, etc).

>9%
engagement Rate
(Benchmark: 3%-6%).

600+
submissions to social contest,
performing 3x better than
initial projections.



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.

*Insights obtained from influencers' social media page and performance report on Meta Business Suite dashboard.

3

Delivering strong results for brands, creators and consumers

Case Study 2: First Pride



Malaysian frozen meat and fish provider

2022

1.3M

generated impressions

20.0%

engagement rate (ER)

6x

higher ER than industry average

2023

33.3M

generated impressions

132.2%[^]

engagement rate

40x

higher ER than industry average

*Insights obtained from influencers' social media page and performance report on Meta Business Suite dashboard.

[^] The campaign's success led to engagement even from non-followers when it organically reached beyond its usual audience, such as through algorithmic promotion to the explore page.

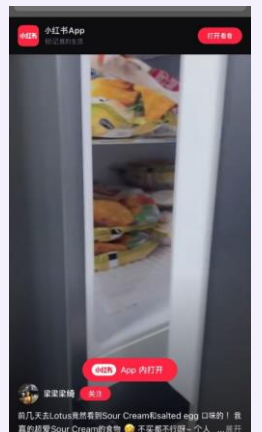
2022 - 2023

Between 2022 and 2023, First Pride campaigns were targeted towards creating awareness towards its range of nuggets and driving consumer's desire to buy.

The Results

Between 2022 and 2023 there was a 30x increase in awareness in First Pride campaigns, as well as a 36x increase in the engagement rate. Results also show that there has been a consistent increase in the engagement rate compared to the industry benchmark from 2022 to 2023.

Sample Posts



3 Delivering strong results for brands, creators and consumers

Case Study 3: Giant

2022 - 2023

Between 2022 - 2023, Giant campaigns were targeted towards highlighting Giant's 'Lowest Prices That Last' as well as festive periods, with amazing deals.



Leading Singapore supermarket chain

2022

0.5%

hyper-engagement rate (ER)

36.8%

ER

10x

higher ER than industry average

2023

1.8%

hyper-ER

67.3%

ER

20x

higher ER than industry average

The Results

As of 2023, Giant had engaged with 1 Influencer, which managed to help generate a 2x increase in the engagement rate and also achieved 3x more in hyper-engagement, which is defined as engagements which include consumer engagement (e.g. commenting, sharing, and saving the content). Moreover, the success of the Giant Chinese New Year x Gary Yap (a Malaysian television personality) campaign resulted in the client requesting to replicate the campaign in 2024 through engaging the same Influencer.

Sample Posts



4 Xamble's Group financial results are strong

GROUP RESULTS

Moving forward, Xamble intends to transition its reporting currency to **Australian Dollars (\$A)** to reflect that it is an ASX-listed business and most capital transactions are in A\$.

Annual Group Revenue for CY2023 was down 7% on PCP primarily due to a **slowdown in overall consumer packaged goods spend** in 1H 2023.

However, it **increased by 12% in 2H over 1H 2023** with more investment in technology and new sales and operations processes being implemented.

Underlying business profitable³ excluding investments to extend the current technology stack and corporate & listing costs

Focus was also on building the **new technology platform** to make the **business more scalable in the future** while **overhead costs were well managed.**

For a full review of the financial performance in the current reporting currency (SG\$) please refer to the published accounts for CY2023.

Xamble Group Ltd (consolidated)

<i>In A\$ 000s¹</i>	CY2023	CY2022	Growth
Group Revenue	10,775	11,549	(7%)
Business Expenses	(10,018)	(10,616)	(6%)
Business EBITDA^{2,3}	757	933	(19%)
Technology Investment	(647)	(316)	105%
Corporate (HQ & ASX)	(1,126)	(1,016)	11%
Group EBITDA²	(1,016)	(399)	(155%)

<i>In A\$ 000s¹</i>	2H CY2023	1H CY2023	Growth 2H vs 1H
Group Revenue	5,692	5,083	12%
Business Expenses	(5,203)	(4,815)	8%
Business EBITDA^{2,3}	489	268	82%
Technology Investment	(225)	(422)	(47%)
Corporate (HQ & ASX)	(562)	(564)	(0%)
Group EBITDA²	(298)	(718)	(58%)

<i>In S\$ 000s</i>	CY2023	CY2022	Growth
Group Revenue	9,615	11,058	(13%)
Group EBITDA ²	(906)	(381)	138%

¹ Assumes exchange rate of 1 AUD = 3.029 MYR (CY2023); 1 AUD = 3.054 MYR (CY2022). MYR used as base as majority of the operations are in Malaysia.

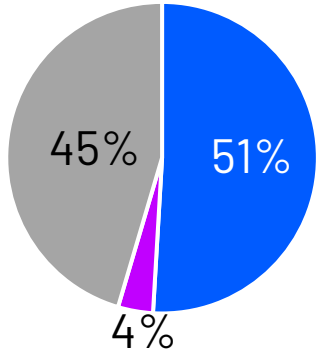
² Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs of S\$0.53 million (CY2022: S\$0.43 million).

³ Underlying business adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs as well as technology investment and corporate (HQ and ASX) expenses

4

The recently launched SME channel is delivering strong growth and highest margins

ANNUAL REVENUE



■ Enterprise ■ SME ■ Agency

Annual Revenue (million A\$)
 Revenue Growth vs pcp
 Gross Margin %

Revenue per Client (min, max)

Type of Engagement

Xamble Brands

Enterprises, SMEs, Agencies

Enterprises
 Influencer solutions for MNCs

SMEs
 Social commerce and influencer platform

Agencies
 Digital boutique agencies

A\$5.5m
 (12%)
 45%

A\$2k - A\$1.2m
 (Average A\$87k)

Influencer campaigns for large companies

A\$0.4m
 54%
 65%

A\$1k - A\$110k
 (Average A\$20k)

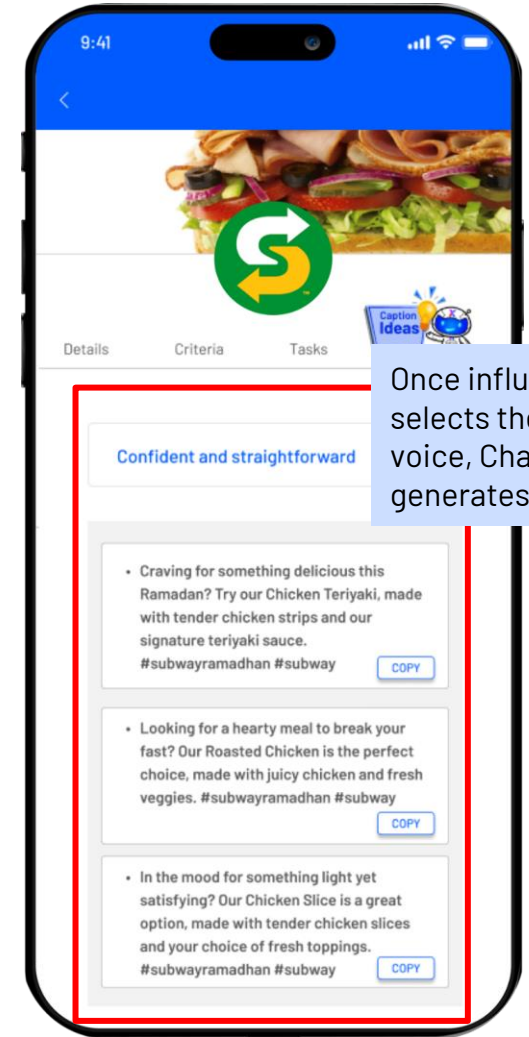
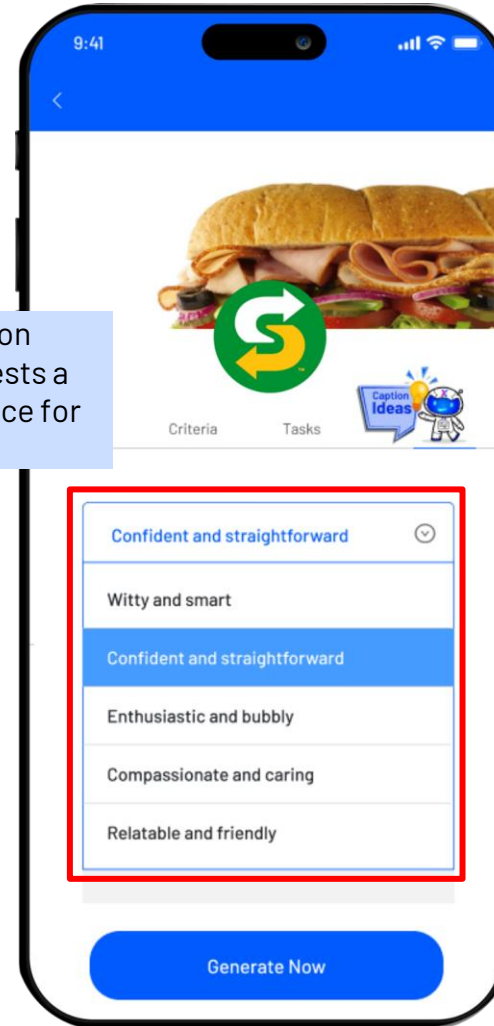
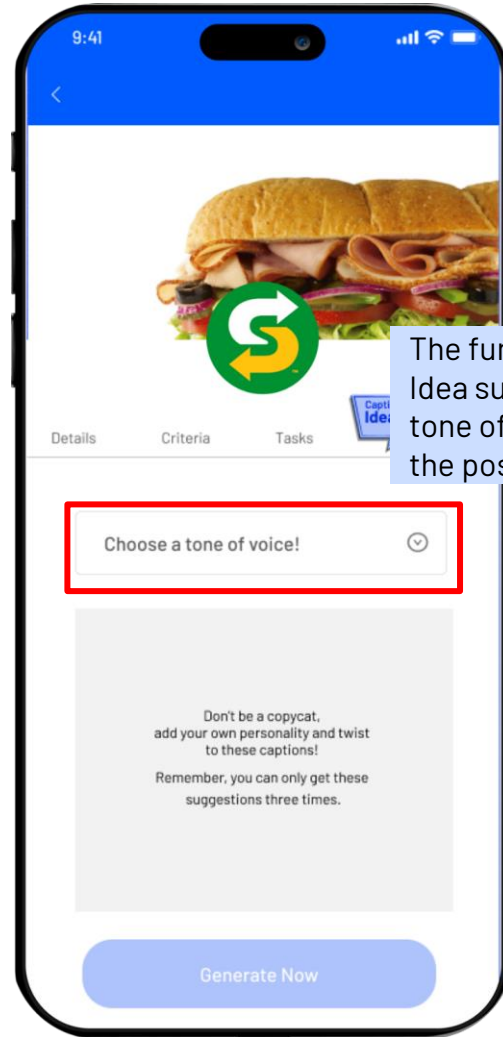
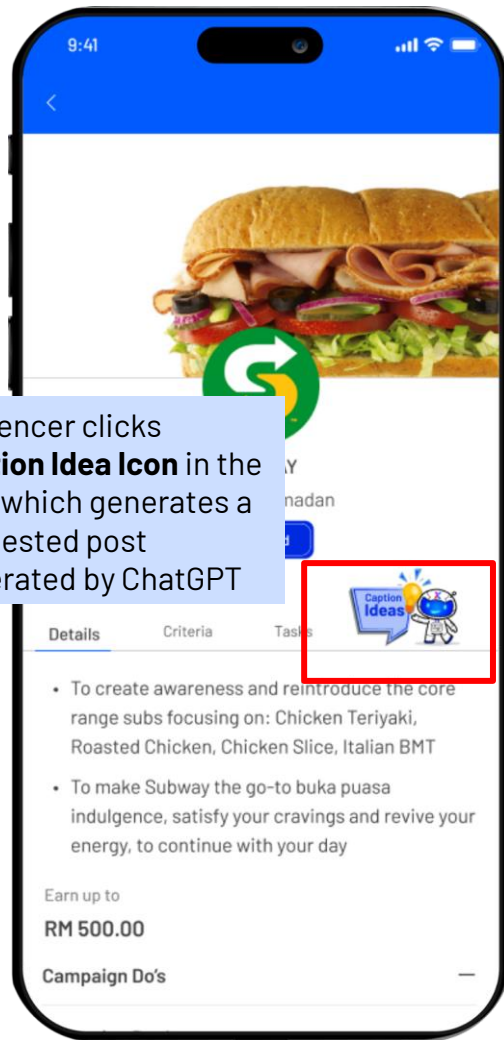
Direct (without agency) digital influencer campaign or/and social commerce

A\$4.9m
 (5%)
 36%

A\$2k - A\$700k
 (Average A\$110k)

Embedded influencer workstream in comprehensive marketing campaign of agency

5 Integration of AI makes the platform more productive

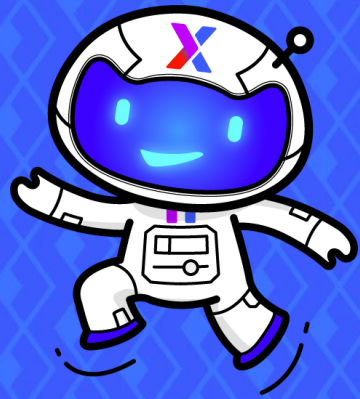


5 Growth Strategy and Outlook

Xamble is poised to capture more of the fast-growing SEA influencer marketing industry through organic and M&A-based growth strategies aimed to

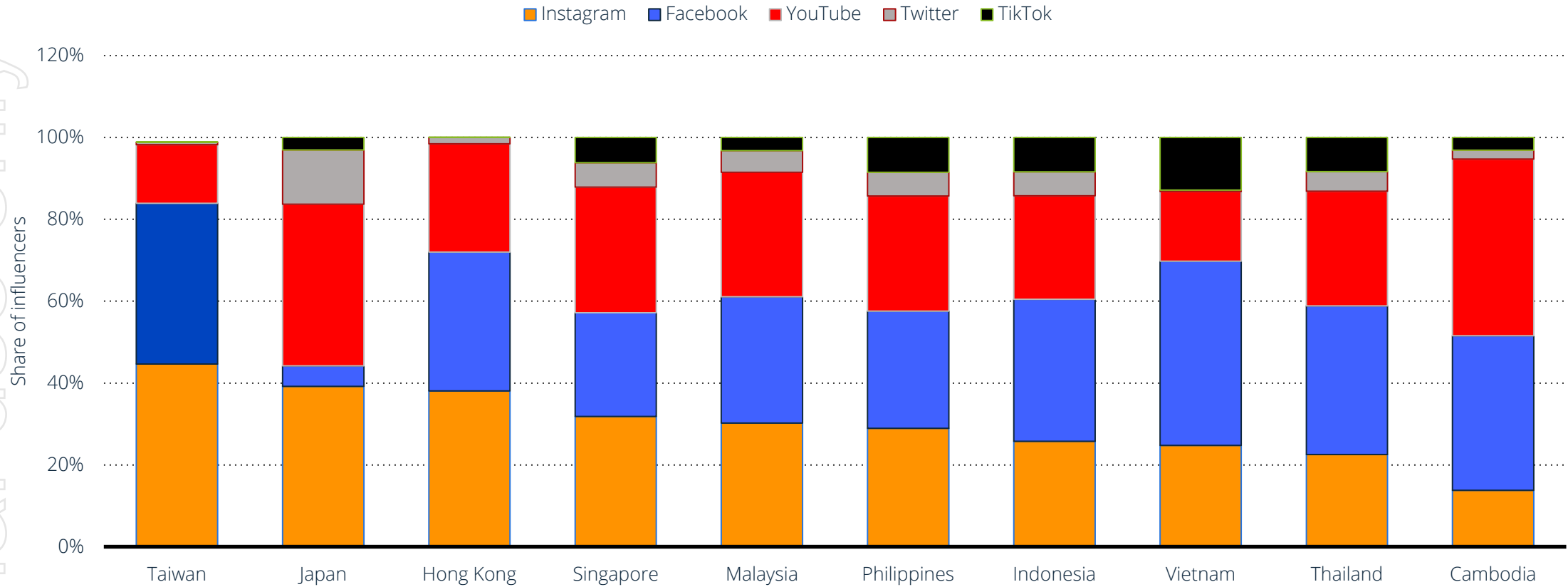
- **Grow and strengthen the influencer base** in **existing and new markets** across SEA Asia and beyond
- **Extend the technology platform** – examples include:
 - The launch of the **community feature**, called '**Branded Community**', allowing brands to build their own community of influencers and directly engage with them which was **completed in Q4 CY2023**
 - The launch of the **self-serve influencer marketing platform for SMEs** – expected by the end of **Q1 CY2024**. The platform will include dashboard access for SMEs that will allow them to review and approve influencer content while enabling them to **obtain insights from influencer campaigns**
- **Upscale sales capabilities** through the acquisition of new talent into the management team





Appendix

1 Market Data - Share of Asian Influencer by Channel

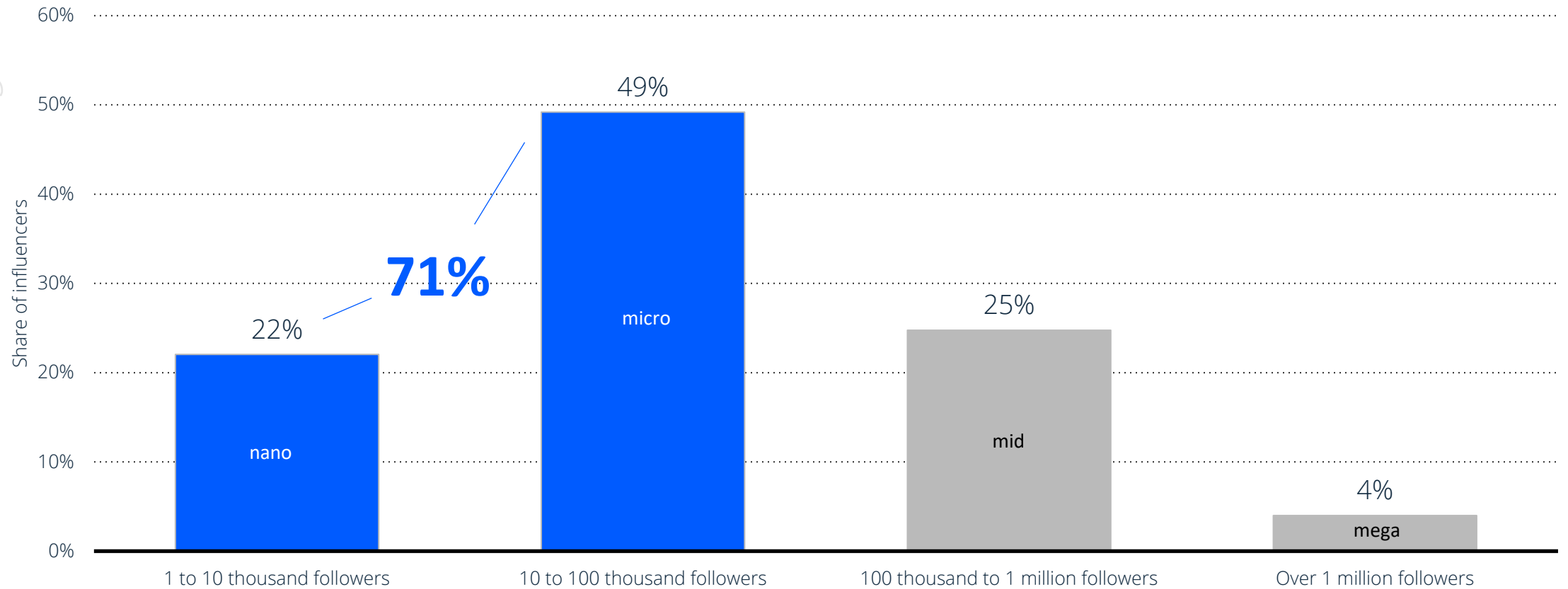


Note(s): Asia, APAC; 2022

Further information regarding this statistic can be found on slide 4.

Source(s): AnyMind Group; ID 1256908

1 Market Data - Share of Micro and Nano Influencers



Note(s): Asia; 2020 to 2022; includes data on over 500,000 influencers from Cambodia, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, Taiwan, Thailand, and Vietnam*

Further information regarding this statistic can be found on [page 8](#).

Source(s): AnyMind Group; [ID 1299716](#)

3 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!



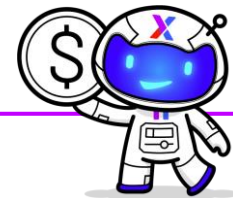
Create

Curate your portfolio and profile to showcase your creativity.

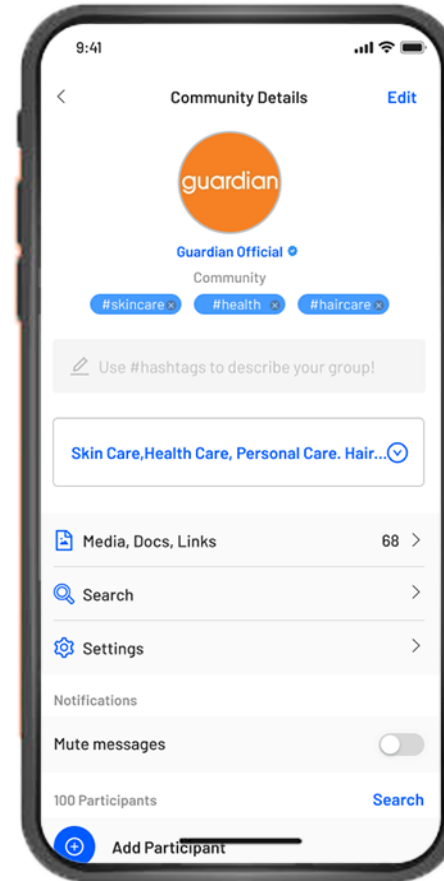
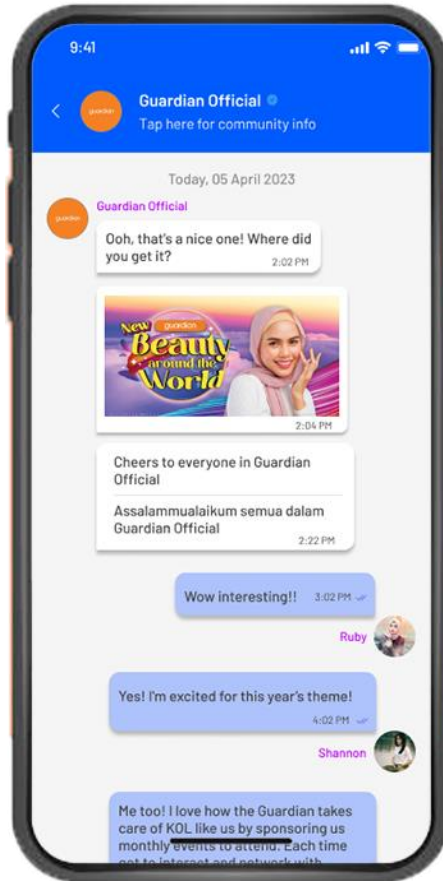
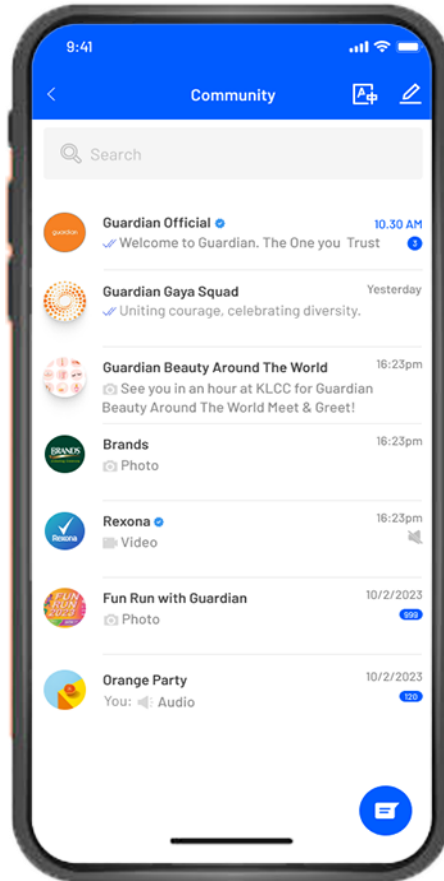
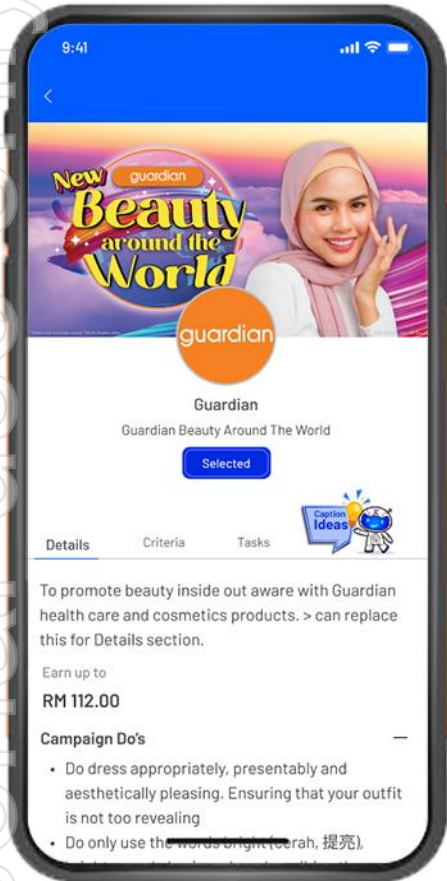


Earn

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



3 Creating and managing “branded communities” of influencers on Xamble Creators...



3 Xamble Creators – Recent Statistics



Average user engagement and growth metrics since XC App launch:

- Downloads increased by over 40%
- Sign-up completion with bank details at over 44%
- 78%-80% payout withdrawal rate
- Over 2,200 mobile app downloads, 1,000 active influencer sign-ups, and RM2.4 million (A\$0.8k) transacted through the app

3 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**.



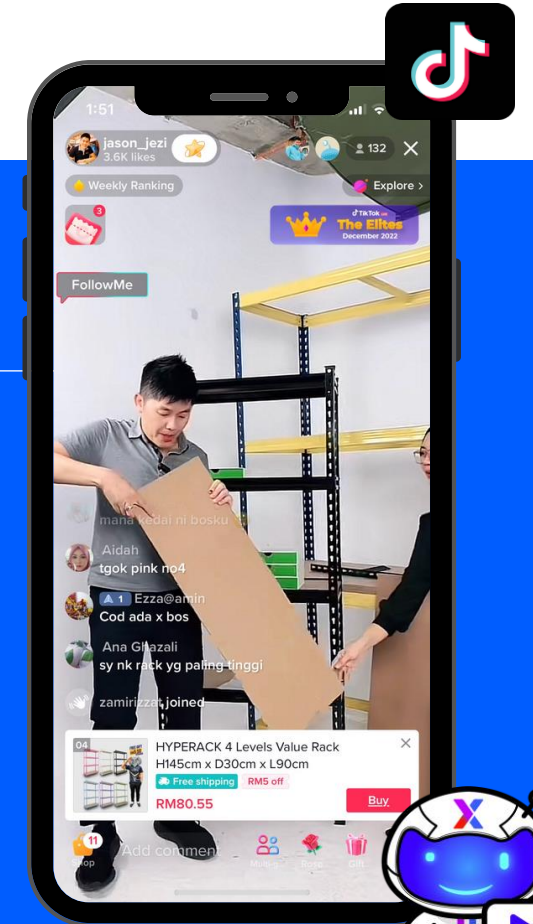
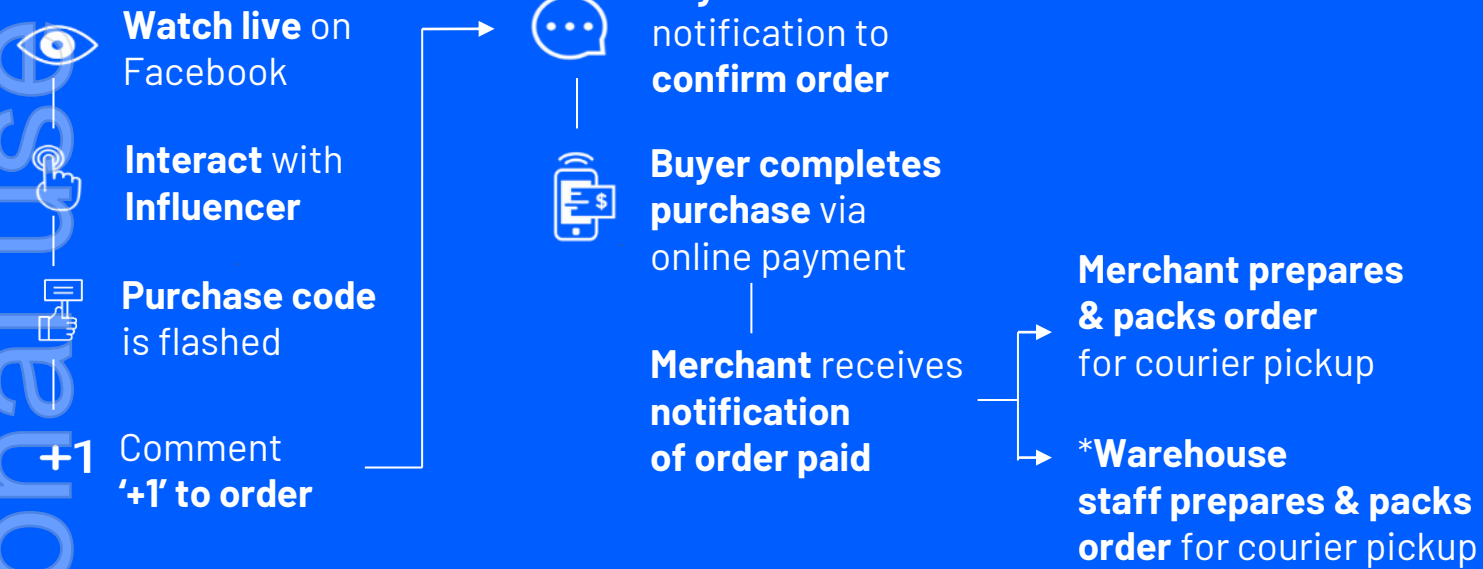
Create effective **collaborations and promotions** between brands and influencers, **backed by data**.



3 Xamble Live – Social Commerce

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.



3 Delivering strong results for brands, creators and consumers

Case Study 4: **Kotex**



Multinational feminine hygiene company



The Problem

Kotex partnered with Barbie for collectibles, then heavily invested in influencer marketing for promotion. Upholding Mattel's strict IP rules and visual consistency was crucial to avoid delays in content release and potential sales impact, demanding precise execution.

The Solution

Xamble ensured Mattel's strict Barbie IP requirements were met by creating a customisable thematic backdrop in their in-house studio. Influencers used pre-approved Barbie-themed setups and vetted props, resulting in timely, aligned yet unique content for both brands.

The Results

20%

increase in brand uplift

20-25%

reduced CPM

3k+

hyper engagement generated

*Insights obtained from influencers' social media page and performance report on Meta Business Suite dashboard.

3 Delivering strong results for brands, creators and consumers

Case Study 5: **Guardian**



Leading SEA pharmacy chain



The Problem

Guardian aimed to solidify its health and wellness brand trust on its Facebook page. It sought to become a point-of-reference for its audience's health, necessitating sustainable strategies for perception growth along with commercial and operational viability.

The Solution

Xamble curated the #GuardianRecommends video edu-series to enhance brand trust. Initial brand-focused episodes saw low viewership, prompting a strategic pivot to themed content, which increased organic viewership by 2x. The series maintained engagement by introducing new hosts and adapting to changing content consumption habits with vertical-shorts formats.

The Results

100+

episodes of GR consistently over 3 years+

300k

views on best performing episode

30-40k

average views per episode

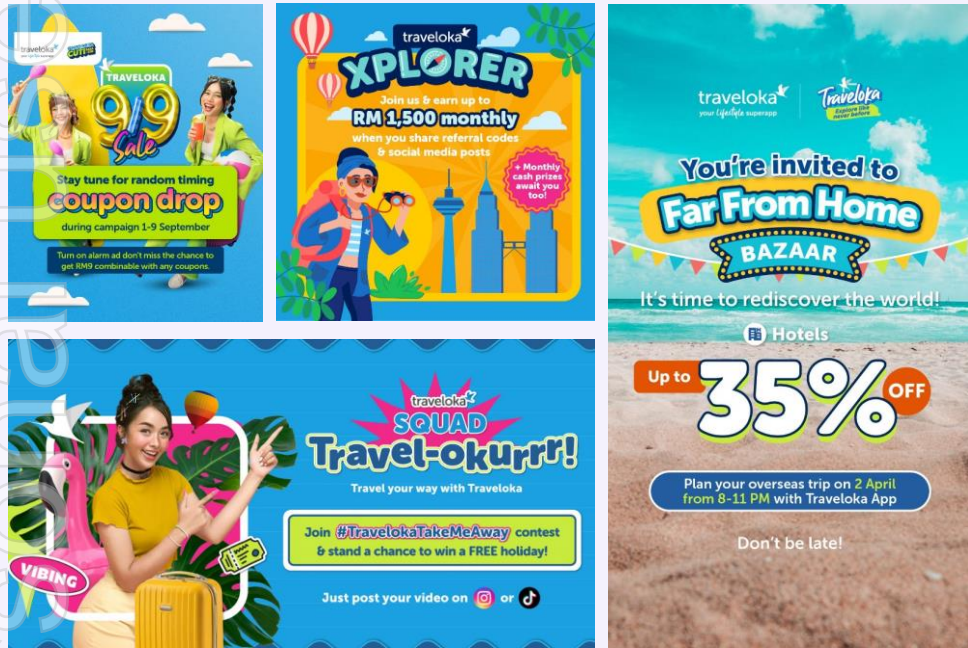
3

Delivering strong results for brands, creators and consumers

Case Study 6: Traveloka



Leading SEA travel platform



The Problem

Traveloka needed assistance to create visuals across three different markets: Malaysia, Singapore and Philippines. Month to month, it needed a hub service and optimised costs, and needed to leverage Xamble's expertise in order to create consistent visuals across different markets.

The Solution

With the expertise in handling multiple campaigns with tight timelines, Xamble was able to streamline the efficiency across the three different country markets, produce the branded content needed for each campaign, and ensure visual and branding consistency across all country markets.

The Results



positive sentiment & feedback

*Insights obtained from influencers' social media page and performance report on Meta Business Suite dashboard.



OUR ACHIEVEMENTS



GOLD

**Influencer Agency of
the Year**

BRONZE

**Best Use of Digital for
Impact**

Malaysian Digital Association Awards 2023

Leadership 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.
- Advisor & Former Chairman of the National Tech Association of Malaysia (PIKOM).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.
- Independent Non-Executive Director of Malaysia's National Payment Network (Paynet)

**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).

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).
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- Independent Non-Executive Director of Malaysia's National Payment Network (Paynet)

**GEORG
CHMIEL**



**Independent
Non-Executive
Director**

- Chair and Co-Founder of KL-based Juwai-IQI Holdings.
- Non-Executive Chair of Spacetalk (ASX:SPA) and Centrepoint Alliance (ASX:CAF), Non-Executive Director of Kinatico Ltd (ASX:KYP).
- Former Executive Chair of iCarAsia, MD & CEO of iProperty Group and LJ Hooker Group, CFO of REA Group.
- 30 years' experience, having successfully grown and exited Australian and South East Asian ASX-listed companies.

**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.

For further information, please contact:

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