

ASX RELEASE

21 August 2024

MYR3 MILLION FACTORING FACILITY TO ENABLE LAUNCH OF CREATOR FINANCING

HIGHLIGHTS:

- **MYR3 million invoice factoring facility to enable launch of early payments financing to Xamble's creator base**
- **Early creator payments an important key differentiator for the Xamble Platform in this growing market and will generate additional revenue streams for the Group**
- **Xamble expects to launch these early creator payments in Quarter 1, 2025**
- **Delivers on Xamble's strategy of growing and strengthening its creator base in existing and new markets across Southeast Asia and beyond**

Xamble Group Limited (ASX:XGL) ("**Xamble**" or the "**Company**" together with its subsidiaries, the "**Group**"), a pioneering and established platform of influencer-centric digital marketing solutions announces that it has secured an invoice factoring facility for up to MYR3 million (A\$1.03 million¹).

This facility, provided by Malaysia's technology financier, Malaysia Debt Ventures Berhad (MDV), will primarily be used to enable Xamble to offer early payments to its creators, further differentiating the Xamble platform in the market. Under the move, Xamble aims to charge 5% to creators for early payments for their social media content. This 5% will cover a financing period of approximately 2 months. The Group expects to rollout this initiative in Quarter 1, 2025.

Xamble Executive Chairman, Ganesh Kumar Bangah, said: *"We are pleased to have secured this factoring facility which will allow us to launch this important creator financing initiative. Early payment financing for creator or influencer content is an exciting development in the Southeast Asian influencer marketing sector and will be an important key additional differentiator for Xamble in this growing market. It will not only allow our creators early access to funds but will help us to deliver on our strategy of growing and strengthening our creator base in existing and new markets across Southeast Asia and beyond."*

The facility covers a select range of approved Nuffnang factored customers. The material terms of the facility are attached as Appendix 1 to this announcement.

This announcement was approved for release by the Company's Board of Directors.

¹ Assumes exchange rate of 1 AUD = MYR2.90



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About Xamble Group Limited

Xamble Group Limited is a pioneering and established platform of influencer-centric digital marketing solutions.

The Company provides its diverse client base of leading brands with results-focused growth strategies backed by end-to-end expertise spanning Influencer Marketing, Social Media Marketing, Performance Marketing and Social Commerce.

Listed on the Australian Securities Exchange (ASX) and headquartered in Malaysia with offices in Malaysia and Taiwan, Xamble aims to deliver wealth and value to its ecosystem of brands, influencers or 'creators', and consumers.

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Appendix 1 - Material terms of factoring facility:

- Facility amount: Up to MYR3 million
- Recourse Period: 120 days from the date of the invoices or any such other period as may be determined by the Factor
- Profit payable: 9.25% per annum on the daily balance of funds in use to be debited upfront from any advance payment
- Service charge: 0.5% flat on net invoice value assigned subject to a minimum of MYR200 per month
- Compensation charge: 1% p.a. on the book value of receivables remaining unpaid by the customer under receivables after the expiry of the Recourse Period to be calculated and payable at the end of each month until payment is received
- Administration Fee: MYR 1,500

There are no other material conditions outside the control of the Company that need to be satisfied before the facility can be utilised.



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