

ASX RELEASE
30 May 2024

XAMBLE GROUP LIMITED (ASX: XGL)
AGM PRESENTATION

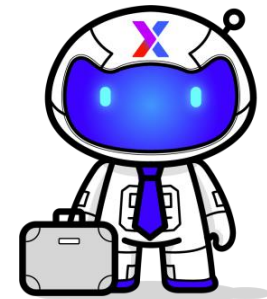
Xamble Group Limited ("XGL") is pleased to enclose the following Investor Presentation.

This release was authorised by the XGL Board of Directors.

For more information, please contact:

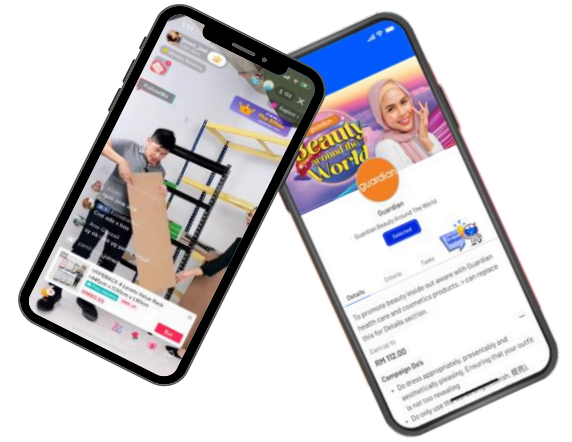
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Assembling
Communities.



AGM Presentation

May 2024

xamble
(ASX:XGL)

Disclaimer

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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.
- 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)

**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 27 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, NASDAQ and NYSE American.
- 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.

A leading Southeast Asian influencer platform



MALAYSIA

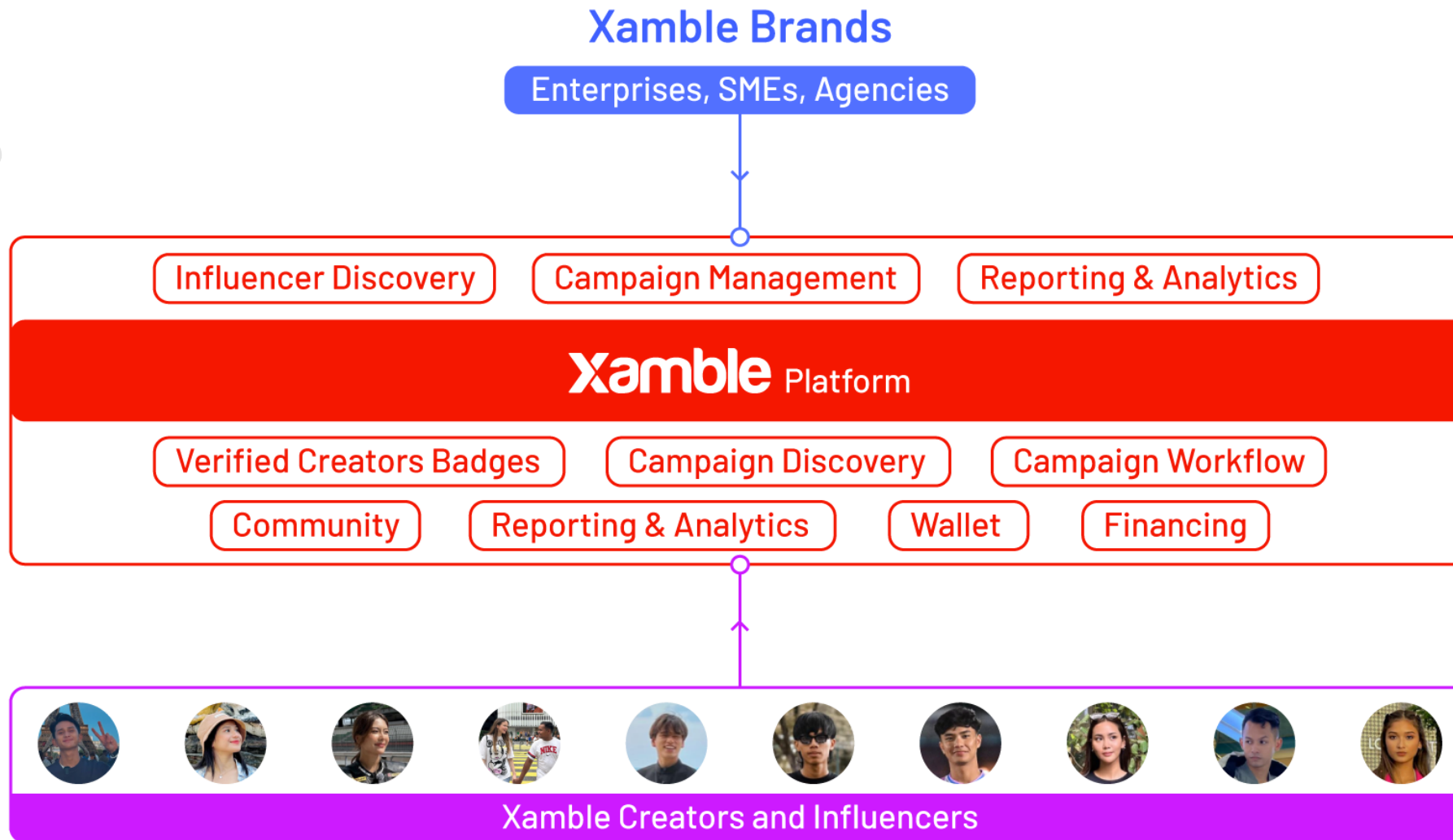
SINGAPORE

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 CY2023 results up on 1H CY2023 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



Xamble's technology platform is unique ...



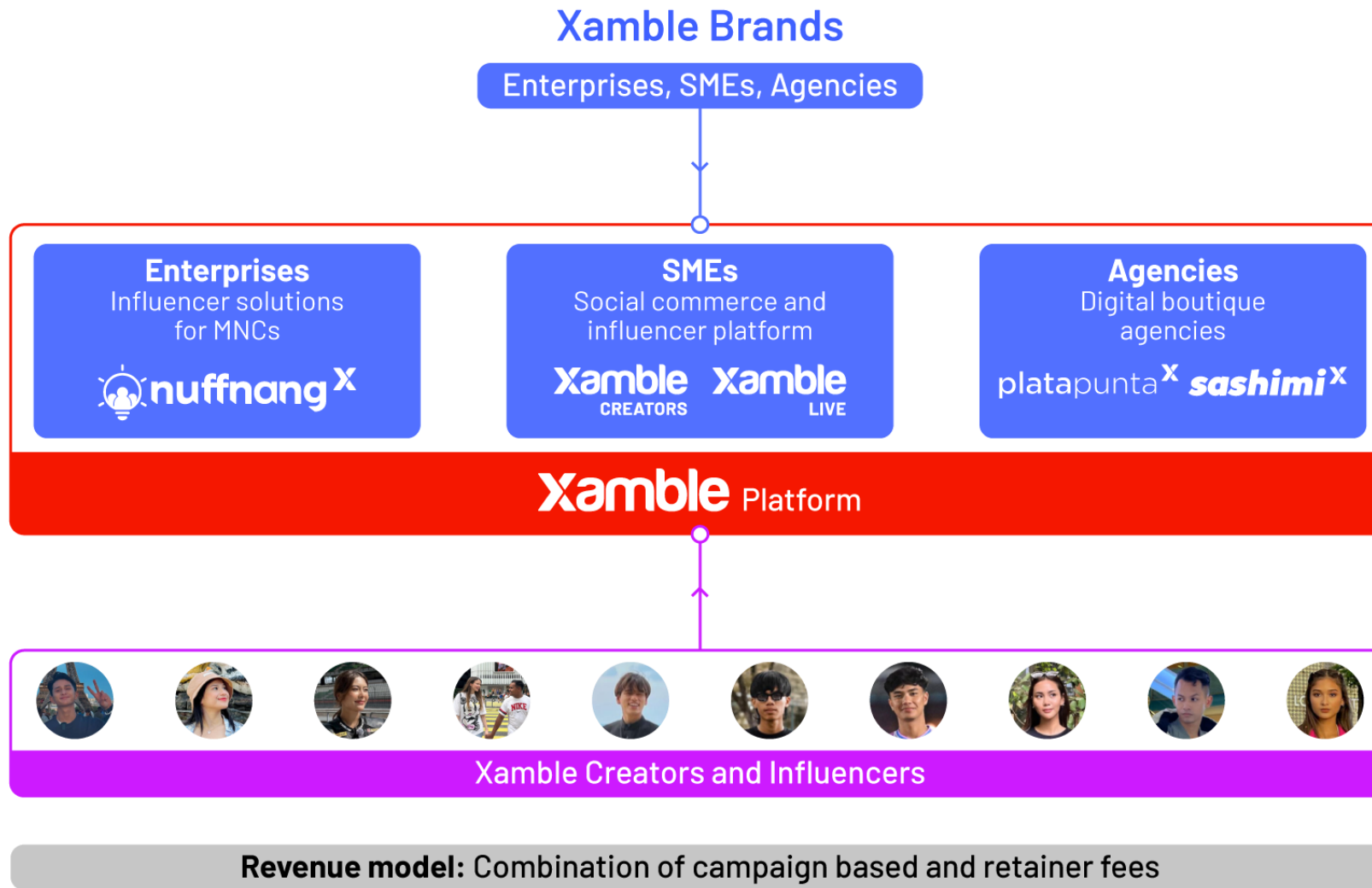
Unique: Xamble offers all three components seamlessly

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

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

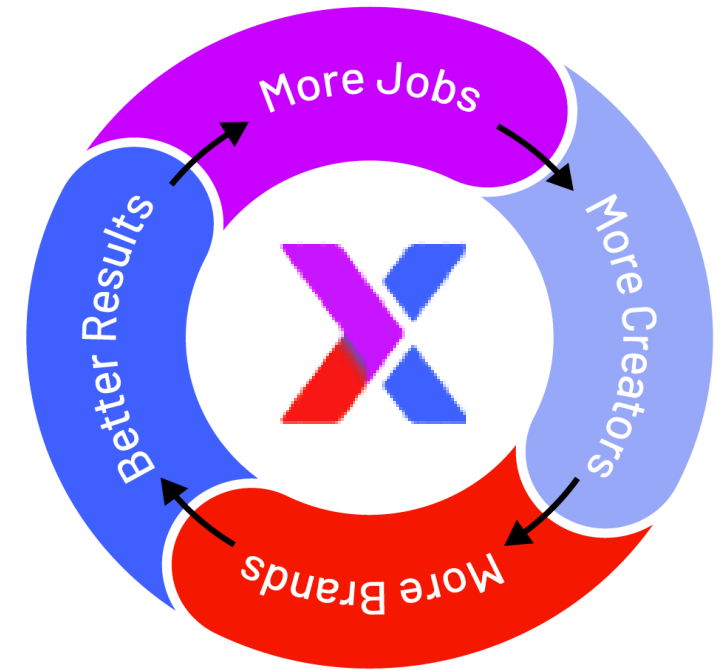


Highly scalable due to:

- **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**

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 |



Xamble's financial results

GROUP RESULTS

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**.

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% |

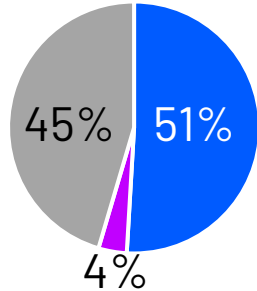
¹ Assumes exchange rate of 1 AUD = 3.029 MYR (CY2023); 1 AUD = 3.054 MYR (CY2022). MYR used as base as majority of the operations are in Malaysia.

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

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

CY2023 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\$0.4m
 54%
 65%

A\$4.9m
 (5%)
 36%

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

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

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

Influencer campaigns for large companies

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

Embedded influencer workstream in comprehensive marketing campaign of agency

Q1 Business Update

Further **acceleration of revenue growth** in Q1 CY2024, up 17% to A\$2.77 million:

- Revenue from Xamble's **SME business increased 235%** vs Q1 CY2023 to A\$0.20 million
- **Enterprise** delivered **32% revenue growth** to A\$1.63 million

Underlying business¹ remained profitable at A\$0.17 million in Q1 CY2024

Continued investment in technology of A\$0.15 million; **corporate costs were well managed**, down 4% on previous corresponding period

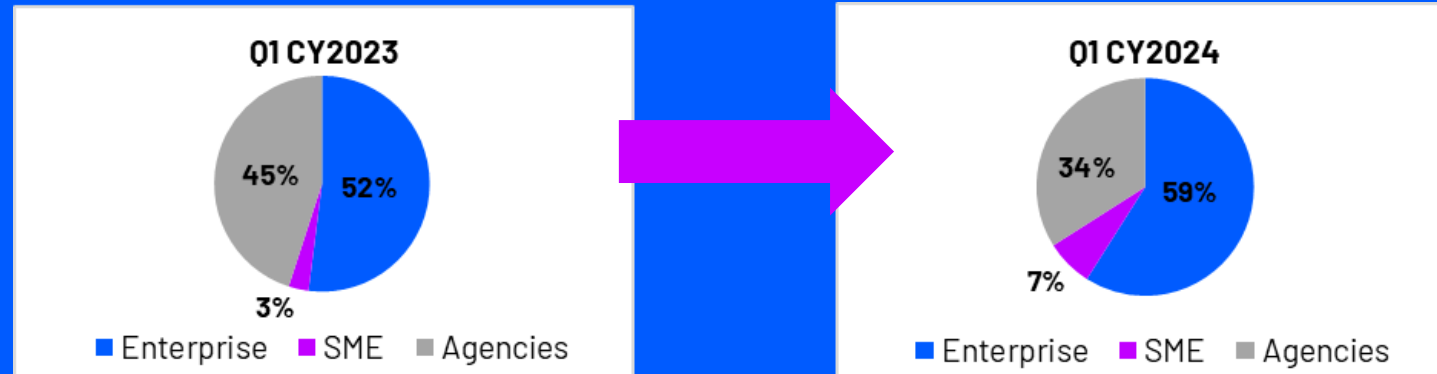
Appointment of **new Chief Growth Officer and Chief Product Officer to drive sales and strategy**

Healthy **balance sheet and strong cash balance of A\$2.83 million** as at 31 March 2024

In A\$000s³

| Description | Q1 CY2024 | Q1 CY2023 | Growth |
|-------------------------------------|-----------------|-----------------|--------------|
| Group Revenue | A\$2,772 | A\$2,373 | 17% |
| Business Expenses | (A\$2,604) | (A\$2,208) | 18% |
| Business EBITDA¹² | A\$167 | A\$165 | 1% |
| Technology Investment | (A\$146) | (A\$199) | (27%) |
| Corporate Costs (HQ & ASX) | (A\$293) | (A\$306) | (4%) |
| Group EBITDA² | (A\$272) | (A\$340) | (20%) |

Revenue by business unit



Note: All numbers are unaudited.

¹Underlying 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.

²Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements and other costs of A\$0.094 million (CY2023: A\$0.048 million).

³Assumes exchange rate of 1 A\$ = 3.107 MYR (Q1 CY2024); 1 A\$ = 3.029 MYR (Q1 CY2023). MYR used as base as majority of the operations are in Malaysia.

Award of A\$1.15M Malaysian Grant

Substantial grant to accelerate expansion of Xamble's technology platform and the Group's growth strategy

- **\$A1.15M Malaysian Digital Acceleration Grant (MDAG)** awarded to Xamble Technologies in May 2024.
- Recognises Xamble as a **leading player** in Malaysia's influencer marketing space
- The MDAG enables Xamble to:
 - **Accelerate the growth** of its unique technology platform; and
 - **Capture a greater share** of the **expanding Malaysian and wider South-East Asian influencer platform market.**
- The three-year grant programme **requires no further expenditure or investment by Xamble** - costs associated with the programme are in line with the Group's current growth plans.




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XAMBLE DASHBOARD



Dashboard Login

☰🔔👤 Sanjee▼

- Dashboard
- Campaigns
- Recruitment
- Task
- Creators
- Brands

ADMIN

- Users

Hello, Sanjee
Nuffnang

[+ Add New Campaign](#)

| | | | |
|---|--|--|---|
| Total App Signup 2,727 2.29% Increase since last week | Signup with Complete Bank Details 1,308 1.28% Increase since last week | Available for Withdrawal RM 76,944 | Total Withdrawal RM 3,281,492 |
|---|--|--|---|

Recruitments

[View All](#)

| | | |
|---|--|---|
| Project Apollo New Task Type: Instagram Story, Instagram Photo, TikTok Video Repost to Instagram Reels, XiaoHongShu Photo Carousel Brand Name: The Merchist Christina Ho 15.2K Followers | guardian P5 Platinum PR Box: Dove & Hanasui Skincare New Task Type: Instagram Photo Brand Name: guardian Christina Ho 15.2K Followers | guardian P5 Platinum PR Box: Dove & Hanasui Skincare New Task Type: Instagram Photo Brand Name: guardian Halimah Saadah 1.5K Followers |
|---|--|---|

Tasks

[View All](#)

| | | |
|--|---|--|
| guardian P5 Platinum PR Box: Dove & Hanasui Skinc... Pending Review Task Type: Photo Lu Yin 3.5K Followers | Depelle Skincare Pending Review Task Type: Carousel Huiying Koh 571 Followers | Depelle Skincare Pending Review Task Type: Carousel Afreeda 1.9K Followers |
|--|---|--|

Campaigns

[View All](#)

| | | |
|---|--|---|
| Wardah Ongoing Interested: 6 Shortlisted: 0 Accepted: 0 WARDAH KOL / INFLU... Wardah Ending Date: 24 June 2024 | URIAGE Ongoing Interested: 26 Shortlisted: 0 Accepted: 0 Uriage Vitamin C Ser... Uriage Ending Date: 30 June 2024 | guardian Ongoing Interested: 69 Shortlisted: 2 Accepted: 6 guardian P5 Platinu... guardian Ending Date: 20 July 2024 |
|---|--|---|

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- Dashboard
- Campaigns ▾
- Recruitment ▾
- Task ▾
- Creators
- Brands
- ADMIN
- Users

CAMPAIGN DETAILS

Campaign / Details

isnOUF

[Edit](#)

Brief Criteria **Task**

Task 1 - TikTok Video

| | |
|---------------------|-------------------------|
| Task Category | Task for All |
| Platform | TikTok |
| Task Type | Video |
| Description | |
| Storyline Durations | |
| Draft Durations | 25/03/2024 - 31/03/2024 |
| Post Durations | 26/03/2024 - 31/03/2024 |

Creators List

[Invite](#)Recruitment Status [Export](#)

| Creator Name | Social Media Rate | Gender | Tier | Recruitment Status | Action |
|---|-----------------------|--------|--------|--------------------|--------|
| Sarahah Zara 2.5K Followers | 1 video: RM 150 | Female | Nano | Interested | |
| Farizatul Munirah 5.4K Followers | No Social Media Rates | Female | Nano | Interested | |
| Thilagavathy Velayutham 9.1K Followers | No Social Media Rates | Female | Nano | Interested | |
| Nur Amni Qhairunnajwa 6.6K Followers | No Social Media Rates | Female | Nano | Interested | |
| tineazizjob 35K Followers | video: RM 1,000 | Female | Micro | Interested | |
| aliffareez95 34 Followers | No Social Media Rates | Male | Seeder | Interested | |

Show entries Showing 1 to 10 of 79 entries

Previous **1** 2 3 4 5 Next

Campaign Insights

[Export](#)

Creators Video Content Review

- Dashboard
- Campaigns
- Recruitment
- Task
- Creators
- Brands
- ADMIN
- Users

TASK SUBMISSION DETAILS

Task / Details

Campaign Name : isnouf pre-launch

Campaign Preview : If you are a Malay beauty category influencer with 1k-50k followers on TikTok and are interested in experiencing a new Korean beauty brand, do apply!

Social Media : TikTok

Deliverables : Video

Campaign Status : Active



Number of Creators in the Campaign : 79

Start Date : 7 Mar 2024


End Date : 30 Jun 2024

isNOUF

Tasks

| Creator Name | Platform | Description | Submission Date | Status | Posting Link | Insights | Last Updated | Action |
|--|----------|------------------|-----------------|----------------|--------------|----------|--------------|---|
|  Aina Yaslina 20.5k Followers | Video | 1 x TikTok Video | 09 Apr 2024 | Pending Review | - | - | - |  |

Video - 1 x TikTok Video



Influencer Submitted Caption :

Excited to try another korean skincare brand! This one is @isnouf_seoul @isnouf_official and I get to try their Milkythione Cleansing Foam & Milkythione Cream! loving them so far but will give you an update in a week or so 🙌

PS: You can grab their products at isnouf.kr, Tiktok Shop and Lazada! 🥰

#당신은그대라도충분해요 #이즈노프
#begoodenoughforyourself #isnoufMY
#isnoufskin #isnouf #koreanskincare #kbeauty

Reject
Approve

History

| Original Caption | Submitted Time | Status | Revised Caption | Feedback | Updated By | Updated Time | Reviewed Caption | Reviewed Feedback | Reviewed Time | Reviewed By | Action |
|--|------------------------|-----------|-----------------|----------|------------|--------------|------------------|-------------------|---------------|-------------|--------|
| Excited to try another korean skincare brand! This one is @isnouf_seoul @isnouf_official and I get ... | 09 April 2024 14:28:24 | In Review | | | | | | | | | |

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Outlook

- Xamble remains focused on **growing and strengthening its influencer base** in existing and new markets across South-East Asia and beyond
- It will also continue to **extend its technology platform to bolster future growth** as well as pursue potential **inorganic growth opportunities**
- New C-Suite appointments have **strengthened the Group's sales capabilities**
- **Solid momentum in its new SME business and Xamble Creators** ensures Xamble is **strongly positioned** to capture more of the fast-growing South-East Asian influencer marketing industry



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