

## ASX RELEASE

13 December 2024

# XAMBLE SECURES A\$1.5 MILLION STRATEGIC INVESTMENT FROM 7-ELEVEN MALAYSIA

**Xamble Group Limited (ASX:XGL) "Xamble", "XGL" or the "Company"** together with its subsidiaries, the **"Group"**, a leading influencer marketing platform connecting businesses and brands with trusted influencers, is excited to announce that it has secured a A\$1.5 million strategic investment to accelerate its growth and further enhance its platform's capabilities from Convenience Shopping (Sabah) Sdn. Bhd. ("CSS"), a wholly owned subsidiary of 7-Eleven Malaysia Holdings Berhad ("7-Eleven"). This strategic investment will enable the Company to expand its offerings, scale operations, and continue revolutionising the way businesses and brands collaborate with influencers across its key focus segments to broaden revenue streams and enhancing customer loyalty.

7-Eleven via CSS will subscribe to 42,857,143 new CHESS Depository Interests (CDI) in XGL at a placement price of A\$3.5 cents per CDI. The total consideration of \$A1.5 million for the new CDI's issued will boost XGL's cash reserves as it continues its transformation into a sustainable high growth business. The placement is expected to close by no later than 19<sup>th</sup> December 2024 and will utilise the Company's existing capacity under ASX Listing Rules 7.1 and 7.1A. Post-placement, 7-Eleven's wholly owned subsidiary will own 12.6% of XGL's issued CDI and will become the Company's second largest shareholder.

Commenting on the investment by 7-Eleven, Xamble's Chief Executive Officer Jason Thoe said, "Securing this strategic investment is validation for us as we continue to disrupt the influencer marketing space and is a key step in the transformation of the Group to become the leading influencer marketing platform in Southeast Asia. Alongside the restructuring of the operations which started in October 2024, as well as the recruitment of key personnel to the leadership team in the previous quarter, this vote of confidence positions Xamble to build on our strong market experience to accelerate our mission to grow, enable, and build brands through tech-enabled social influence and commerce. In line with our focus to target the FMCG segment, my team and I are also looking forward to enabling and supporting 7-Eleven's digital journey," he added.

Since its launch, the Xamble Creators App has empowered various brands in their execution of highly successful influencer marketing campaigns. With its user-friendly platform, robust creator discovery tools, advanced analytics, and a network of highly engaged influencers, Xamble is positioned to expand its impact in the rapidly growing Southeast Asian influencer marketing industry.

"We are excited to partner with Xamble as we leverage its strengths to revolutionise digital marketing and commerce. Xamble's advanced influencer marketing platform enables 7-Eleven to amplify its digital presence and deliver targeted, data-driven campaigns. By integrating Xamble's influencer ecosystem, 7-Eleven can strengthen its brand value and distribution network, enhancing its appeal to consumers and partner brands alike. This strategic investment also fosters innovation, positioning 7-Eleven to stay competitive in the evolving retail landscape while enabling Xamble to expand its impact in the influencer marketing space." said Tan U-Ming, Director at 7-Eleven. "Xamble's strong and savvy leadership team, industry-leading platform, and deep understanding of the market serve as the foundation for the group to embark on further growth, and we look forward to supporting them on this journey."

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"This strategic investment marks an exciting new chapter for Xamble, enabling us to scale our operations even further, while solidifying our leadership in the influencer marketing landscape. This development enhances our Company's fundamentals while empowering us to pursue and execute on our re-invigorated business plan and growth objectives going forward," concluded Xamble's CEO Jason Thoe.

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

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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 Limited (ASX:XGL) and headquartered in Malaysia, Xamble aims to deliver wealth and value to its ecosystem of brands, influencers or 'creators', and consumers.

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