

## ASX RELEASE

27 September 2024

# XAMBLE RAISES STAKE IN XAMBLE TECHNOLOGIES

**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 is pleased to advise that the Group has entered into an agreement to increase its shareholding in its majority-owned Xamble Technologies Sdn. Bhd. (“XT”) from 85.71% to 100.00%. The agreement involves acquiring a 14.29% stake in XT from Naven Prasad A/L Rajasegaran (“Naven”), whose stake was previously transferred from RedSquare Technologies Sdn Bhd.

The consideration amounting to a total of MYR100,000 (A\$34k<sup>1</sup>) for the 14.29% increase in shareholding in XT shall be satisfied by cash payment of MYR50,000 (A\$17k<sup>1</sup>) upon completion of the acquisition and, contingent upon the achievement of certain milestones related to the successful completion of the Malaysian Digital Acceleration Grant (“Grant”) within the prescribed period, Naven shall be issued CHESSE Depository Interests (CDIs) in Xamble valued at MYR50,000 (A\$17k<sup>1</sup>) based on the 14-day volume-weighted average price (VWAP) prior to their issue.

The acquisition enables the Group to achieve full control of XT to accelerate the development of both the Xamble Creators platform and Xamble Social Wallet while continuing to work together with Naven in his current capacity as Technology Advisor and Director of XT.

As announced on 6 May 2024, XT received the Grant totalling MYR3.59 million (A\$1.24 million<sup>1</sup>) which will be disbursed over a three-year period subject to certain project milestones.

*This announcement was approved for release by the Xamble Board of Directors.*

### For further information, please contact:

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#### About Xamble Group Limited

Xamble Group Limited is a leading platform of influencer-centric digital marketing solutions in South East Asia.

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:XGL) 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.

<sup>1</sup> Assumes exchange rate of 2.90 MYR = 1A\$

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