

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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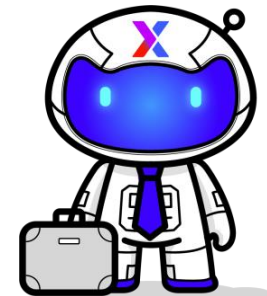
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Ms Gabriella Hold

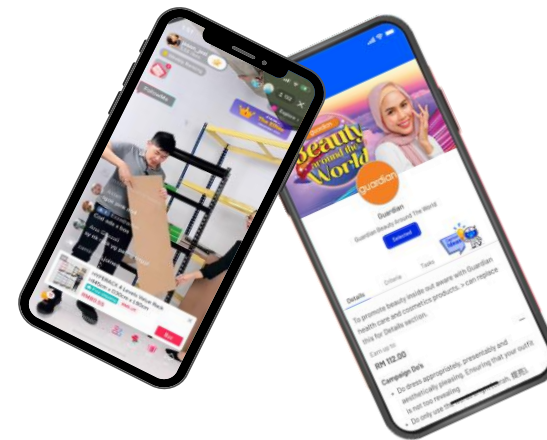
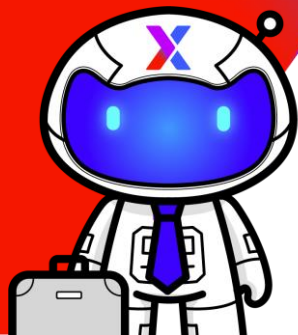
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Assembling
Communities.



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 Centrepont 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

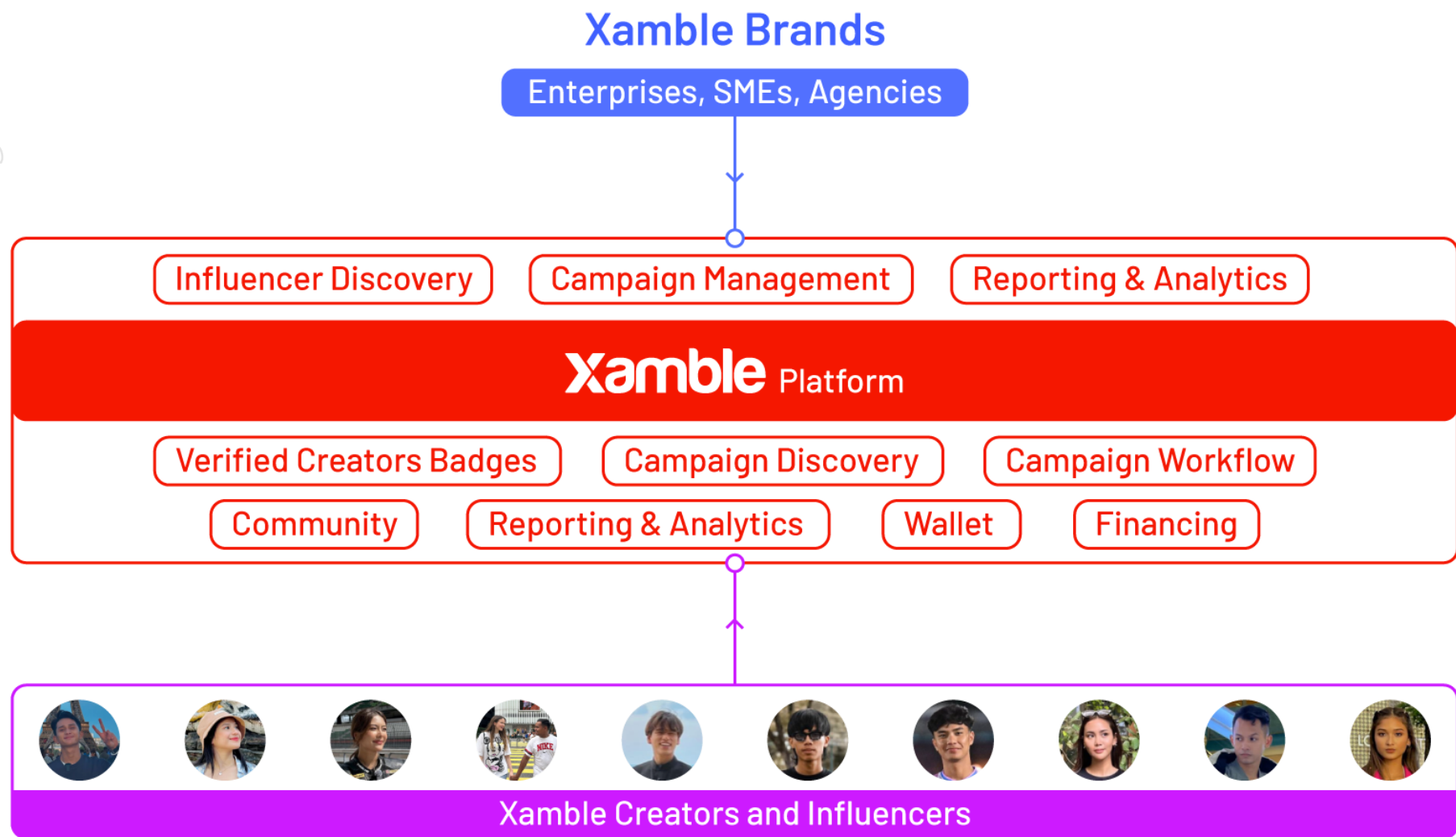


TAIWAN

- 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 ...



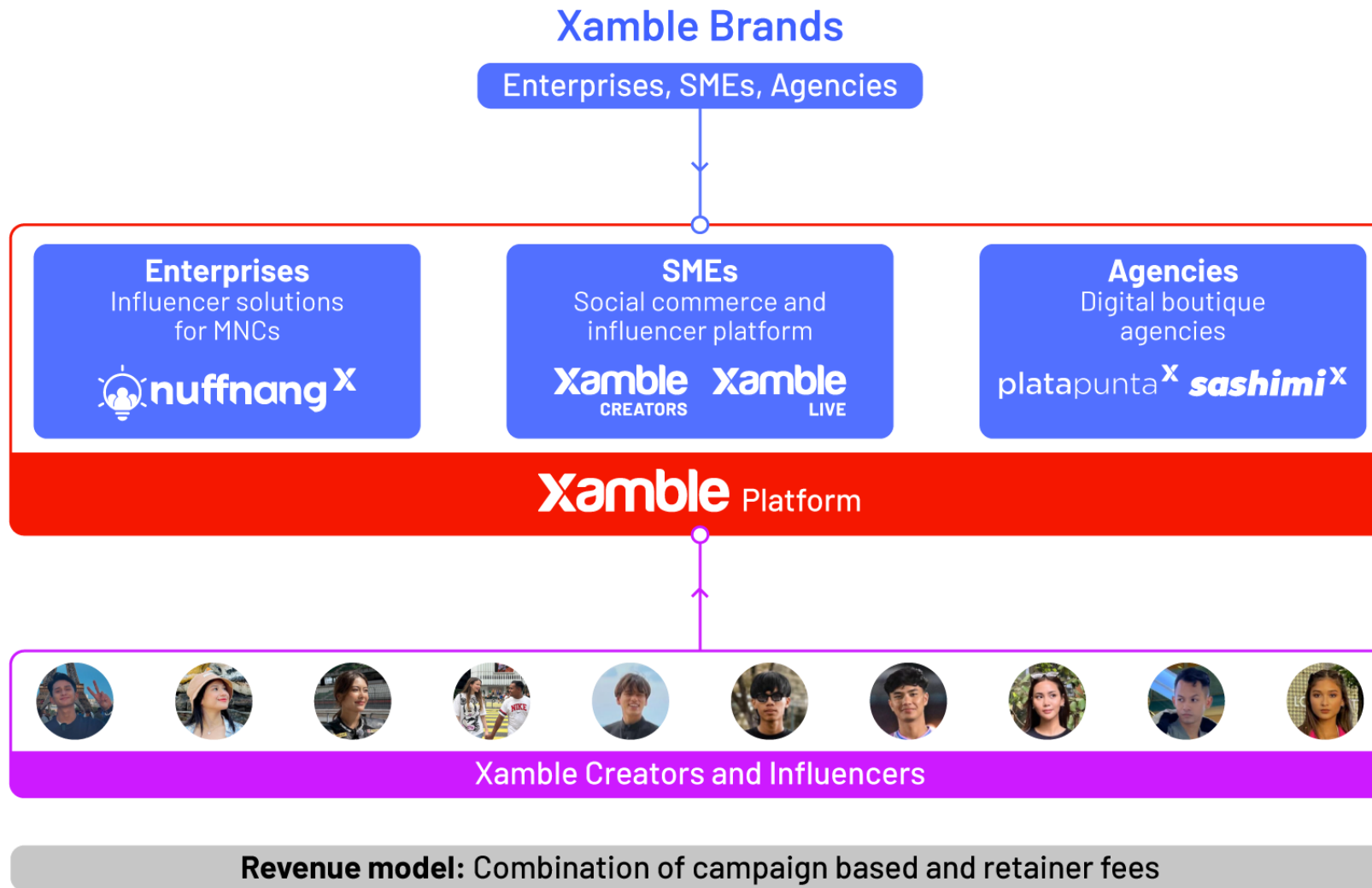
Unique: Xamble offers all three components seamlessly

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

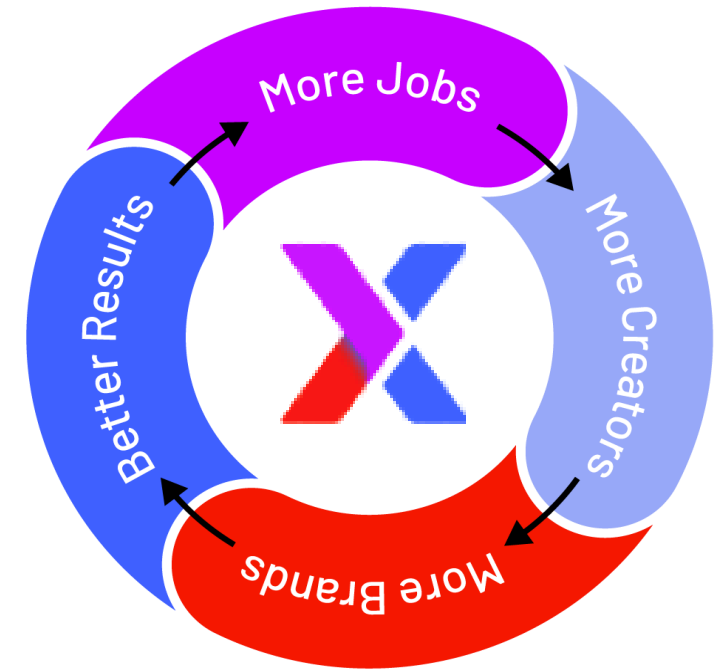


Highly scalable due to:

- **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%

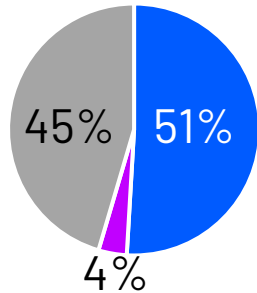
¹ Assumes exchange rate of 1 AUD = 3.029 MYR (CY2023); 1 AUD = 3.054 MYR (CY2022). MYR used as base as majority of the operations are in Malaysia.

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

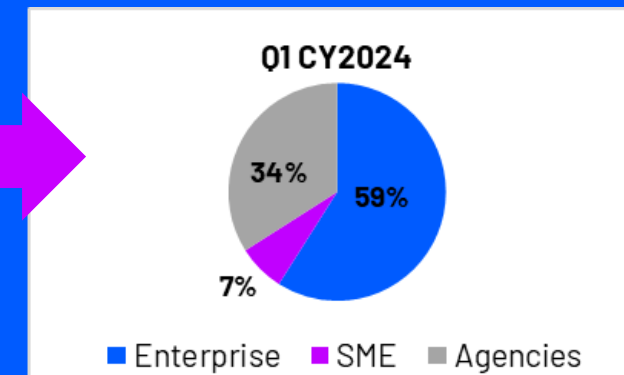
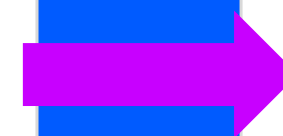
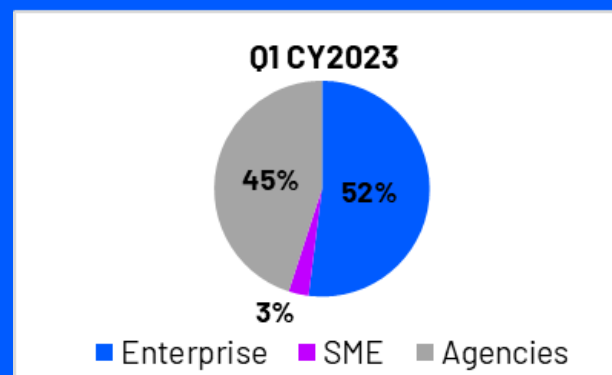
Appointment of **new Chief Growth Officer and Chief Product Officer** to drive sales and strategy

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






 Recruitments





Wardat


guardian

Creators List


CREATORS




Dashboard

Campaigns


▼


Recruitment

▼


Task

▼

Creators

Brands

ADMIN

Users

CAMPAIGN DETAILS

isnouf

Brief

Criteria

Task

Task 1 - TikTok Video

Task CategoryTask for All

PlatformTikTok

Task TypeVideo

Description

Storyline Durations













Draft Durations25/03/2024 - 31/03/2024

Post Durations26/03/2024 - 31/03/2024

Invite

Recruitment StatusFilter

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	
 tinieazizjob 35K Followers	video: RM 1,000	Female	Micro	Interested	
 alifffareez95 34 Followers	No Social Media Rates	Male	Seeder	Interested	

Show10entries

Showing 1 to 10 of 79 entries

Previous

1

2

3

4

5


Next

Campaign Insights

Export

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version 1.1.6



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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:

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Xamble