

**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.

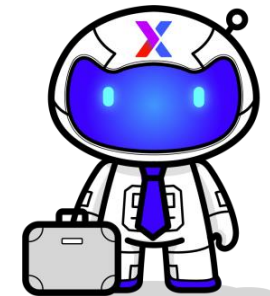
For more information, please contact:

**Ms Angeline Chiam**

Chief Financial Officer, XGL  
Email: [angeline@xamble.com](mailto:angeline@xamble.com)

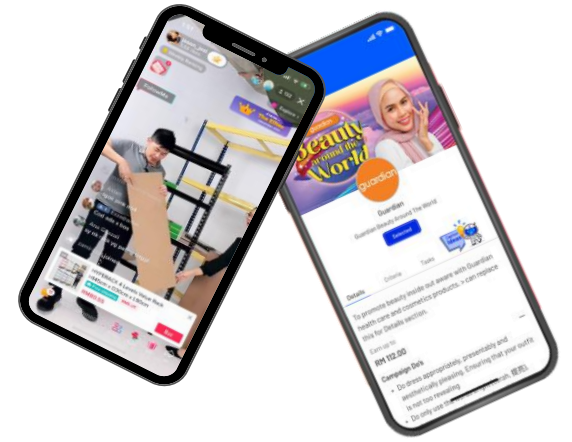
**Ms Gabriella Hold**

Investor Relations, Automic Group  
Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)



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Assembling  
Communities.



# AGM Presentation

May 2024

**xamble**  
(ASX:XGL)

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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

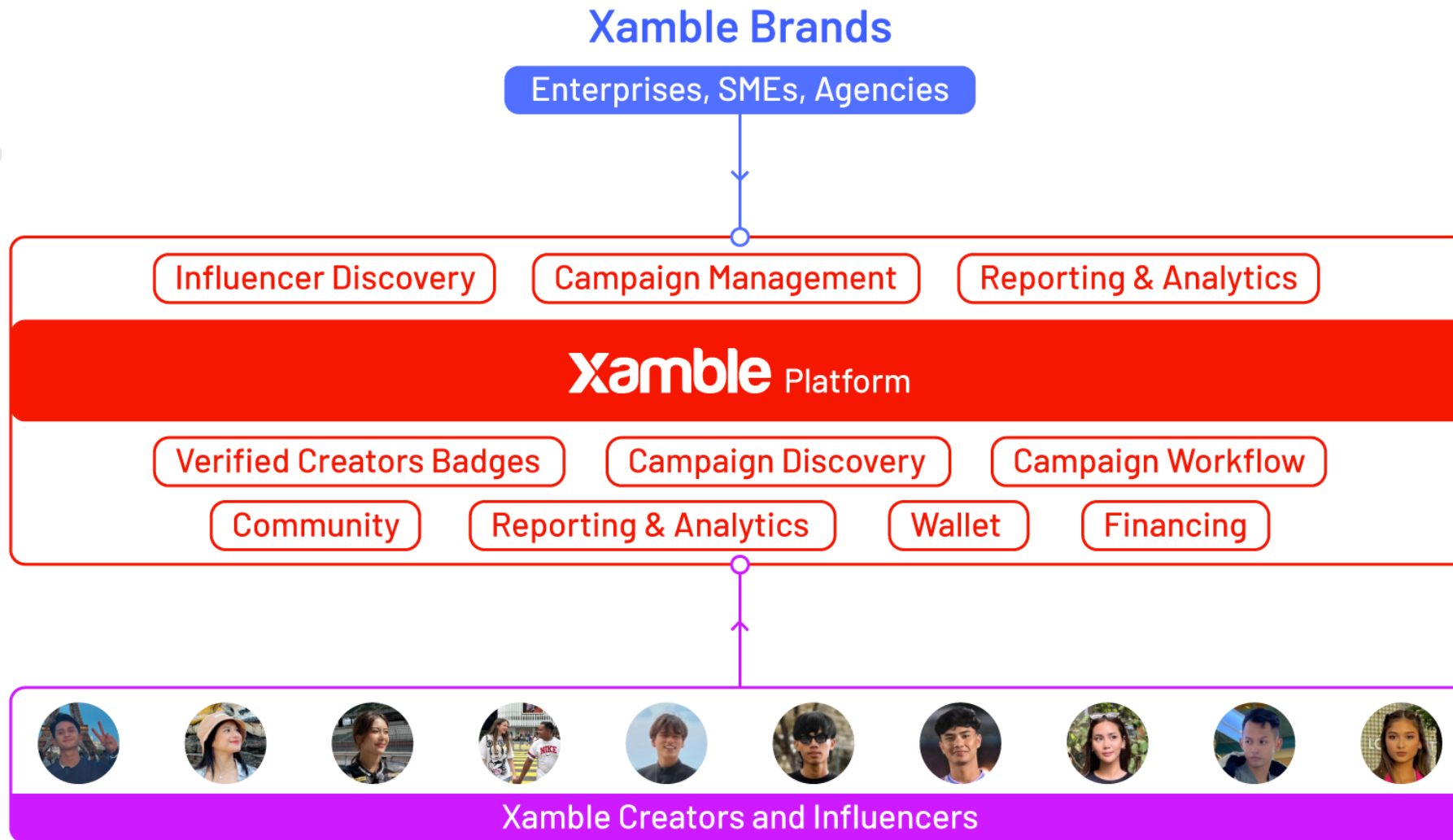
SINGAPORE

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 ...



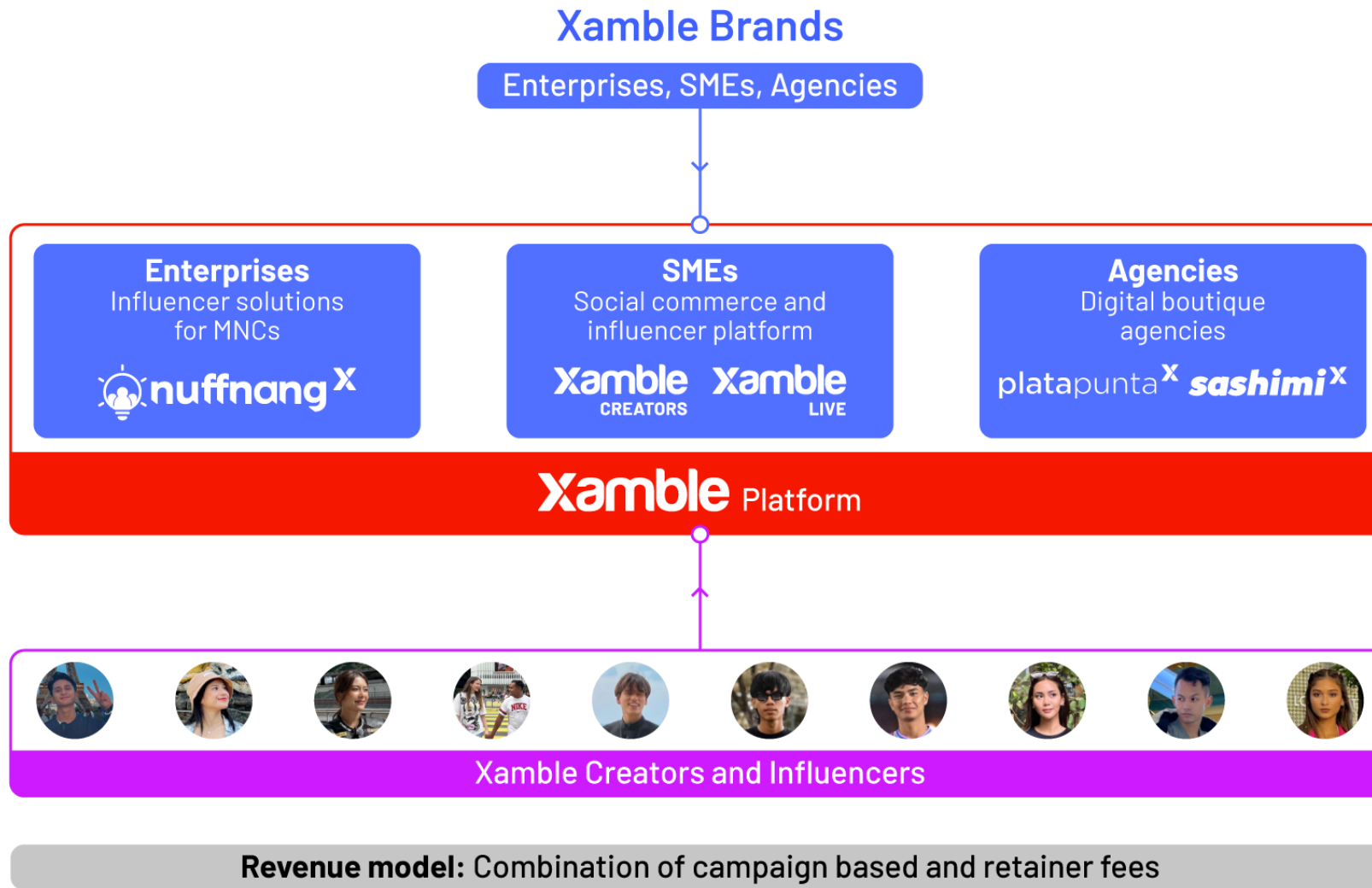
**Unique:** Xamble offers all three components seamlessly

**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

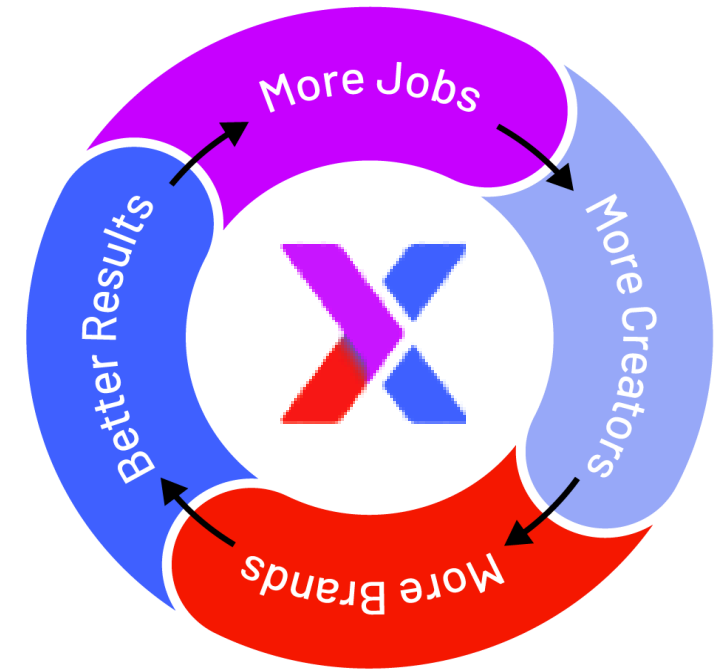


Highly scalable due to:

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





# 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 profitable<sup>3</sup>** 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\$ 000s<sup>1</sup></i>       | <b>CY2023</b>  | <b>CY2022</b> | <b>Growth</b> |
|--------------------------------------|----------------|---------------|---------------|
| <b>Group Revenue</b>                 | <b>10,775</b>  | <b>11,549</b> | <b>(7%)</b>   |
| Business Expenses                    | (10,018)       | (10,616)      | (6%)          |
| <b>Business EBITDA<sup>2,3</sup></b> | <b>757</b>     | <b>933</b>    | <b>(19%)</b>  |
| Technology Investment                | (647)          | (316)         | 105%          |
| Corporate (HQ & ASX)                 | (1,126)        | (1,016)       | 11%           |
| <b>Group EBITDA<sup>2</sup></b>      | <b>(1,016)</b> | <b>(399)</b>  | <b>(155%)</b> |

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

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

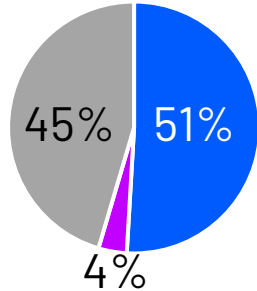
<sup>1</sup> Assumes exchange rate of 1 AUD = 3.029 MYR (CY2023); 1 AUD = 3.054 MYR (CY2022). MYR used as base as majority of the operations are in Malaysia.

<sup>2</sup> 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).

<sup>3</sup> 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 business<sup>1</sup> 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

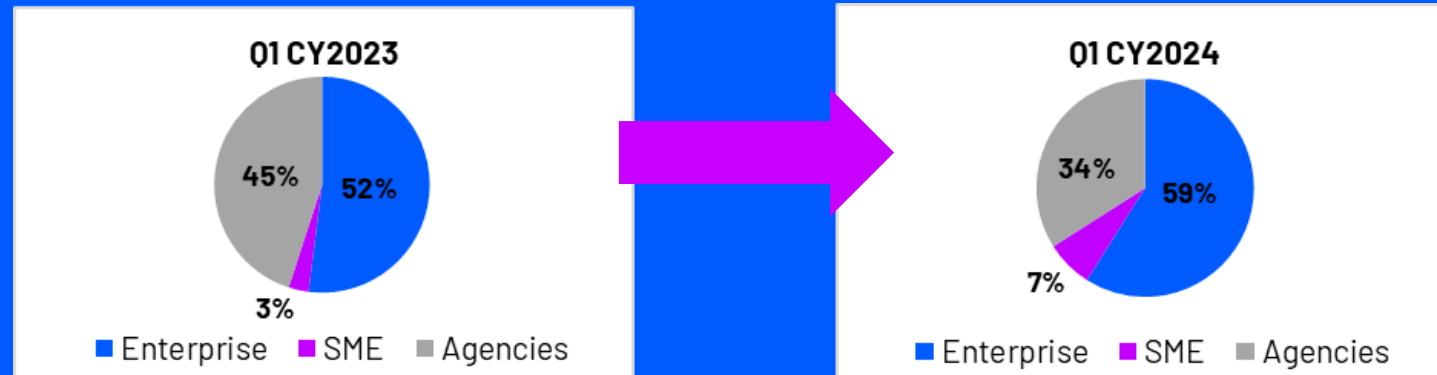
Appointment of **new Chief Growth Officer and Chief Product Officer to drive sales and strategy**

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

In A\$000s<sup>3</sup>

| Description                         | Q1 CY2024       | Q1 CY2023       | Growth       |
|-------------------------------------|-----------------|-----------------|--------------|
| <b>Group Revenue</b>                | <b>A\$2,772</b> | <b>A\$2,373</b> | <b>17%</b>   |
| Business Expenses                   | (A\$2,604)      | (A\$2,208)      | 18%          |
| <b>Business EBITDA<sup>12</sup></b> | <b>A\$167</b>   | <b>A\$165</b>   | <b>1%</b>    |
| Technology Investment               | (A\$146)        | (A\$199)        | (27%)        |
| Corporate Costs (HQ & ASX)          | (A\$293)        | (A\$306)        | (4%)         |
| <b>Group EBITDA<sup>2</sup></b>     | <b>(A\$272)</b> | <b>(A\$340)</b> | <b>(20%)</b> |

## Revenue by business unit



Note: All numbers are unaudited.

<sup>1</sup>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.

<sup>2</sup>Underlying 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).

<sup>3</sup>Assumes 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](#)

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

### Recruitments

[View All](#)

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

### Tasks

[View All](#)

|  |   |  |
|--|---|--|
| <b>guardian P5 Platinum PR Box: Dove &amp; Hanasui Skinc...</b> <span>Pending Review</span><br>Task Type: Photo<br><b>Lu Yin</b><br>3.5K Followers | <b>Depelle Skincare</b> <span>Pending Review</span><br>Task Type: Carousel<br><b>Huiying Koh</b><br>571 Followers | <b>Depelle Skincare</b> <span>Pending Review</span><br>Task Type: Carousel<br><b>Afreeda</b><br>1.9K Followers |
|--|---|--|

### Campaigns

[View All](#)

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

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14

- 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<br>2.5K Followers            | 1 video: RM 150       | Female | Nano   | Interested         |        |
| Farizatul Munirah<br>5.4K Followers       | No Social Media Rates | Female | Nano   | Interested         |        |
| Thilagavathy Velayutham<br>9.1K Followers | No Social Media Rates | Female | Nano   | Interested         |        |
| Nur Amni Qhairunnajwa<br>6.6K Followers   | No Social Media Rates | Female | Nano   | Interested         |        |
| tinieazizjob<br>35K Followers             | video: RM 1,000       | Female | Micro  | Interested         |        |
| aliffareez95<br>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  |
|--|----------|------------------|-----------------|----------------|--------------|----------|--------------|---|
|  <b>Aina Yaslina</b><br>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!

#당신은그대로충분해요 #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



## For further information, please contact:

**Ms Angeline Chiam**

Chief Financial Officer, Xamble Group Limited  
Email: [angeline@xamble.com](mailto:angeline@xamble.com)

**Ms Gabriella Hold**

Investor Relations, Automic Group  
Email: [gabriella.hold@automicgroup.com.au](mailto:gabriella.hold@automicgroup.com.au)

