

ASX RELEASE

29 May 2025

CLARIFICATION OF ANNOUNCEMENT REGARDING B INFINITE INVESTMENT

In respect of the ASX Announcement titled **XGL Acquires Strategic Stake in Loyalty Program, B Infinite** released earlier today, **Xamble Group Limited (ASX:XGL)** ("**Xamble**" or the "**Company**"), clarifies that it is part of a 5-party consortium which will own 85% of Bloyalty Sdn Bhd. ("**Bloyalty**"), B Infinite's owner and operator. Xamble's direct holding in Bloyalty is 19%.

The remaining 15% of Bloyalty is retained by its existing owners.

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