

**ASX RELEASE**  
**25 September 2024**

## **XAMBLE GROUP LIMITED (ASX: XGL)**

### **INVESTOR PRESENTATION**

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

This release was authorised by the XGL Board of Directors.

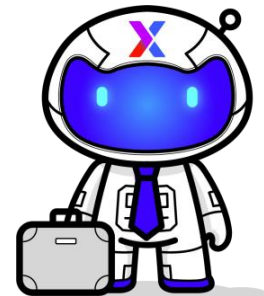
For more information, please contact:

**Mr Jason Thoe**

Chief Executive Officer, XGL  
Email: [jason@xamble.com](mailto:jason@xamble.com)

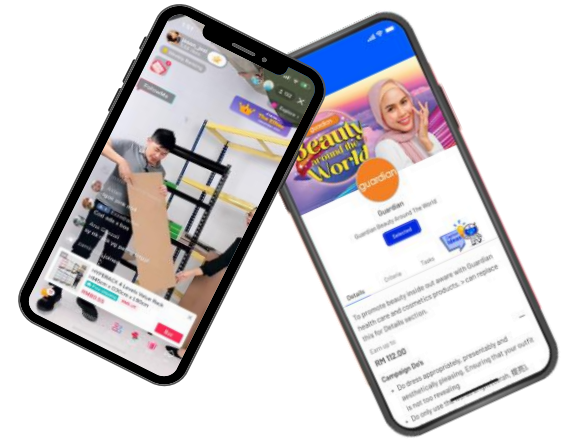
**Mr Greg Slade**

Investor Relations  
Email: [greg@sladeir.com](mailto:greg@sladeir.com)



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Assembling  
Communities.



# Investor Presentation

September 2024

**xamble**  
(ASX:XGL)

# A leading Southeast Asian influencer platform



- **Xamble** is a **leading player** in SEA's influencer marketing space targeting nano and micro influencers, the **most effective segment**
- **Xamble's technology platform** is **unique** and creates a very **scalable, highly effective** way to capture this market
- **Xamble operates in the fastest growing region** for influencer marketing adoption and engagement where its demographic drives **significant opportunity** for the business model
- With the **new management team** in place, **Xamble is poised** to expand through influencer growth in existing and new markets, continued technology investment and M&A



# Corporate Snapshot

## CAPITAL STRUCTURE

ASX stock code	XGL
H1 CY2024 revenue (December calendar year-end)	A\$5.2M
Cash balance as at 30 June 2024	A\$2.2M
Share price as at 30 June 2024	A\$0.025
Shares on issue	296.2M

## TOP SHAREHOLDERS

Ganesh Kumar Bangah	216.7M (73.18%)
Georg Johann Chmiel	12.0M (4.05%)
Citicorp Nominees Pty Ltd	10.2M (3.44%)
BNP Paribas Nominees Pty Ltd (UOBKH R'Miers)	4.0M (1.37%)
Dr Thu Trang Pham	3.0M (1.00%)
<b>Total Top 20 as at 30 June 2024</b>	<b>272.0M (91.85%)</b>

# 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.

# Senior Management

**JASON  
THOE**



**Chief  
Executive Officer**

- Seasoned operator with a proven track record of delivering growth and transformation across online classifieds/marketplaces
- Former COO at Frontier Digital Ventures (ASX:FDV); driving growth initiatives in delivering AUD80million in 2023, a CAGR of 32% since 2017
- Previously led Carlist.my, of formerly ASX-listed iCarAsia Ltd, as the General Manager and was instrumental in building a strong platform for expansion, delivering its first ever profitable quarter in 2015
- *Joined Sept 2024*

**PRATEEK  
ROY**



**Chief  
Product Officer**

- Over 17 years of experience in Product Management, Data Analytics, Design, and Technology, with a strong track record in leading product and technology strategies
- Headed product development for Mudah.my (Carousell Group) for almost 8 years
- Previously also led the product development team at The iProperty Group (formerly the REA Group)
- *Joined June 2024*

**SHEREEN  
WONG**



**Chief  
Growth Officer**

- 20 years of commercial experience across creative, marketing, advertising and business development
- Previously, Chief Marketing and Sales Officer at leading Malaysian media group, Media Mulia. Responsible for the set-up and launch during the pandemic, reaching profitability within 12-months
- Former General Manager for Media in Juwai Limited until its merger with IQI to set up Juwai-IQI Holdings
- Head of Sales – Developer in leading Malaysian property portal company, iProperty.com Malaysia
- *Joined June 2024*

**ANGELINE  
CHIAM**



**Chief  
Financial Officer**

- Successfully led the process alongside the cofounders to listing Netccentric on the ASX in 2015, raising AUD12.5 million.
- A Certified Public Accountant by CPA Australia since 2010 with 4.5 years of auditing experience at KPMG.
- With the Group since 2010

# Southeast Asia's influencer platform market is booming

- The **global influencer platform market is vast**, with more than **64m influencers** globally in 2023<sup>1</sup>
- The market has been **growing rapidly from A\$ 9b** (US\$ 6b) in 2020 and is estimated to reach **A\$36b** (US\$24.1b) by 2025<sup>2</sup>
- **63% of brands** plan to **increase influencer marketing budget** in 2024<sup>3</sup>
- 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%**<sup>4</sup> 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 already<sup>5</sup>

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

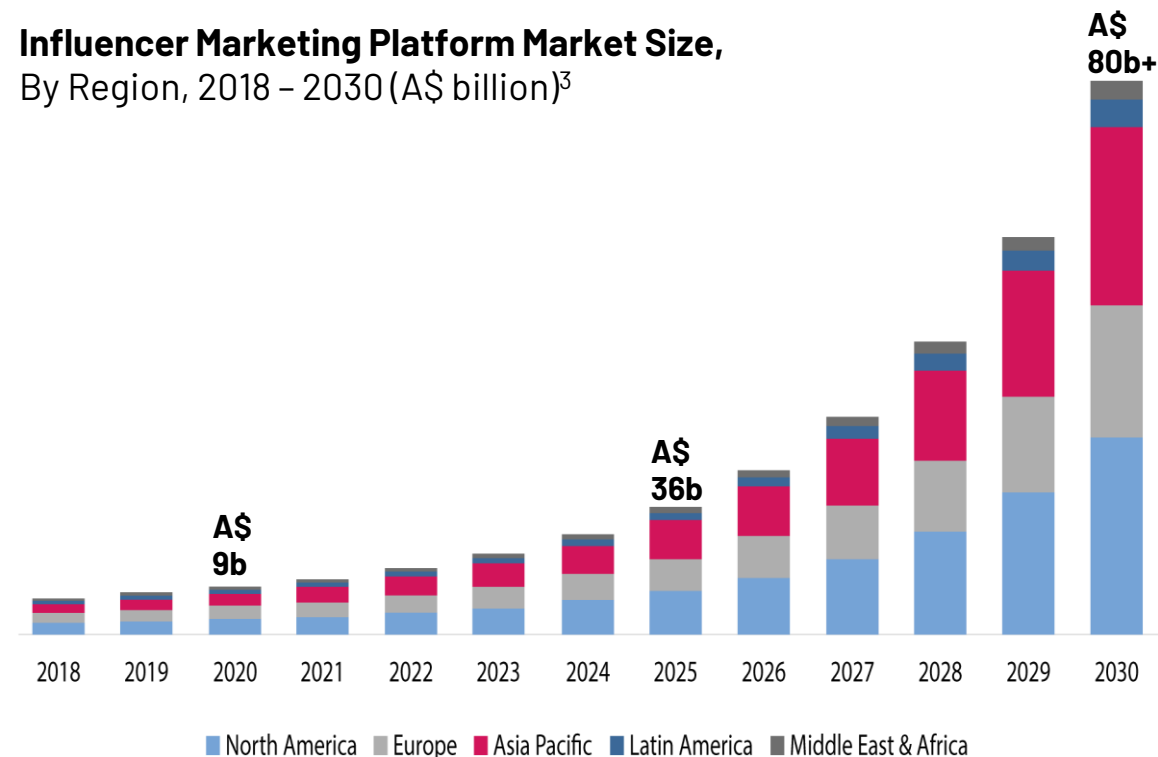
<sup>2</sup><https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

<sup>3</sup>The State of Influencer Marketing 2024 - Aspire - aspire.io

<sup>4</sup><https://www.polarismarketresearch.com/industry-analysis/influencer-marketing-platform-market>  
(converted to A\$ and CAGR changed to forecast over a 6-year period)

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

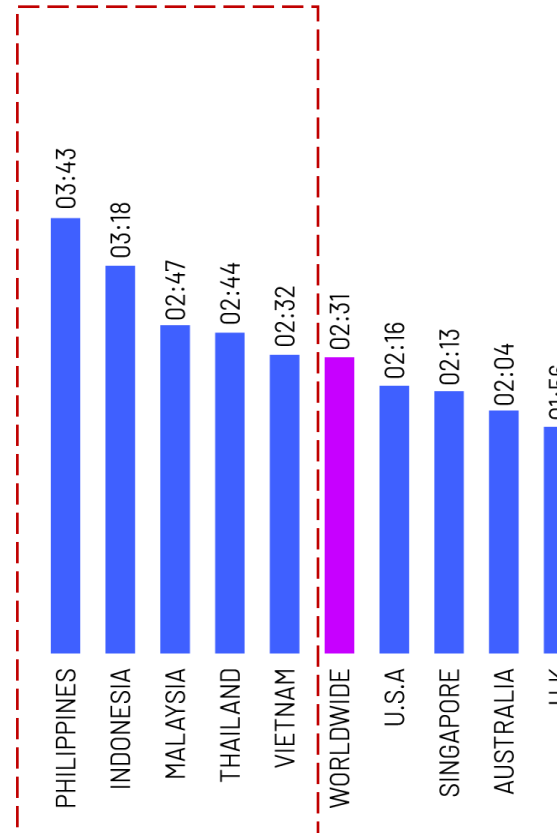
**Influencer Marketing Platform Market Size, By Region, 2018 - 2030 (A\$ billion)**<sup>3</sup>



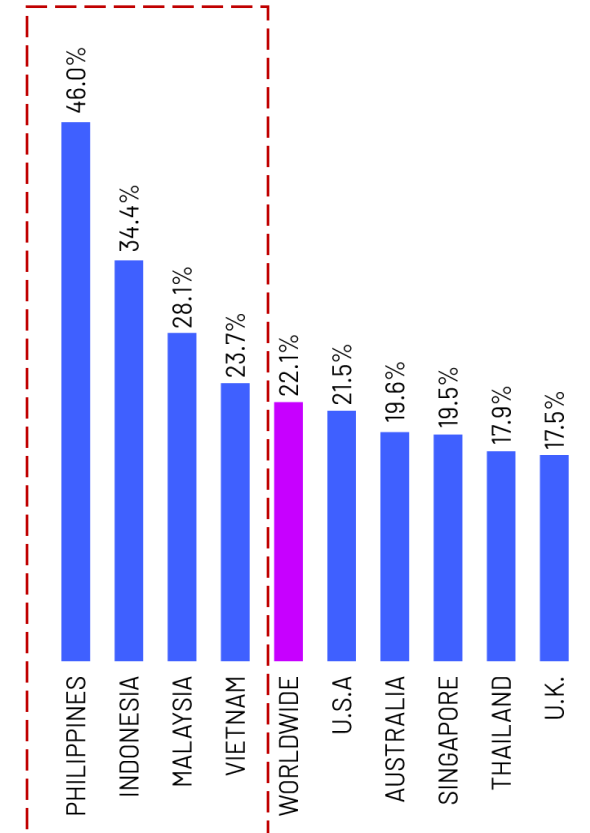
# Southeast Asia's influencer platform market is booming (II)

- 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**<sup>1</sup>
- Around **82% of Southeast Asians** said they have been **following recommendations from influencers** in their purchasing decisions<sup>2</sup>
- Internet users in **SEA spend more time than the global average on social media** and at least **25% of them follow an influencer**<sup>1</sup>
- Influencers now take up **a growing share of marketing spend** as social media already accounts for more than **34% of digital advertising spending**<sup>1</sup>
- **67% of marketers** said they will **increase investments in influencer marketing in 2024**<sup>2</sup>

**Daily time spent** using social media by internet users (aged 16y-64y)<sup>1</sup>



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



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

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



# Xamble targets the largest and most effective influencer segment

These influencers have the most intimate connection with their audience base

## Segment of Influencers<sup>2</sup>

## Average Engagement Rate<sup>3</sup>

**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 decisions<sup>4</sup>.
- In SEA, **more than 70% of influencers are Micro or Nano Influencers**<sup>5</sup>.
- **38% of all brand deals** go to Micro Influencers<sup>6</sup>.

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

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

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

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

<sup>4</sup> [https://medium.com/@onavis\\_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198](https://medium.com/@onavis_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198)

<sup>5</sup> AnyMind Group; ID 1299716 – see Appendix Slide 22

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

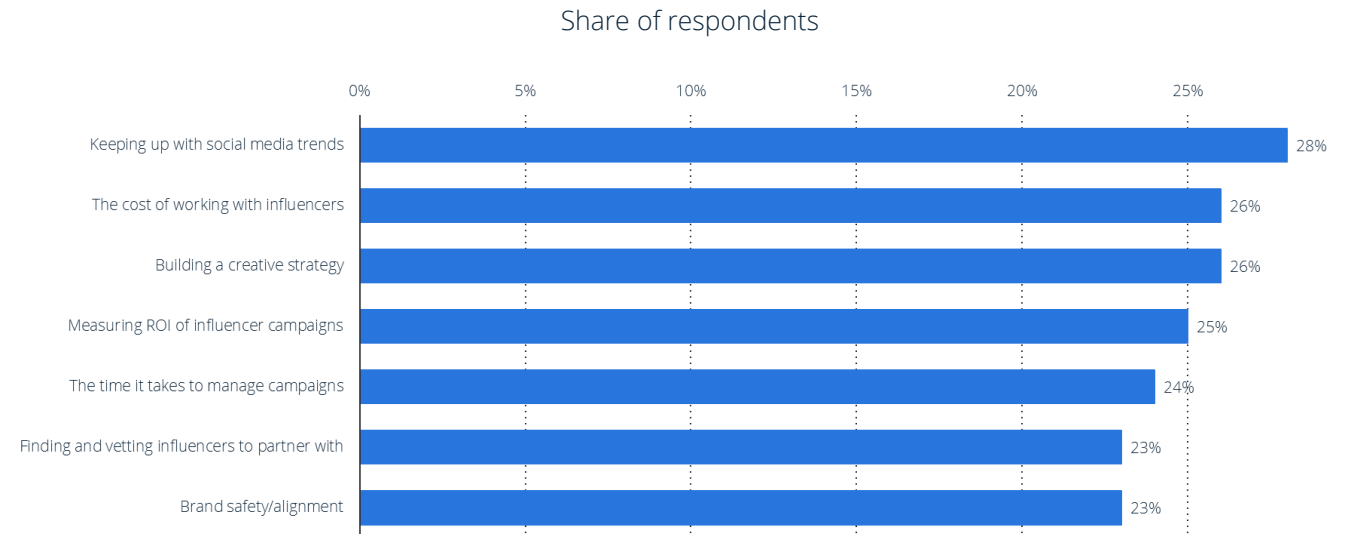
# The current challenges in influencer marketing

*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 2023<sup>1</sup>



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

# 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



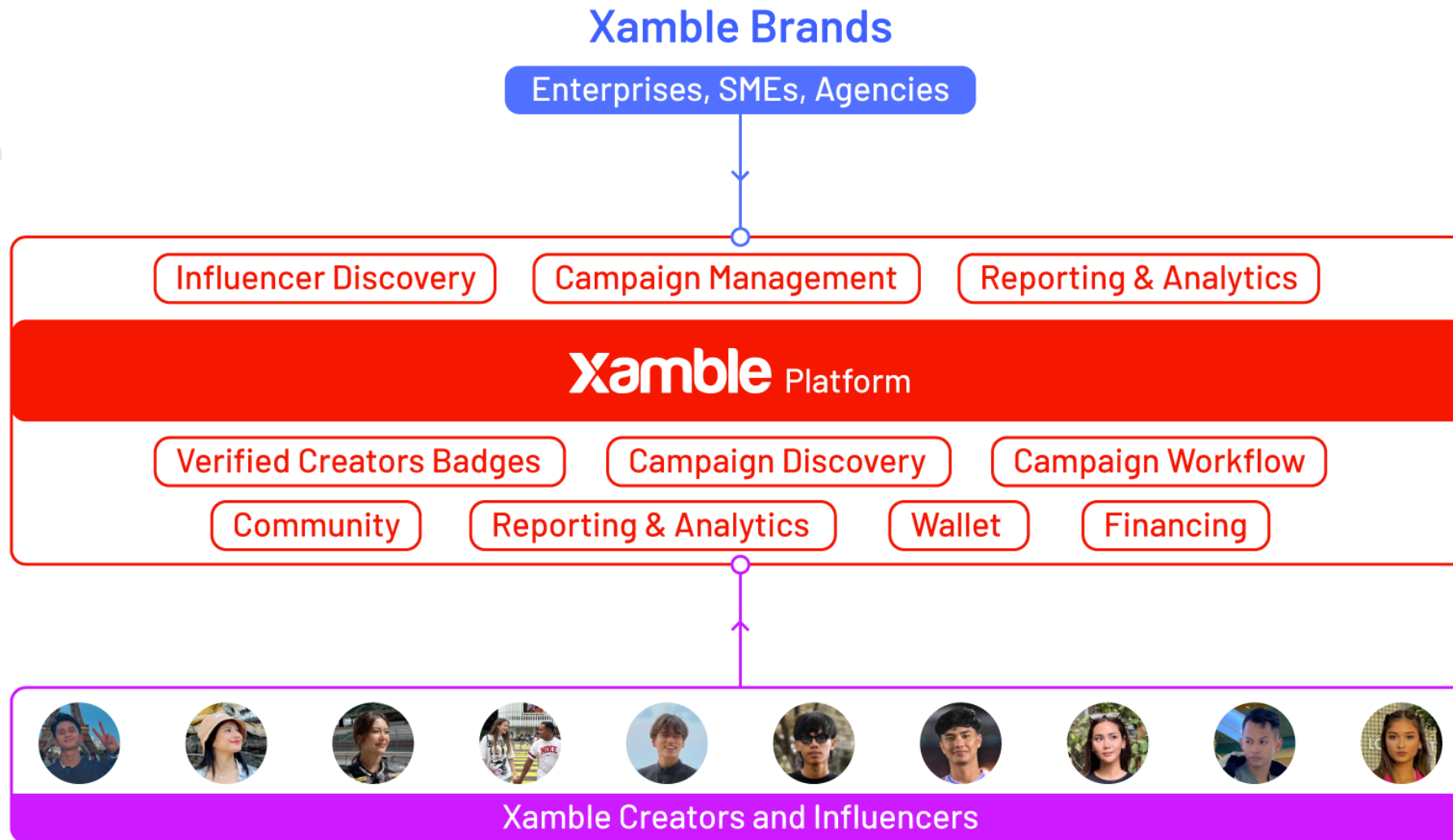
Applecumbby  Fish  
FINE BABY ESSENTIALS



**MahSing**



# Xamble's technology platform is uniquely positioned...



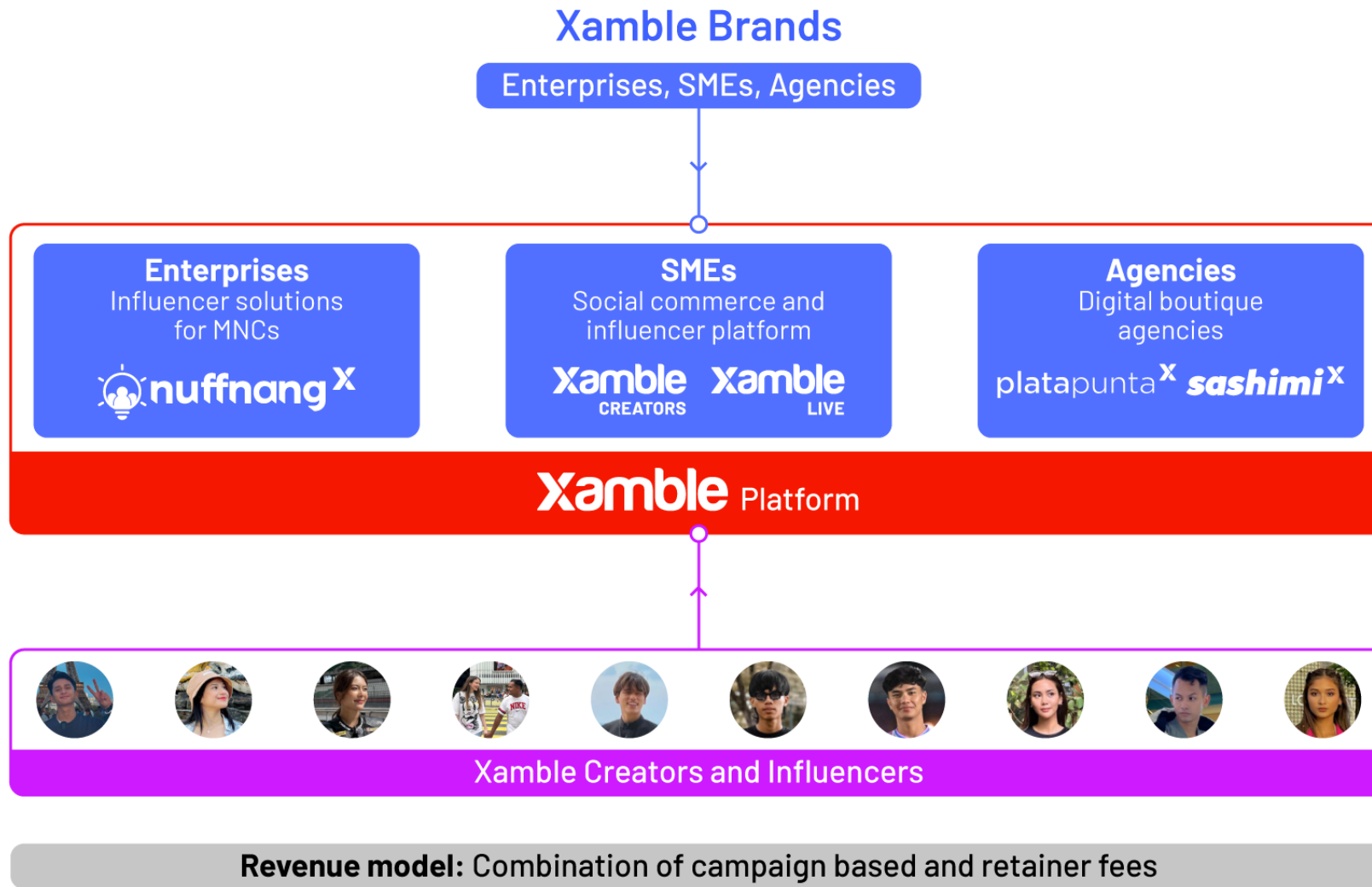
**Unique:** Xamble offers all three components seamlessly

**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 scalable, highly effective way to capture this market

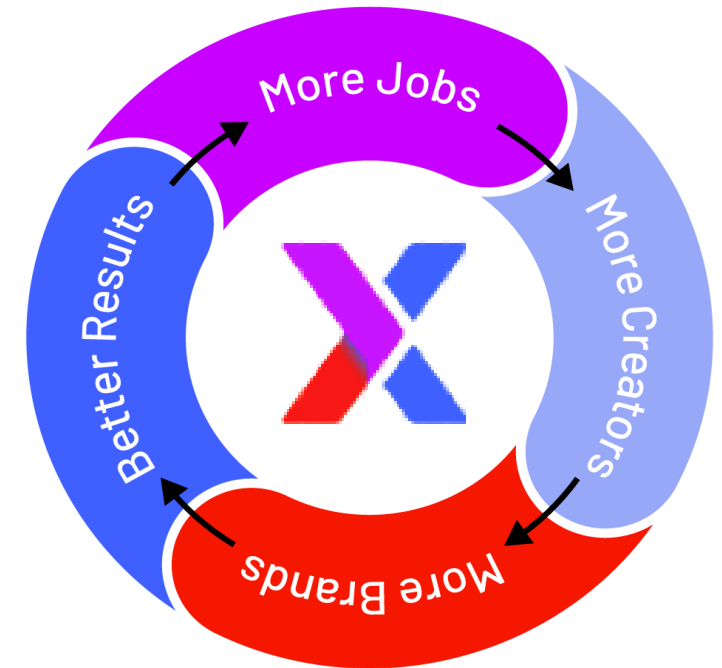


**Highly scalable** due to:

- **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>



# H1 Business Update

**Revenue growth** in H1 CY2024, slightly increased by 2% to A\$5.2 million:

- Revenue from Xamble's **SME business increased 253%** vs H1 CY2023 to A\$0.38 million
- **Enterprise** delivered **11% revenue growth** to A\$2.92 million

**Business EBITDA<sup>1</sup> remained profitable** at A\$0.17 million in H1 CY2024

**Continued investment in technology** of A\$0.33 million

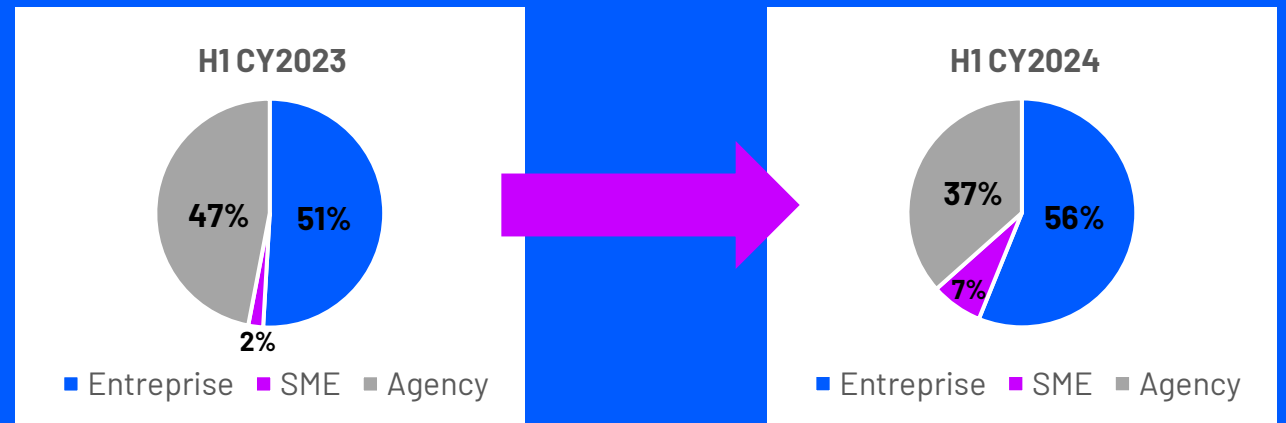
**Cash balance of A\$2.23 million** as at 30 June 2024

Complete **formation of the management team** with the new Chief Executive Officer in place **to lead** the Group into its next phase of growth and innovation

In A\$000s

Description	H1 CY2024	H1 CY2023	Growth
<b>Group Revenue</b>	<b>A\$5,199</b>	<b>A\$5,109</b>	<b>2%</b>
Business Expenses	(A\$5,032)	(A\$4,800)	5%
<b>Business EBITDA<sup>1</sup></b>	<b>A\$167</b>	<b>A\$309</b>	<b>(46%)</b>
Technology Investment	(A\$329)	(A\$426)	(23%)
Technology Investment Income (Grant <sup>2</sup> )	A\$115	-	>100%
Corporate Costs (HQ & ASX)	(A\$571)	(A\$517)	10%
<b>Group EBITDA<sup>3</sup></b>	<b>(A\$618)</b>	<b>(A\$635)</b>	<b>Improved by 3%</b>

Revenue by business unit



Note: All numbers are unaudited.

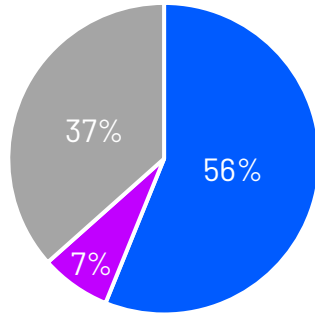
<sup>1</sup>Underlying business EBITDA ("Earnings Before Interest, Tax, Depreciation and Amortisation") adjusted for extraordinary items relating to forex movements, options expenses as well as investments to extend the current technology stack and corporate (HQ and ASX) expenses.

<sup>2</sup>Relates to a portion of the grant received from Malaysia Digital Acceleration Grant (MDAG) as announced on 6 May 2024.

<sup>3</sup>Group EBITDA adjusted for extraordinary items relating to forex movements and options expenses.

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

## H1 CY2024 REVENUE



■ Enterprise ■ SME ■ Agency

H1 CY2024 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\$2.9m  
 11%  
 36%

A\$1k - A\$0.5m  
 (Average A\$54k)

Influencer campaigns for large companies

A\$0.4m  
 253%  
 63%

A\$3k - A\$80k  
 (Average A\$26k)

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

A\$1.9m  
 (21%)  
 40%

A\$3k - A\$360k  
 (Average A\$48k)

Embedded influencer workstream in comprehensive marketing campaign of agency



# 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.



# 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 operational 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
- Our aim is to evolve Xamble into a **sustainable, high growth business**, over the course of the next 12 months






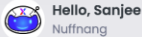
# APPENDIX: XAMBLE CREATOR PLATFORM







# Dashboard Login







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[Dashboard](#)  
[Campaigns](#)  
[Recruitment](#)  
[Task](#)  
[Creators](#)  
[Brands](#)  
**ADMIN**  
[Users](#)







+ Add New Campaign

<b>Total App Signup</b> 2,727 <span data-bbox="662 371 866 392">📈 2.29% Increase since last week</span>		<b>Signup with Complete Bank Details</b> 1,308 <span data-bbox="1031 371 1235 392">📈 1.28% Increase since last week</span>		<b>Available for Withdrawal</b> RM 76,944		<b>Total Withdrawal</b> RM 3,281,492	
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**Recruitments** View All →

<b>Project Apollo</b> <span data-bbox="1082 514 1121 535">New</span> Task Type: Instagram Story, Instagram Photo, TikTok Video Repost to Instagram Reels, XiaoHongShu Photo Carousel Brand Name: The Merchist  <b>Christina Ho</b> 15.2K Followers 	<b>guardian P5 Platinum PR Box: Dove &amp; Hanasui Skincare</b> <span data-bbox="1567 514 1605 535">New</span> Task Type: Instagram Photo Brand Name: guardian  <b>Christina Ho</b> 15.2K Followers 	<b>guardian P5 Platinum PR Box: Dove &amp; Hanasui Skincare</b> <span data-bbox="2063 514 2102 535">New</span> Task Type: Instagram Photo Brand Name: guardian  <b>Halimah Saadah</b> 1.5K Followers 
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**Tasks** View All →

<b>guardian P5 Platinum PR Box: Dove &amp; Hanasui Skinc...</b> <span data-bbox="1019 828 1121 849">Pending Review</span> Task Type: Photo  <b>Lu Yin</b> 3.5K Followers 	<b>Depelle Skincare</b> <span data-bbox="1516 828 1617 849">Pending Review</span> Task Type: Carousel  <b>Huiying Koh</b> 671 Followers 	<b>Depelle Skincare</b> <span data-bbox="2000 828 2102 849">Pending Review</span> Task Type: Carousel  <b>Afreeda</b> 1.9K Followers 
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**Campaigns** View All →

 <b>WARDAH KOL / INFLU...</b> Wardah <span data-bbox="1057 1092 1121 1113">Ongoing</span> Interested: 6 Shortlisted: 0 Accepted: 0 Ending Date: 24 June 2024	 <b>Uriage Vitamin C Ser...</b> Uriage <span data-bbox="1541 1092 1605 1113">Ongoing</span> Interested: 26 Shortlisted: 0 Accepted: 0 Ending Date: 30 June 2024	 <b>guardian P5 Platinu...</b> guardian <span data-bbox="2038 1092 2102 1113">Ongoing</span> Interested: 69 Shortlisted: 2 Accepted: 6 Ending Date: 20 July 2024
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# Creators List



- 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

Filter

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 3.4K Followers	No Social Media Rates	Female	Nano	Interested	
Thilagavathy Velayutham 3.1K Followers	No Social Media Rates	Female	Nano	Interested	
Nur Amni Qhairunnajwa 3.6K Followers	No Social Media Rates	Female	Nano	Interested	
tinieazizjob 35K Followers	video: RM 1,000	Female	Micro	Interested	
aliffareez95 34 Followers	No Social Media Rates	Male	Seeder	Interested	

Show 10 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

### isNOUF

**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

### Tasks

Creator Name	Platform	Description	Submission Date	Status	Posting Link	Insights	Last Updated	Action
 <b>Aina Yaslina</b> 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! 🥰

#당신은그대로운충분해요 #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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# Creator Discovery – 4000+ Creators

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The screenshot displays the Xamble Creators dashboard. The top navigation bar includes the Xamble logo, a menu icon, and a user profile for Prateek. The left sidebar lists navigation options: Dashboard, Campaigns, Recruitment, Task, Creators (with sub-items List and Discovery), Brands, ADMIN, and Users. The main content area is titled "Creator Discovery" and features a search bar with the placeholder "Search handle, name, hashtags, email..." and a "Search" button. Below the search bar are filter buttons for Platform, Category, Followers, User Type, and More. The results section shows "4403 Creators Found" and lists five creators with their profiles, categories, and engagement rates.

Creator	Platform	Followers	Engagement Rate
angelloweee	Social Media	10.4M	0.17%
ctdk	Social Media	9.2M	0.23%
jaychou	Social Media	9.1M	0.88%
yuqisong.923	Social Media	9M	7.35%
gem0816	Social Media	7.7M	1.37%



# Creator Discovery – Automated Invite flow for app users

**Xamble**  
CREATORS

Prateek

### Invite Creators to Join Campaign

Search Campaigns

Enter campaign name (min 3 characters)

**Selected Creators**

- izzueislam | izzueislam
- aisyahhijanah
- yazmin.aziz | yazminaziz

Invite


3 Items selected

### 1987 Creators Found

Creator	Category	Social Media	Engagement Rate
<input checked="" type="checkbox"/> izzueislam   izzueislam	Entertainment & Media	Instagram: 3.1M Followers (0.50%) TikTok: 1.1M Followers (0.12%)	0.50% 0.12%
<input checked="" type="checkbox"/> aisyahhijanah	Business & Marketing	Instagram: 1.5M Followers (2.50%)	2.50%
<input checked="" type="checkbox"/> yazmin.aziz   yazminaziz		Instagram: 171.2K Followers (1.08%) TikTok: 1.4M Followers (0.03%)	1.08% 0.03%



# Campaign and Task Management – Campaign Manager view

☰🔔Prateek ▾

Dashboard

Campaigns ▾

Recruitment ▾

Task ▾





Creators ▾





Brands





ADMIN

Users

### Task List

	Creator Name	Deliverables
>	 cassiechai 5.4K Followers	 Instagram Photo
▾	 imperfect piqa 23.1K Followers	 Instagram Photo

Sub Task Type	Sub Task Name	Sub Task Timeline	Status	Preview
Draft	Draft	Aug 19, 2024 - Aug 28, 2024	Accepted	
Caption	Caption	Aug 19, 2024 - Aug 28, 2024	Accepted	
Posting Link	Posting Link	Aug 21, 2024 - Aug 30, 2024	Accepted	
Insight	Insight	Sep 1, 2024 - Sep 7, 2024	Pending Review	

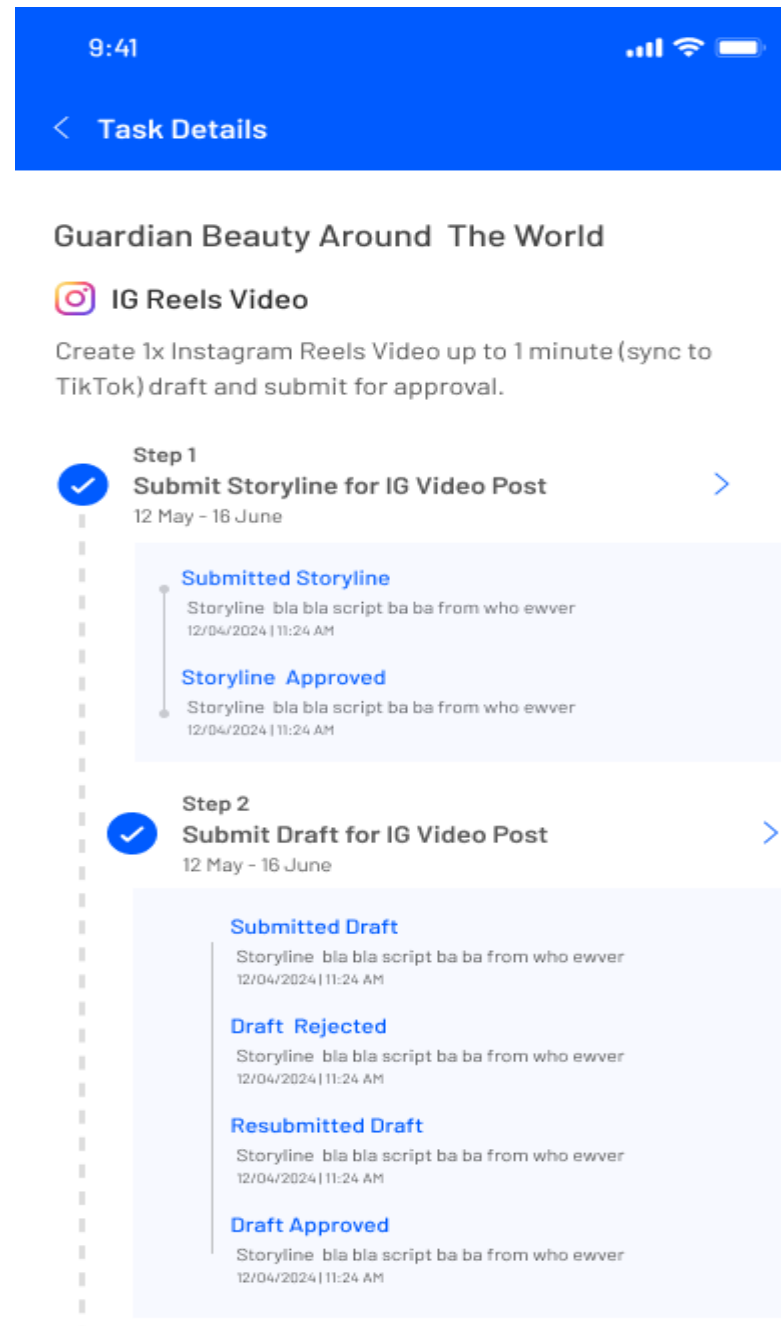
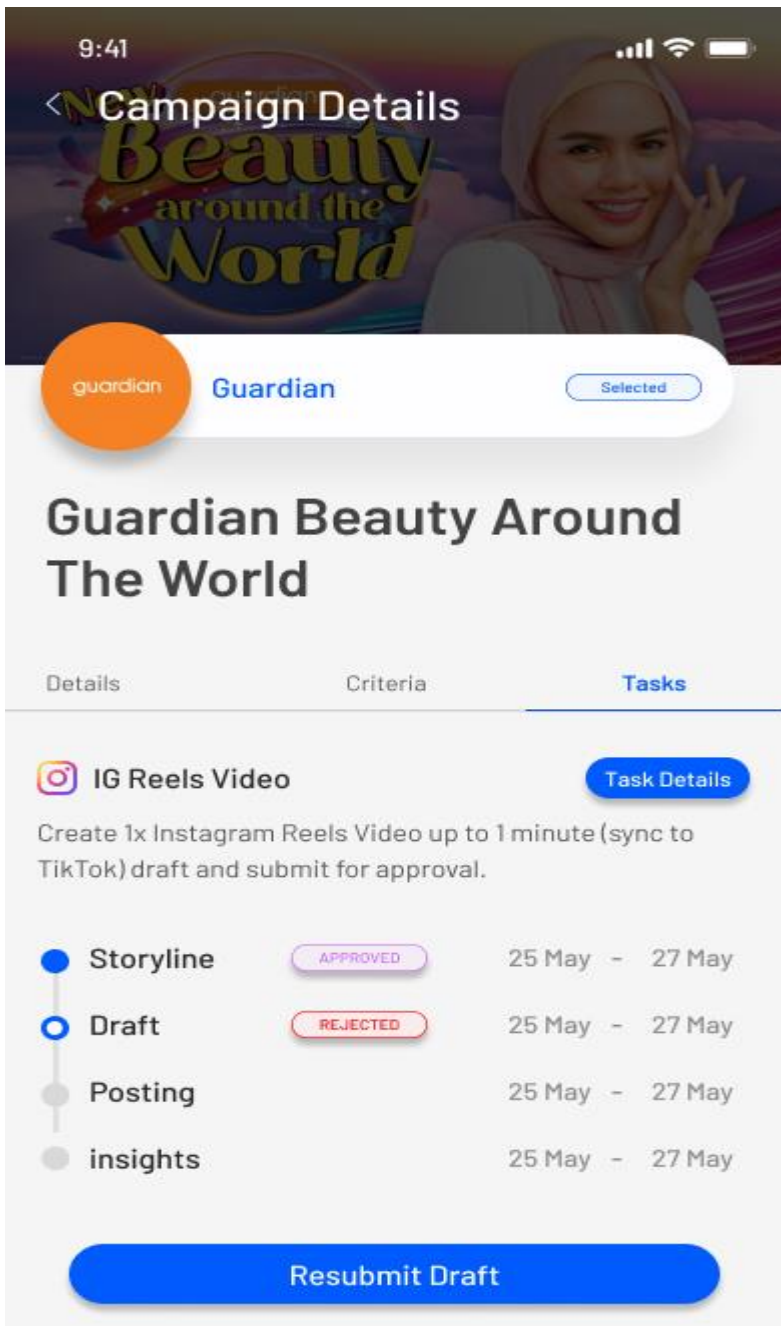
>	 khaleeda kharil 2.2K Followers	 Instagram Photo
>	 F1025 SITI FATIMAH AZZAHRA 32.4K Followers	 Instagram Photo

Show  entries Showing 1 to 4 of 4 entries Previous 1 Next

### Campaign Insights

2024 © XAMBLE CREATORS. version 1.2.1

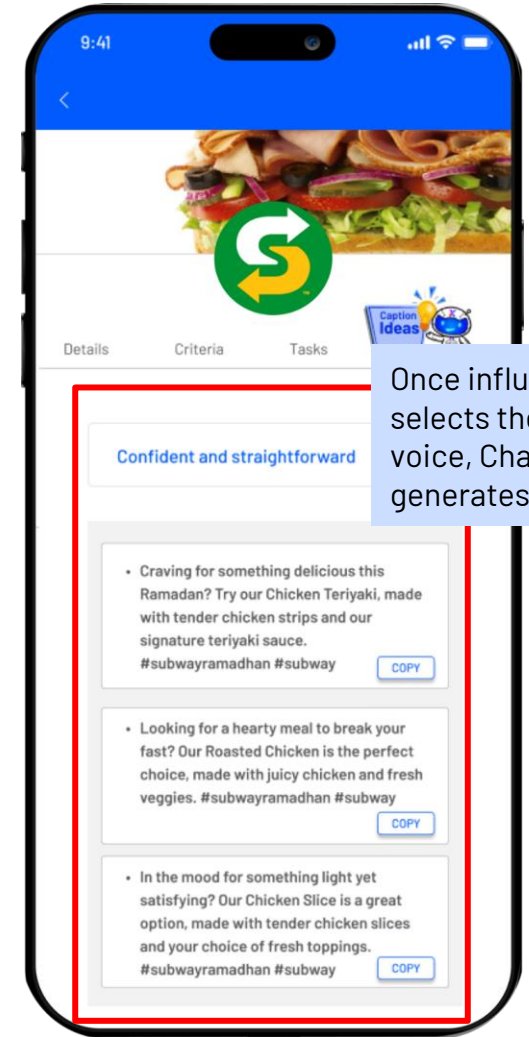
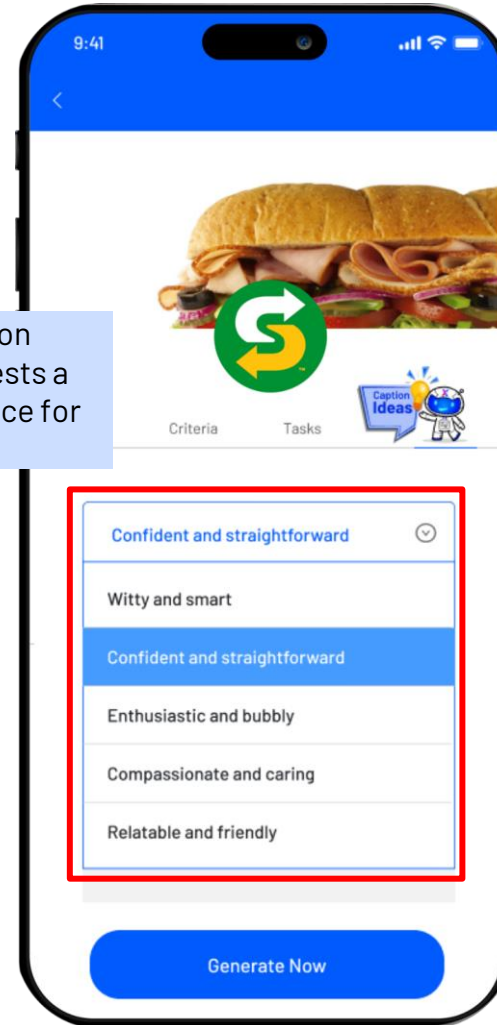
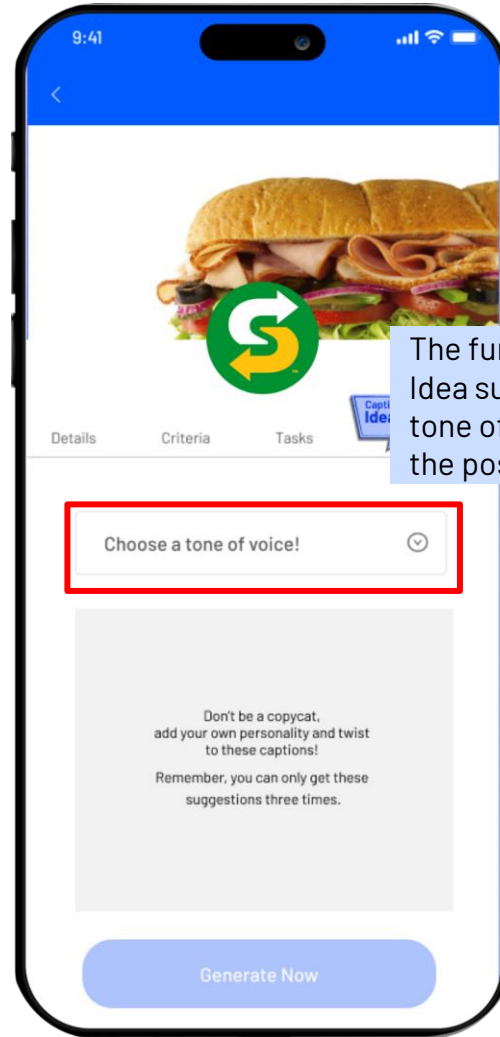
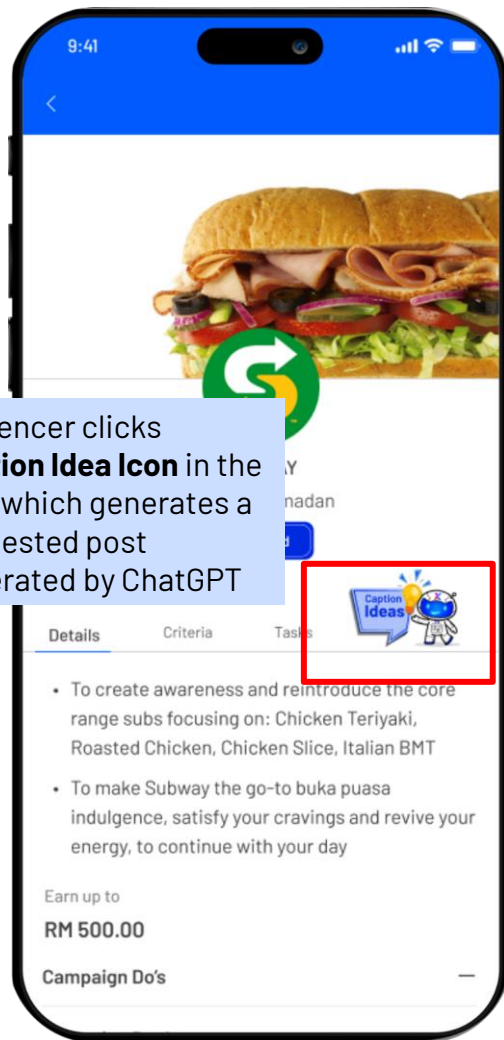
# Campaign and Task Management – Creator view



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# Integration of AI makes the platform more productive



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## For further information, please contact:

**Mr Jason Thoe**

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

**Mr Greg Slade**

Investor Relations  
Email: [greg@sladeir.com](mailto:greg@sladeir.com)

