

## ASX RELEASE

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# XAMBLE CONTINUES ON ITS TRANSFORMATION PATH TO BECOMING SEA'S LEADING INFLUENCER MARKETING PLATFORM BUSINESS

## HIGHLIGHTS:

- Annual Group revenue of A\$9.2 million down 15% on the pcp, primarily due to weak performance in Taiwan which ceased operations in Q4 CY2024 as part of the Group's strategic transformation.
- Underlying Business EBITDA<sup>1</sup> remains profitable despite significant transformation costs.
- Strong growth in Xamble's SME segment by 62% pcp continuing to show potential as a growth catalyst.
- Continued investment in the Technology platform (partially funded by MDEC Grant) showing positive results with monthly active influencers increasing 134% over 12 months.
- Decrease in business expenses by 12% in CY2024 was realised as part of the Group's strategic transformation.
- Xamble strongly positioned to capture more of the fast-growing South East Asian ("SEA") market through organic and inorganic strategies with the A\$1.5 million strategic investment from 7-Eleven Malaysia.
- Cash balance of A\$2.8 million to be effectively deployed for growth.

**Xamble Group Limited (ASX:XGL)** ("Xamble" or the "Company" together with its subsidiaries, the "Group"), a pioneering platform of influencer-centric digital marketing solutions, provides the following financial and operational update for the 12 months period ended 31 December 2024 (CY2024).

## Financial and operational performance for the 12 months period ended 31 December 2024

In A\$ 000s

Description	YTD		Increase/ (Decrease)
	Jan-Dec 2024	Jan-Dec 2023	
<b>Group Revenue</b>	<b>A\$9,193</b>	<b>A\$10,777</b>	<b>(15%)</b>
Business Expenses	(A\$9,010)	(A\$10,293)	(12%)
<b>Underlying Business EBITDA<sup>1</sup></b>	<b>A\$183</b>	<b>A\$484</b>	<b>(62%)</b>
Technology Investment	(A\$824)	(A\$651)	27%
Technology Investment (Grant <sup>2</sup> )	A\$160	-	n.m
Corporate Costs (HQ & ASX)	(A\$1,234)	(A\$1,126)	10%
<b>Group EBITDA<sup>3</sup></b>	<b>(A\$1,715)</b>	<b>(A\$1,292)</b>	<b>33%</b>

For the 12 months period ended 31 December 2024, whilst the Group's revenue declined 15% to A\$9.2 million compared to the previous corresponding period ("pcp") (CY2023: A\$10.8 million), the Group was able to maintain a positive underlying business EBITDA for the same period of A\$0.2 million. The significant contributor to the decline in both revenue and EBITDA was the weak performance and subsequent exit of the now discontinued Taiwan operations.

After technology investments, corporate overheads and listing costs, Xamble's Group EBITDA deficit widened to A\$1.7 million (CY2023: A\$1.3 million).

As at 31 December 2024, the Group's cash balance was A\$2.8 million.

### Technology Investment

In line with Xamble's strategic focus to capitalise on the platform as the catalyst for growth, investment in technology saw a 27% increase, reaching A\$0.8 million in CY2024. The increase however was supported by the A\$1.2 million MDEC Grant of which A\$0.2 million was received in CY2024 and the balance is due to be disbursed in CY2025 and CY2026.

This continued investment reinforces the Company's commitment to solidify its position as the leading influencer marketing platform in South East Asia, positioning Xamble as a leader in the next generation of influencer marketing technology, one that is powered by innovation and designed to meet the evolving needs of both brands and influencers. Xamble Chief Executive Officer, Jason Thoe, said: "We are firmly focused on positioning Xamble for a long-term growth. The focus on South East Asia and continued investments being made in technology alongside operational improvements are crucial steps toward driving sustainable performance for CY2025 and beyond."

As part of the Group's structural transformation initiative set by the Chief Executive Officer, the Company implemented targeted cost management measures, reducing business expenses by 12%, from A\$10.3 million in CY2023 to A\$9.0 million in CY2024.

<sup>1</sup> Underlying business EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to 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 one-off impairment expenses, closure of China entity, rebranding and options expenses.

### **Xamble SME's strong growth**

Xamble's SME segment continues its strong organic growth. Revenue was up 62% compared to pcp to A\$0.6 million (CY2023: A\$0.4 million) as momentum continues. During the year, Xamble facilitated 92k transactions with a gross merchandise value ("GMV") of over A\$2.9 million. This is expected to further contribute to the Group's earnings as it expands its offerings into Affiliate marketing for social commerce and develops its own assets by way of Multichannel Networks ("MCN"). Xamble's MCN aims to help influencers build and share audiences, provide access to production resources and seek out sponsors for branded content opportunities, creating further revenue opportunities from an already growing segment.

### **Significant increase in Xamble Creator app downloads and adoption**

For the year, the Xamble Creators app adoption continued to show improvements with 6k downloads of the app, increasing 147% over the 12 months period, with Monthly Active Influencers increasing by 134% over the same period; indicating a growing reliance on the Creators app by Influencers for access to more campaigns. The Group expects to see growth on the Creators app accelerate in CY2025 with the introduction of marketing initiatives in tandem with monetisation of the self-serve platform for brands and SME's.

### **Strategic investment by 7-Eleven Malaysia testimony to new strategic direction**

As announced on 13 December 2024, XGL secured a A\$1.5 million strategic investment from Convenience Shopping (Sabah) Sdn. Bhd., a wholly owned subsidiary of 7-Eleven Malaysia Holdings Berhad ("7-Eleven"). This strategic investment by 7-Eleven will allow XGL to expand its offerings, scale operations, and further transform how businesses and brands engage with influencers across its key focus segments, thereby diversifying revenue streams and boosting customer loyalty.

### **Outlook**

As previously shared, Xamble has shifted its focus towards enhancing sales and business development efforts for growth, specifically targeting new clients across four key sectors:

- Financial Services
- Health & Wellness
- Beauty & Personal Care
- Food & Beverage

This strategy prioritises a more focused approach, concentrating on high-value segments while leveraging the Company's proven track record and core strengths to drive its Enterprise segment growth. The Group is also placing a stronger emphasis on direct client acquisition as a core component of its growth strategy. By prioritising targeted outreach and personalised engagement, Xamble aims to build deeper relationships with clients, ensuring a more tailored approach to meet their current and future needs.

Chief Executive Officer Jason Thoe further commented "Looking forward, the opportunity ahead of us is significant, especially across the South East Asian region. Xamble operates in a diverse region with large, underpenetrated addressable markets. With a healthy balance sheet, we are strategically positioned to invest in further innovation and expansion to deliver excellent results for our customers. As we continue

to execute on our business strategy, I am confident in our ability to deliver long-term value for our stakeholders. We remain focused on optimising operational efficiency and leveraging emerging trends, ensuring we are well-positioned to navigate the fast-evolving influencer platform space, and create a solid foundation for future growth."

### **Leadership Transition: Redesignation of Executive Chairman**

As part of an ongoing transition for Xamble which complements the newly hired management team, Executive Chairman, Ganesh Kumar Bangah, will be redesignated from his executive role to become the Company's Non-Executive Chairman effective 1 March 2025. This change reflects the Company's strategic plan to further enhance its governance structure and provide support for greater focus on the day-to-day operations under the leadership of Jason Thoe, the recently appointed Chief Executive Officer.

Commenting on the redesignation, Ganesh Kumar Bangah said "After over four years in an executive role, the recent appointment of Jason Thoe as Xamble's new Chief Executive Officer means it is appropriate for me to step back from an executive to a non-executive role. As its largest shareholder, I remain committed to the Company and look forward to continuing to contribute to the Company's success and build on its strengths to strategically position Xamble for the future."

"Ganesh has been instrumental in shaping Xamble's transformation over the years, and we are grateful for his continued commitment to the Board as Non-Executive Chairman. With his proven leadership and expertise, we are confident that Xamble is well supported to achieve continuous growth and success." said Georg Chmiel, Xamble's Independent Non-Executive Director.

### **Change of Australian Registered Office**

Following the change of local agent announced on 30 January 2025, Xamble advises that its Australian Registered Office is now 138 Flinders Street, Mount Hawthorn WA 6016.

*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 Group 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, Xamble aims to deliver wealth and value to its ecosystem of brands, influencers or 'creators', and consumers.