

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.

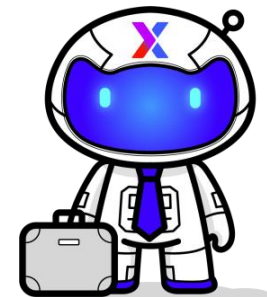
For more information, please contact:

Mr Jason Thoe

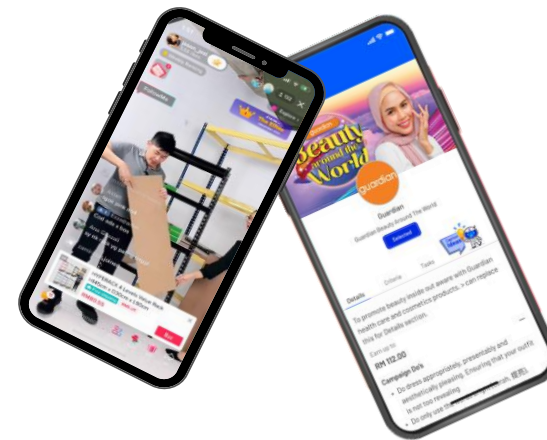
Chief Executive Officer, XGL
Email: jason@xamble.com

Mr Greg Slade

Investor Relations
Email: greg@sladeir.com



Assembling
Communities.



Investor Presentation

September 2024

xamble
(ASX:XGL)

A leading Southeast Asian influencer platform



MALAYSIA



SINGAPORE



TAIWAN

- **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%)
Total Top 20 as at 30 June 2024	272.0M (91.85%)

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.

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 2023¹
- The market has been **growing rapidly from A\$ 9b** (US\$ 6b) in 2020 and is estimated to reach **A\$36b** (US\$24.1b) by 2025²
- **63% of brands** plan to **increase influencer marketing budget** in 2024³
- 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%**⁴ 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 already⁵

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

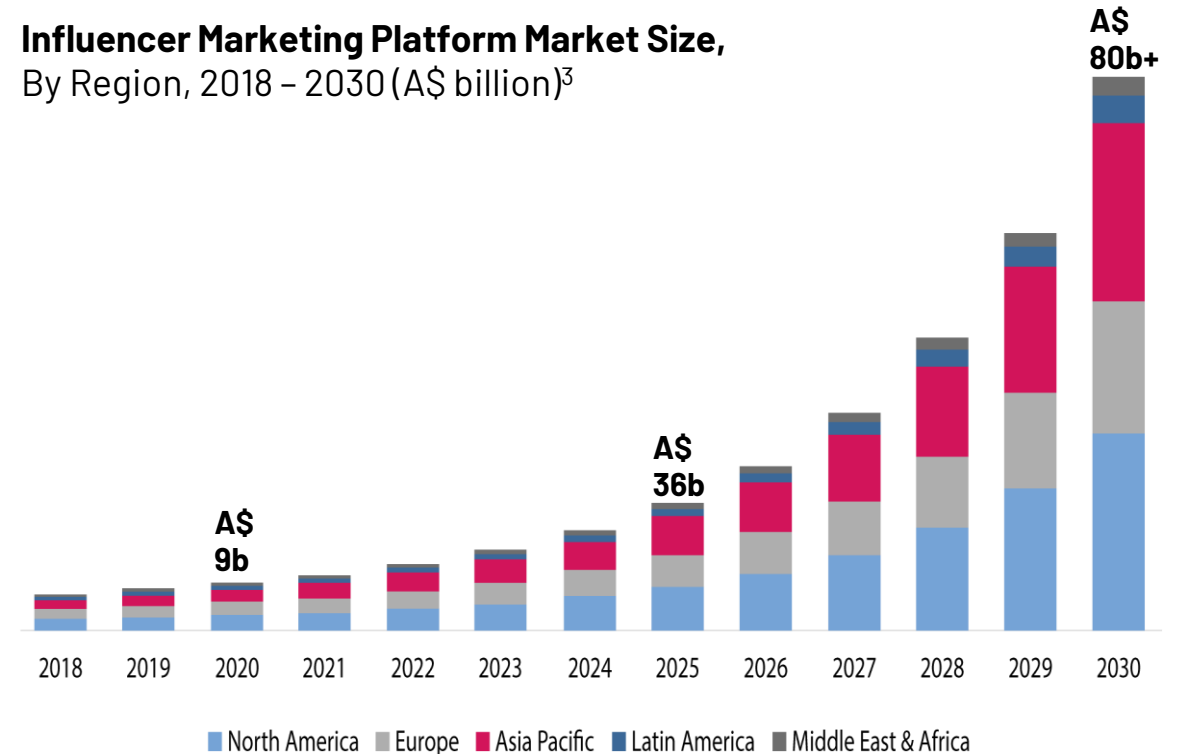
²<https://www.marketsandmarkets.com/Market-Reports/influencer-marketing-platform-market-294138.html>

³The State of Influencer Marketing 2024 – Aspire – aspire.io

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

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

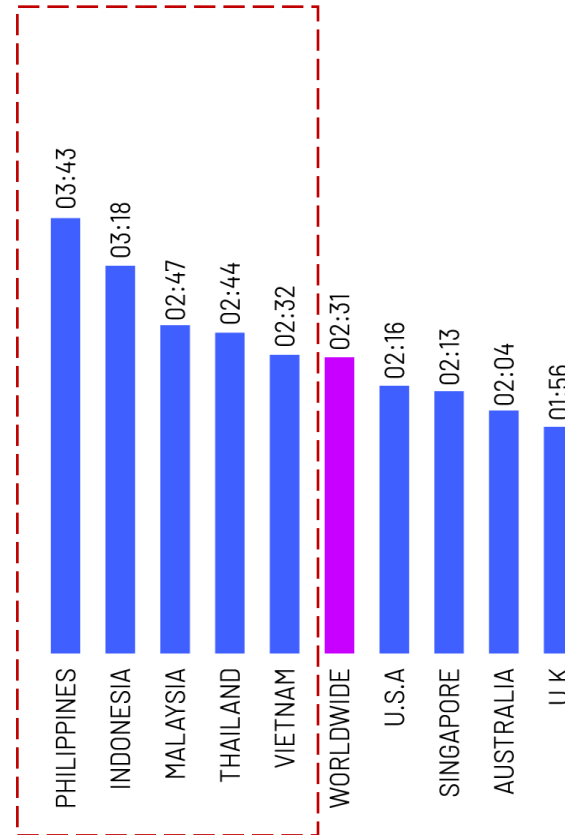
Influencer Marketing Platform Market Size, By Region, 2018 – 2030 (A\$ billion)³



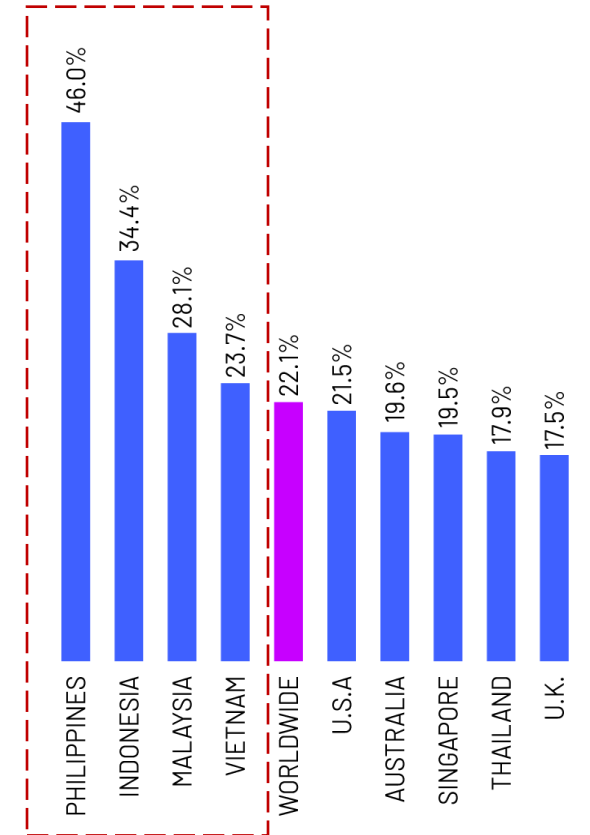
Southeast Asia's influencer platform market is booming (II)

- 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**¹
- Around **82% of Southeast Asians** said they have been **following recommendations from influencers** in their purchasing decisions²
- Internet users in **SEA** spend more time than the **global average on social media** and at least **25% of them follow an influencer**¹
- Influencers now take up **a growing share of marketing spend** as social media already accounts for more than **34% of digital advertising spending**¹
- **67% of marketers** said they will **increase investments in influencer marketing in 2024**²

Daily time spent using social media by internet users (aged 16y-64y)¹



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



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

²<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 Influencers²

Average Engagement Rate³

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 decisions⁴.
- In SEA, **more than 70% of influencers are Micro or Nano Influencers**⁵.
- **38% of all brand deals** go to Micro Influencers⁶.

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

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

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

³ <https://anystarr.com/why-micro-and-nano-influencers-are-the-future-of-digital-marketing/>

(Calculated after analysing over 1,000,000 accounts)

⁴ https://medium.com/@onavis_asia/the-rise-of-influencer-marketing-in-southeast-asia-661573c74198

⁵ AnyMind Group; ID 1299716 – see Appendix Slide 22

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

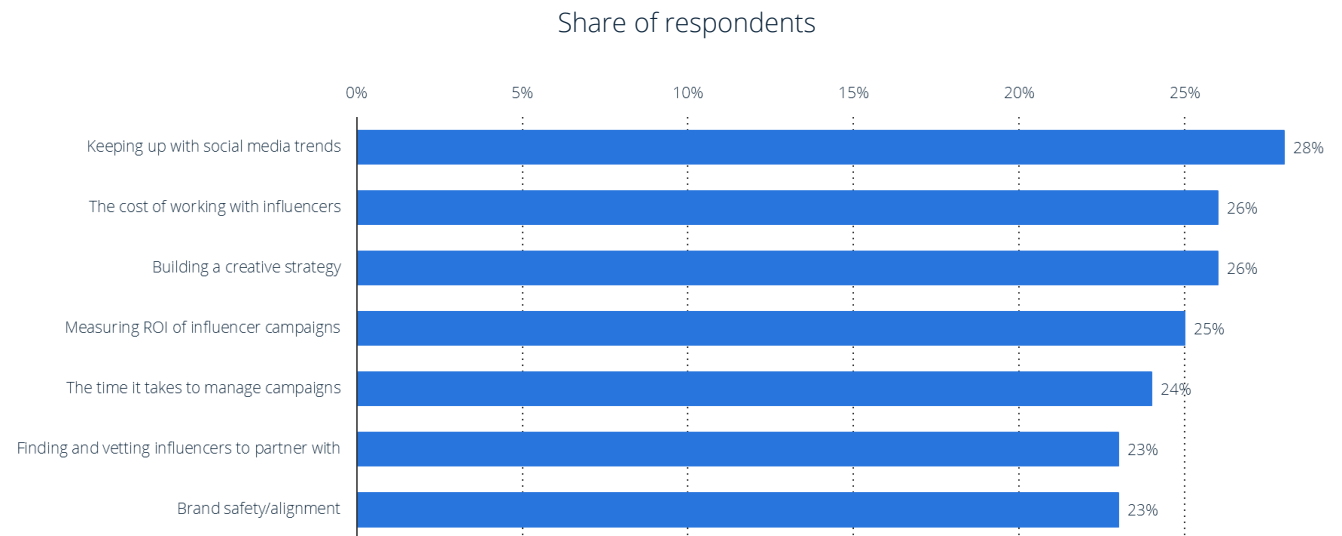
The current challenges in influencer marketing

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 2023¹



¹<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



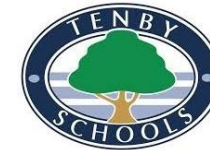
Neutrogena



PANTENE



MAYBELLINE
NEW YORK



astro



Applecumbby Fish
FINE BABY ESSENTIALS

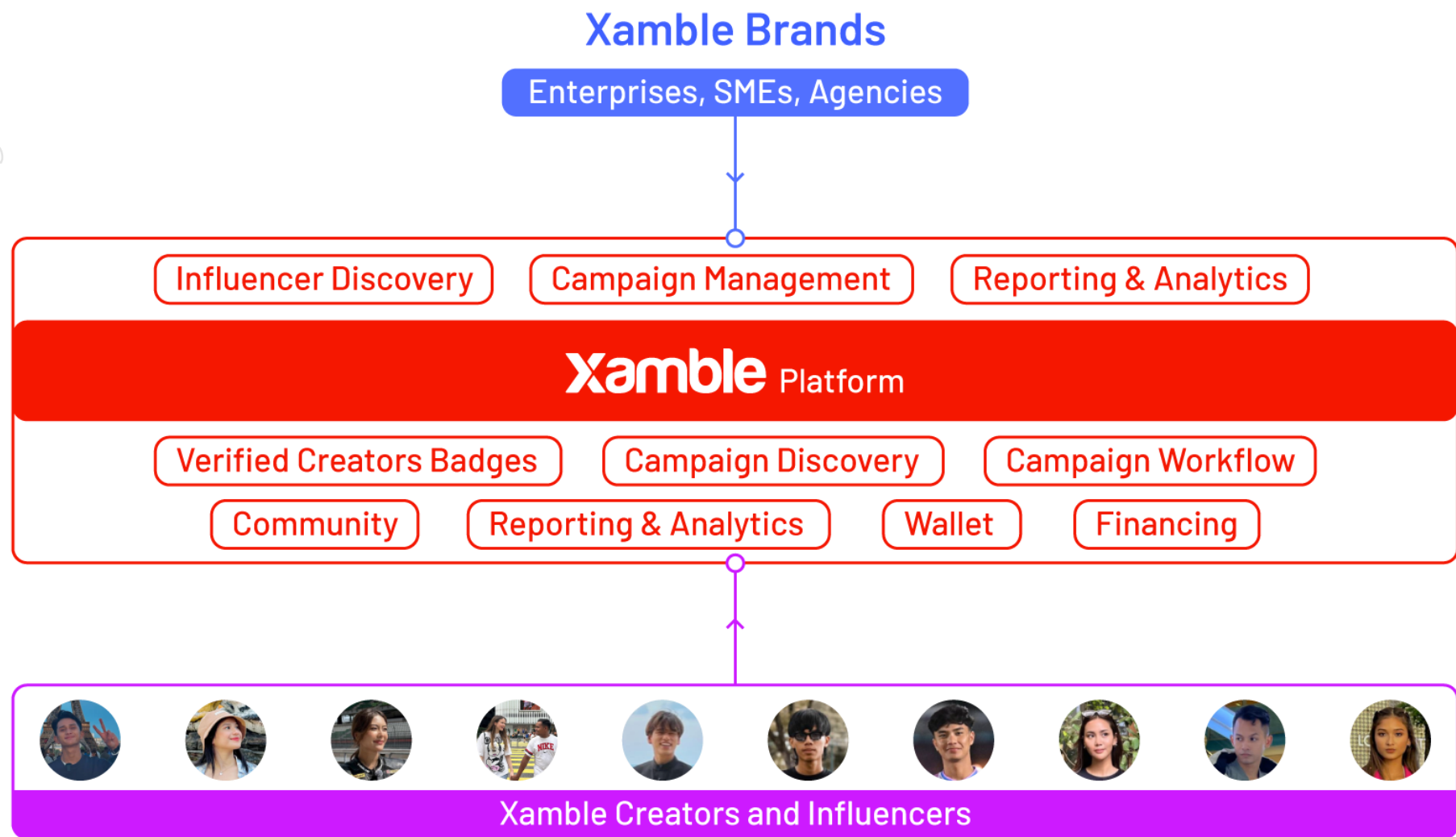


CTBC BANK

MahSing



Xamble's technology platform is uniquely positioned...



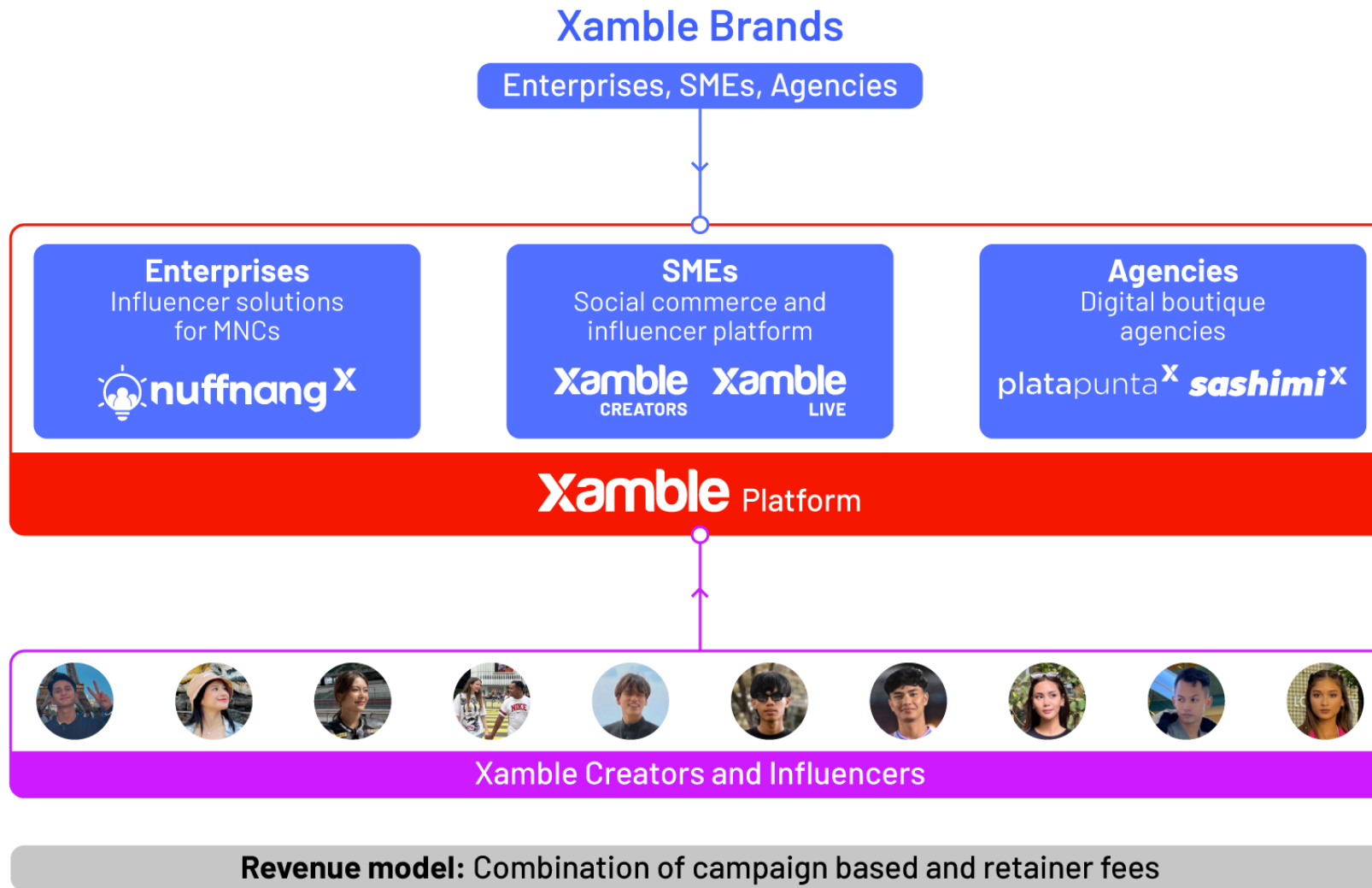
Unique: Xamble offers all three components seamlessly

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

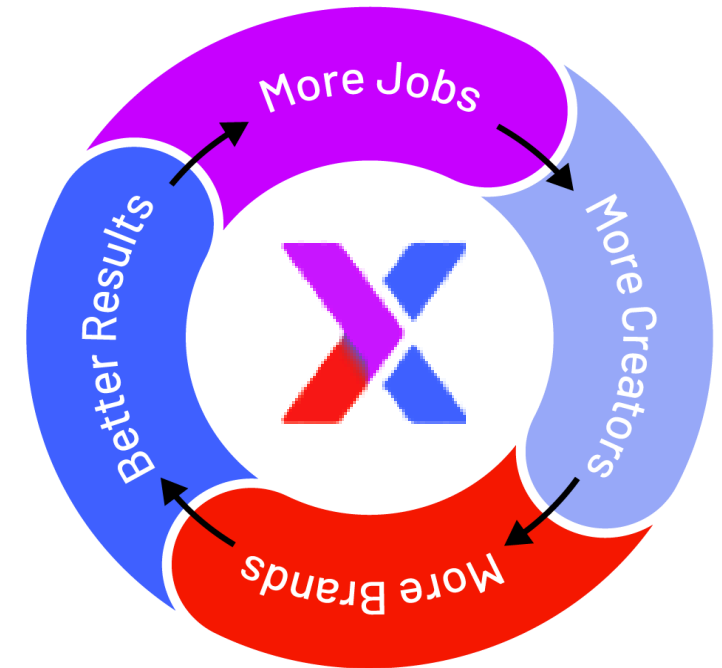


Highly scalable due to:

- **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
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



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 EBITDA¹ remained profitable at A\$0.17 million in H1 CY2024

Continued investment in technology of A\$0.33 million

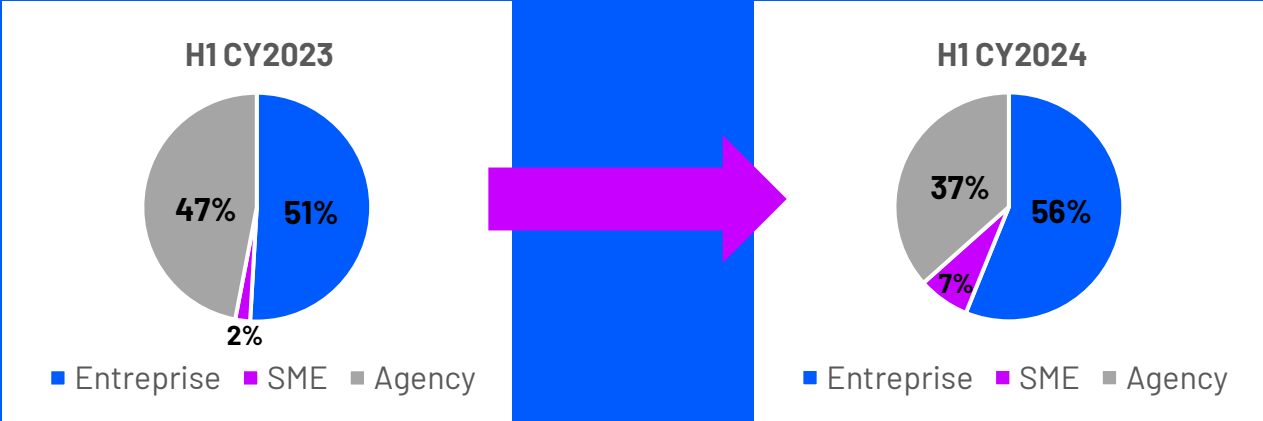
Cash balance of A\$2.23 million as at 30 June 2024

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
Group Revenue	A\$5,199	A\$5,109	2%
Business Expenses	(A\$5,032)	(A\$4,800)	5%
Business EBITDA¹	A\$167	A\$309	(46%)
Technology Investment	(A\$329)	(A\$426)	(23%)
Technology Investment Income (Grant ²)	A\$115	-	>100%
Corporate Costs (HQ & ASX)	(A\$571)	(A\$517)	10%
Group EBITDA³	(A\$618)	(A\$635)	Improved by 3%

Revenue by business unit



Note: All numbers are unaudited.

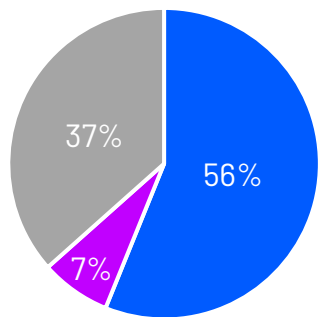
¹Underlying business EBITDA (“Earnings Before Interest, Tax, Depreciation and Amortisation”) adjusted for extraordinary items relating to forex movements, options expenses as well as investments to extend the current technology stack and corporate (HQ and ASX) expenses.

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

³Group 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	SMEs	Agencies
Influencer solutions for MNCs	Social commerce and influencer platform	Digital boutique agencies
		
A\$2.9m	A\$0.4m	A\$1.9m
11%	253%	(21%)
36%	63%	40%
A\$1k – A\$0.5m (Average A\$54k)	A\$3k – A\$80k (Average A\$26k)	A\$3k – A\$360k (Average A\$48k)
Influencer campaigns for large companies	Direct (without agency) digital influencer campaigns or/and social commerce	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.

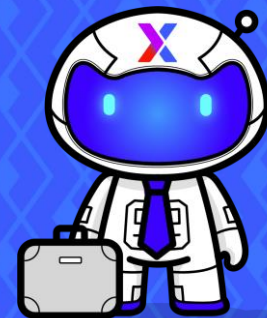


Outlook









- 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



Personal use only

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


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



Hulying Koh


671 Followers



Depelle Skincare


Pending Review

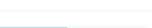
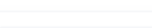

Task Type: Carousel




Afreeda


1.9K Followers





Campaigns			View All →												
	<div>Ongoing</div> <table> <tr><td>Interested</td><td>6</td></tr> <tr><td>Shortlisted</td><td>0</td></tr> <tr><td>Accepted</td><td>0</td></tr> </table>	Interested	6	Shortlisted	0	Accepted	0		<div>Ongoing</div> <table> <tr><td>Interested</td><td>26</td></tr> <tr><td>Shortlisted</td><td>0</td></tr> <tr><td>Accepted</td><td>0</td></tr> </table>	Interested	26	Shortlisted	0	Accepted	0
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	<div>Ongoing</div> <table> <tr><td>Interested</td><td>69</td></tr> <tr><td>Shortlisted</td><td>2</td></tr> <tr><td>Accepted</td><td>6</td></tr> </table>	Interested	69	Shortlisted	2	Accepted	6								
Interested	69														
Shortlisted	2														
Accepted	6														


Creators List


CREATORS





Dashboard

Campaigns


Recruitment

Task

Creators

Brands

ADMIN

Users

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

Campaign / Details













Creators List

Invite

Recruitment Status

Filter

Export

Creator Name	Social Media Rate	Gender	Tier	Recruitment Status	Action
 <div>Sarahah Zara 2.5K Followers</div>	1 video: RM 150	Female	Nano	Interested	
 <div>Farizatul Munirah 3.4K Followers</div>	No Social Media Rates	Female	Nano	Interested	
 <div>Thilagavathy Velayutham 3.1K Followers</div>	No Social Media Rates	Female	Nano	Interested	
 <div>Nur Amni Qhairunnajwa 3.6K Followers</div>	No Social Media Rates	Female	Nano	Interested	
 <div>tinieazizjob 35K Followers</div>	video: RM 1,000	Female	Micro	Interested	
 <div>alifffareez95 34 Followers</div>	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

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version 1.1.6

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Creators Video Content Review

Dashboard

Campaigns

Recruitment

Task

Creators

Brands

ADMIN

Users

Sanjee

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
<div><div><div></div><div>Aina Yaslina</div><div>20.5K Followers</div></div></div>	<div><div></div><div>Video</div></div>	1 x TikTok Video	09 Apr 2024	Pending Review	-	-	-	<div><div></div><div></div></div>

Video - 1 x TikTok Video

0:00 / 1:11

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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version 1.1.6


22


Creator Discovery – 4000 + Creators


CREATORS





Prateek ▾

 Dashboard

 Campaigns ▾


 Recruitment ▾

 Task ▾


 Creators ▴

List


Discovery

 Brands

ADMIN

 Users

Creator Discovery

 Search handle, name, hashtags, email...

Search

Platform ▾
















Category ▾

Followers ▾

User Type ▾

More ▾

4403 Creators Found

<input type="checkbox"/>	 <div>angelloweee</div> 	Social Media	Engagement Rate
		 angelloweee 10.4M Followers	0.17%
<input type="checkbox"/>	 <div>ctdk</div>  Entertainment & Media Art & Design	Social Media	Engagement Rate
		 ctdk 9.2M Followers	0.23%
<input type="checkbox"/>	 <div>jaychou</div> 	Social Media	Engagement Rate
		 jaychou 9.1M Followers	0.88%
<input type="checkbox"/>	 <div>yuqisong.923</div>  Entertainment & Media	Social Media	Engagement Rate
		 yuqisong.923 9M Followers	7.35%
<input type="checkbox"/>	 <div>gem0816</div>  Entertainment & Media Art & Design	Social Media	Engagement Rate
		 gem0816 7.7M Followers	1.37%



23

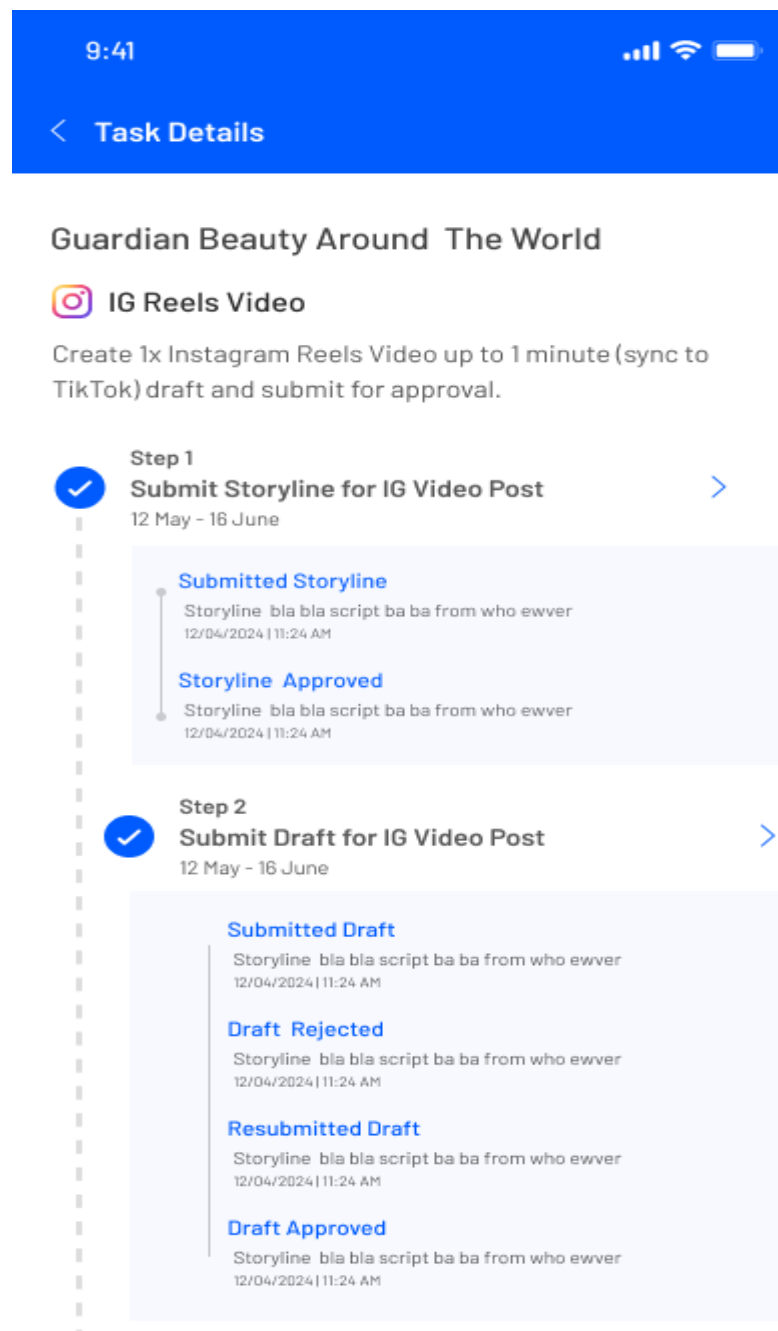
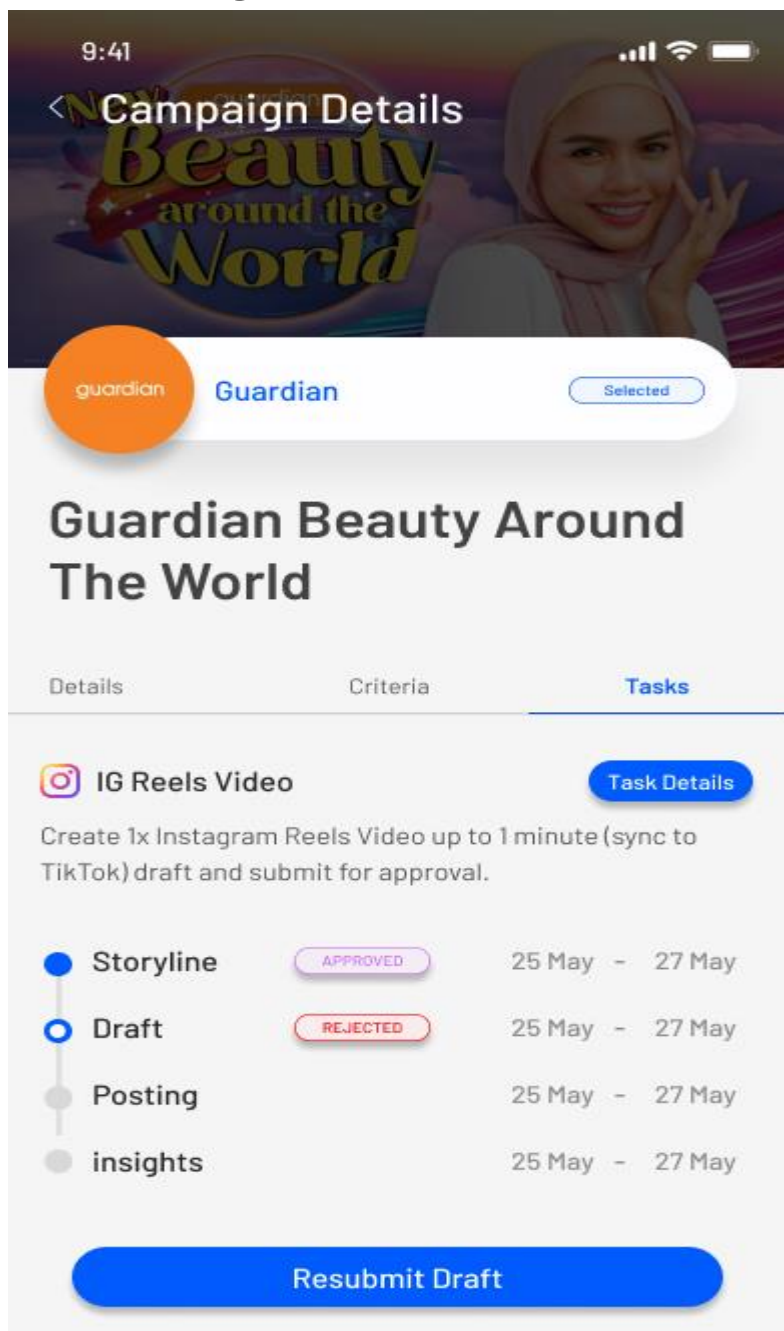
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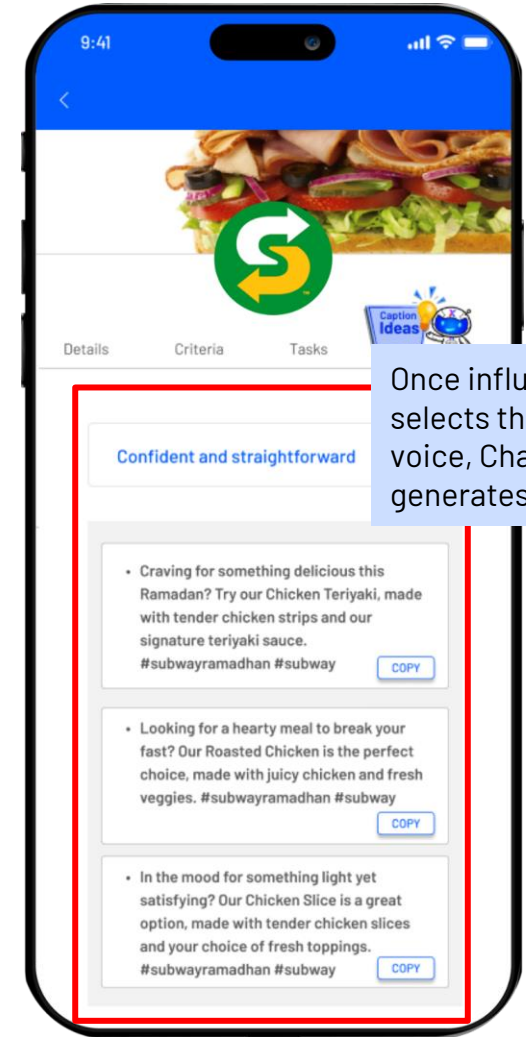
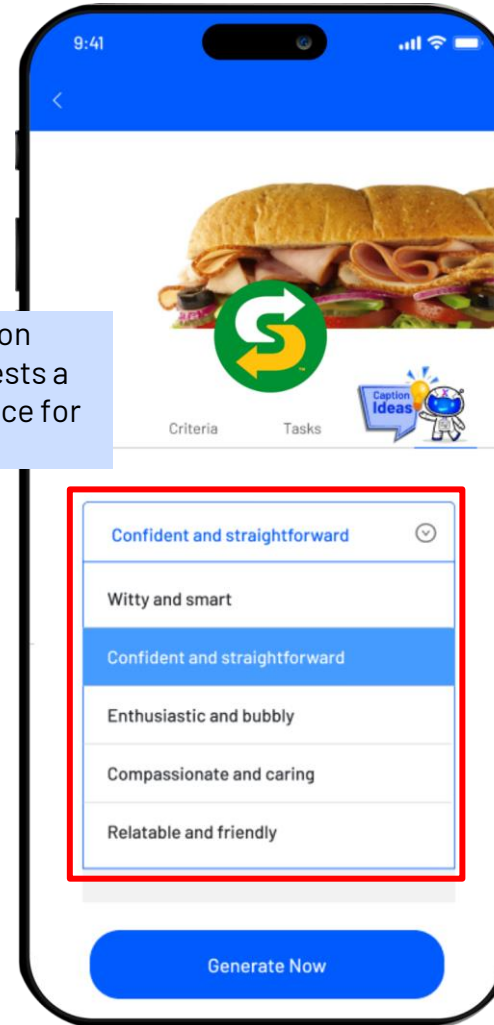
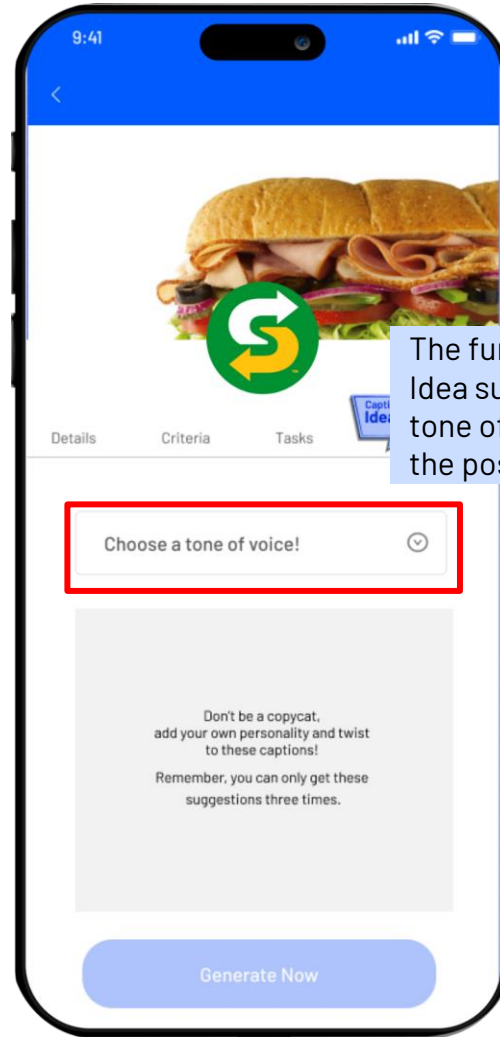
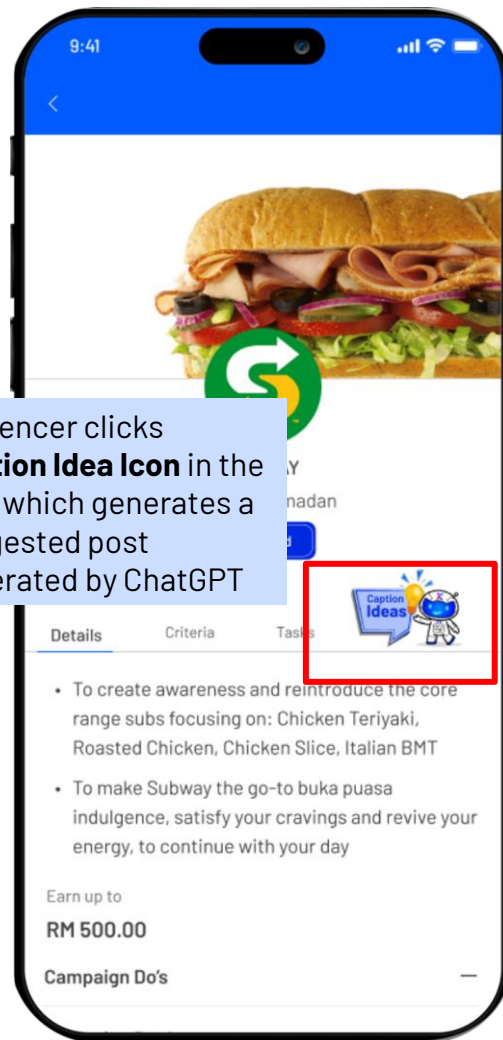
ADMIN

version 1.2.1

Campaign and Task Management – Creator view



Integration of AI makes the platform more productive



The function Idea suggests a tone of voice for the post

Once influencer selects the tone of voice, ChatGPT generates the post

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