

## ASX RELEASE

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### **XAMBLE ACQUIRES STRATEGIC STAKE IN B INFINITE, ONE OF MALAYSIA'S LEADING LOYALTY PLATFORMS**

**Xamble Group Limited (ASX:XGL)** ("**Xamble**" or the "**Company**" together with its subsidiaries, the "**Group**"), a leading Southeast Asian influencer technology platform, is pleased to announce a strategic investment, alongside a consortium ("**Consortium**") of investors led by 7-Eleven Services Sdn. Bhd. ("**7-Eleven Malaysia**"), in Malaysia's leading lifestyle-based customer loyalty program B Infinite.

Through the subscription of 255,000,000 new fully paid ordinary shares for a total cash consideration of ~A\$918,966 (MYR2,550,000), the Consortium is set to own a majority 85% equity interest stake in Bloyalty Sdn Bhd, B Infinite's owner and operator company with Xamble holding a direct 19% equity stake.

This investment marks another important step in Xamble's transformation towards becoming the region's most influential marketing and social commerce ecosystem. The transaction reinforces Xamble's focus on deepening customer engagement, expanding its platform value, and opening new monetisation avenues.

#### **About B Infinite**

Established in 2010, B Infinite (formerly BCard) is a brand-centric loyalty platform with over 20 merchant partners and more than 1,000 retail locations in Malaysia. Key partners include Chevron Malaysia (Caltex), Starbucks Coffee, Cosway, Kenny Rogers Roasters, and Malaysia Airlines. As of March 2025, B Infinite has issued over 4.6 million cards (physical and mobile) and maintains a database of approximately 2.6 million valid email addresses.

B Infinite is an indirect subsidiary of Berjaya Corporation Berhad, a major Malaysian conglomerate listed on the Main Board of Bursa Malaysia, with diverse operations across retail, hospitality, property, and services. Headquartered in Kuala Lumpur, the company engages in consumer marketing, property development, hotels and resorts, gaming and lottery management, food and beverage, motor trading, and environmental and digital services. It operates brands such as Starbucks, Paris Baguette, Kenny Rogers Roasters and Jollibean in Malaysia. With a focus on innovation and corporate responsibility, Berjaya has grown into a global consumer group, employing over 40,000 people.

#### **Strategic Rationale**

The investment supports Xamble's strategy to build an integrated value chain that enhances brand-influencer-consumer interactions. By leveraging B Infinite's established infrastructure, Xamble aims to introduce loyalty-based engagement mechanisms across its influencer and ecommerce platforms.

"Influencer marketing is no longer just about visibility; it's about trust, community, and repeat engagement," said Jason Thoe, Xamble's CEO. "Through our investment in B Infinite, we are enabling our

partners to foster loyalty and to drive long-term value creation and marks an important step forward in our mission to become a leading platform for full-funnel influencer engagement.”

Collaboration with B Infinite provides Xamble with the opportunity to unlock additional revenue streams, including:

- Self-service loyalty modules tailored for SMEs through the Xamble Creators platform
- Plug-and-play integration with digital storefronts
- Data monetisation through enhanced user profiling

With strategic benefits to Xamble’s stakeholders:

- **Creators:** Unlock new monetisation via points issuance, commissions, and engagement bonuses. Loyalty points become the new “like”—brands and creators can reward engagement in real-time, turning passive viewers into active participants.
- **Brands:** Loyalty-linked campaigns increase conversion and customer lifetime value. Integrated commerce journey ie: loyalty tools embedded in livestreams, affiliate links, and checkout pages increase conversion and repeat purchases.
- **Consumers:** Enjoy seamless, cross-merchant rewards that add value to every interaction.

Jason adds, “This investment, alongside the Consortium, should also allow Xamble to access the wider network of merchants and partners not just within B Infinite, but also within the larger Berjaya Corporation ecosystem; allowing new opportunities to provide influencer marketing and social commerce solutions to potential new brands.”

### **Consortium Investment and Synergies**

Xamble is a part of a 4-party Consortium investment is led by 7-Eleven Malaysia and includes Commerce DotAsia Ventures Sdn. Bhd. (“Commerce.Asia”), Sorb Ventures Sdn. Bhd., and Swee Ing Sdn. Bhd., who will acquire 30%, 16%, 15%, and 5% stakes respectively, giving the Consortium a combined 85% controlling stake.

**7-Eleven Malaysia**, Malaysia’s largest convenience retail network with over 2,400 outlets, plans to integrate B Infinite as a loyalty partner, significantly boosting adoption through its nationwide footprint.

**Commerce.Asia**, a regional eCommerce enabler with over 17,000 merchants, intends to embed B Infinite’s loyalty infrastructure across its ecosystem, payment gateway, and SaaS offerings, broadening its digital reach. Commerce.Asia is controlled by Xamble Chairman and majority shareholder, Ganesh Kumar Bangah.

**Sorb Ventures Sdn Bhd and Swee Ing Sdn Bhd** are investment holding companies that are financial investors in B Infinite as members of the Consortium.

### **Funding and Completion**

Xamble's total transaction cost of ~A\$205,418 (MYR570,000) will be split into 2 equal tranches, subject to achieving predetermined conditions, will be funded from Xamble's existing cash reserves and, subject to the satisfaction of certain conditions precedent, is expected to complete by 30 June 2025.

*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.