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Accelerating towards Xamble 2.0

The path to being the #1 influencer marketing platform and social commerce enabler in SEA



Corporate Snapshot

CAPITAL STRUCTURE

| | |
|--|----------|
| ASX stock code | XGL |
| H1 CY2025 revenue (December calendar year-end) | A\$3.14M |
| Cash balance as at 30 June 2025 | A\$1.09M |
| Share price as at 30 June 2025 | A\$0.017 |
| CDIs on issue | 339M |

TOP SHAREHOLDERS

| | |
|--|------------------------|
| Ganesh Kumar Bangah | 216.7M (63.93%) |
| Convenience Shopping (Sabah) Pty Ltd | 42.9M (12.64%) |
| Georg Johann Chmiel | 12.0M (3.54%) |
| BNP Paribas Nominees Pty Ltd (UOBKH R'Miers) | 4.0M (1.19%) |
| Dr Thu Trang Pham | 2.9M (0.88%) |
| Total Top 20 as at 30 June 2025 | 315.7M (93.14%) |

Xamble at a glance...

- Leading **influencer marketing platform and social commerce enabler** in Southeast Asia
- Headquartered in **Malaysia, serving regional clients**
- Established presence in the industry with **collaborations with thousands of influencers and creators**
- Strong management team with **proven success in digital businesses and online marketplaces**

Xamble



Trusted by the Brands That Matter...and More

| Agency partners | Beauty, Personal care | | | FMCG / QSR | | | Mother & baby | | Fashion | |
|----------------------|-----------------------|------------------|------------------|--------------|------------------------|--------------|------------------|----------|--------------------------|--|
| | | | | | | | | | | |
| Tech & Gadgets | Manufacturing | National | Marketplace | Education | Financial institutions | Real estate | Beverage | | | |
| | | | | | | | | | | |

Our Vision is to be the **most influential** technology company for **Creators in Southeast Asia**



Est 2013

A\$772 M

Valuation¹

Global influencer marketing company with strong **US/EU** presence

RUHN

Est 2016

A\$433 M

Market capitalisation²
(previously NASDAQ:
RUHN)

Leading Influencer based marketing platform for e-commerce industries in **China**



Est 2023 (as a platform business)

A\$6.1 M

Market capitalisation³
(ASX:XGL)

The leading influencer marketing platform and social commerce enabler in **Southeast Asia**



¹<https://www.forbes.com/sites/ianshepherd/2024/10/09/influentials-500m-deal-heralds-new-chapter-for-influencer-marketing/>

²<https://www.investing.com/equities/ruhnn-holding-ltd>

³As at 18 August 2025

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The new way to experience impactful creator-led marketing & sales!

Closing the loop!

Xamblе

Influencer marketing & social commerce to a massive ecommerce economy!

Affiliate Sales:

~A\$30 billion in 2024¹

Influencer Marketing:

~A\$1 billion in 2024²



Malaysia

Pop: **35M**³
AS: **A\$3.6B**⁴
IM: **\$94M**⁹



Singapore

Pop: **6M**³
AS: **\$2.8B**⁵
IM: **\$148M**⁹



Philippines

Pop: **119M**³
AS: **A\$4.3B**⁴
IM: **\$156M**⁹



Indonesia

Pop: **280M**³
AS: **A\$11B**⁴
IM: **\$320M**⁹



Thailand

Pop: **72M**³
AS: **A\$6B**⁴
IM: **\$93M**⁹



Vietnam

Pop: **100M**³
AS: **A\$3.7B**⁴
IM: **\$123M**⁹

- **90% of SEA** internet users accessed the **internet mainly via smartphones** in 2024⁶
- **87% of SEA** users spend over **2 hours daily on social media**⁸
- **E-commerce grew 15% YoY**, driven by **video commerce (20% of GMV, up from <5% in 2022)**¹
- **82% follow influencer recommendations when making purchases**⁷

¹e-Conomy SEA 2024 report by Google, Temasek, Bain&Company: - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales

²<https://www.insg.co/en/influencer-marketing-southeast-asia/>

³Population data : World Bank

⁴https://americasmi.com/pdfs_landings/PCMI_Asia_Ecommerce_Data_Portrait.pdf - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales

⁵<https://cube.asia/read/singapore-ecommerce-market-2025-what-next-for-shopee-lazada/> - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales

⁶<https://www.comms8.com/blog/2024/southeast-asia-social-commerce-growth>

⁷<https://www.marketing-interactive.com/67-marketers-increase-influencer-marketing-2024>

⁸<https://www.insg.co/en/influencer-marketing-southeast-asia/>

⁹<https://www.1stopasia.com/blog/influencer-marketing-asian-landscape>

Influencers are no longer just brand amplifiers – they are direct, high-trust distribution networks

| Value Driver | Xamble Community Influencers from Recent Campaigns in the Health and Wellness Segment |
|-------------------------------------|---|
| Authentic Reach | 262 influencers with 624,075 total followers in Malaysia within the Health & Wellness segment from a recent campaign ¹ |
| Engaged Community | 18,722 engaged followers (3% engagement rate) ² |
| Cost-Efficient CAC | Community-led campaigns reduce CAC by 30–40% vs paid ads ³ |
| Attribution Ready | Trackable via affiliate links, promo codes, and live checkout |
| High Retention | Community members show 35–50% repeat activation rate across campaigns ⁴ |
| Community Spending Potential | ~A\$3.3million/month ⁵ |

*An illustration based on recent Xamble's Community Influencer campaigns for the Health & Wellness segment



¹Internal data

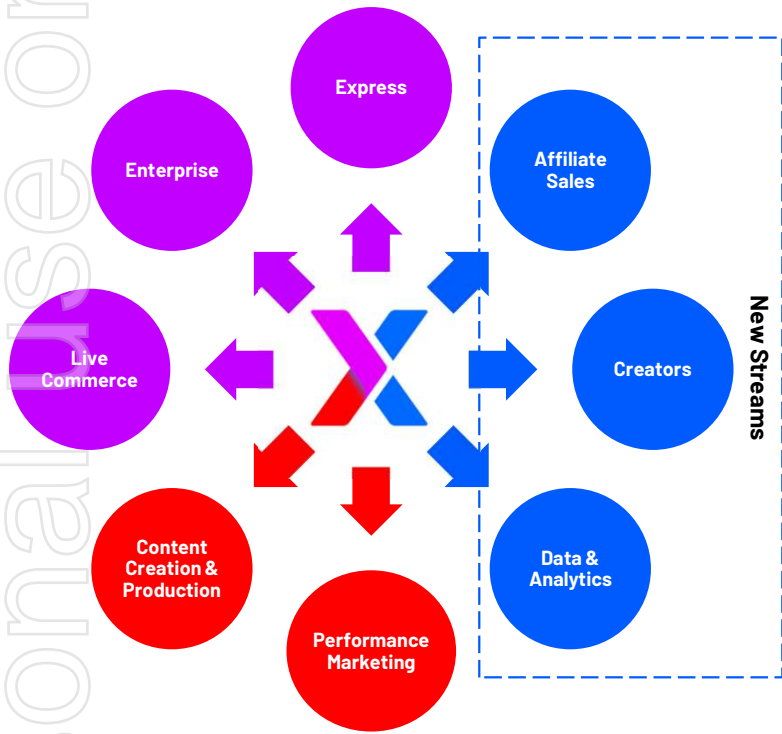
²Internal data and HypeAuditor 2023/24 Global Influencer Marketing Report

³Meta ads vs Influencer CPC/CPM, HubSpot Influencer Report, 2023

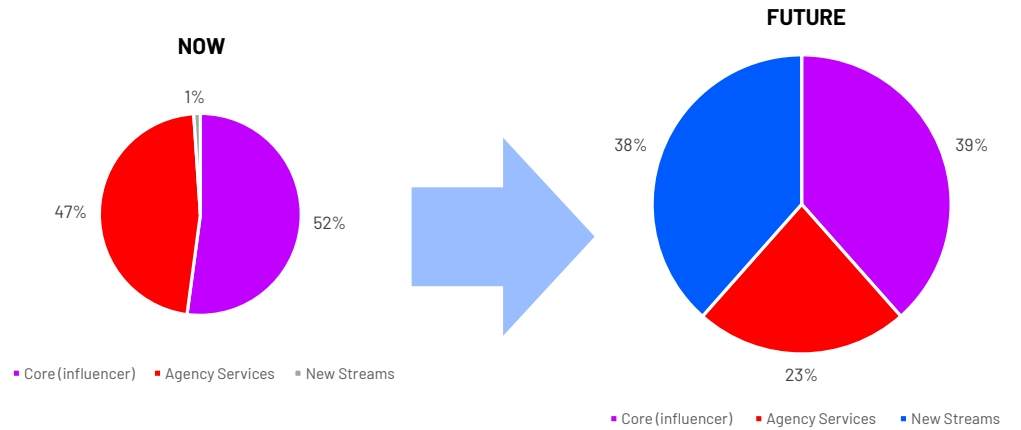
⁴CreatorIQ Benchmarks, 2023

⁵<https://vodus.com/article/malaysian-consumer-sentiment-behaviour-2024-online-preferences-and-spending> (monthly avg spent on Health, Personal Care & Beauty products multiplied by the engaged followers)

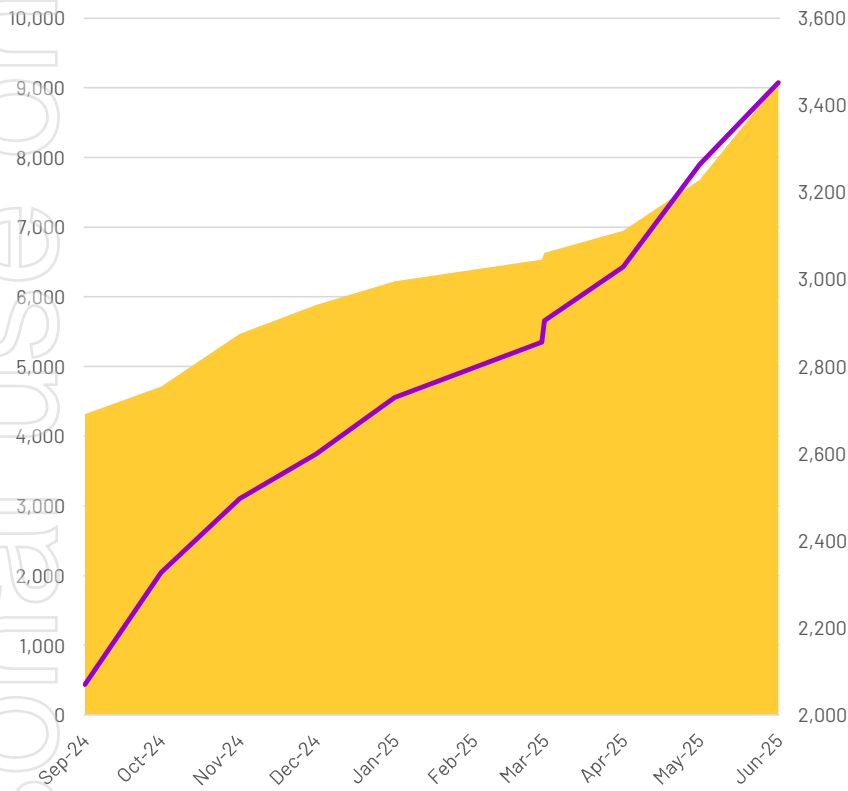
How Xamble generates value



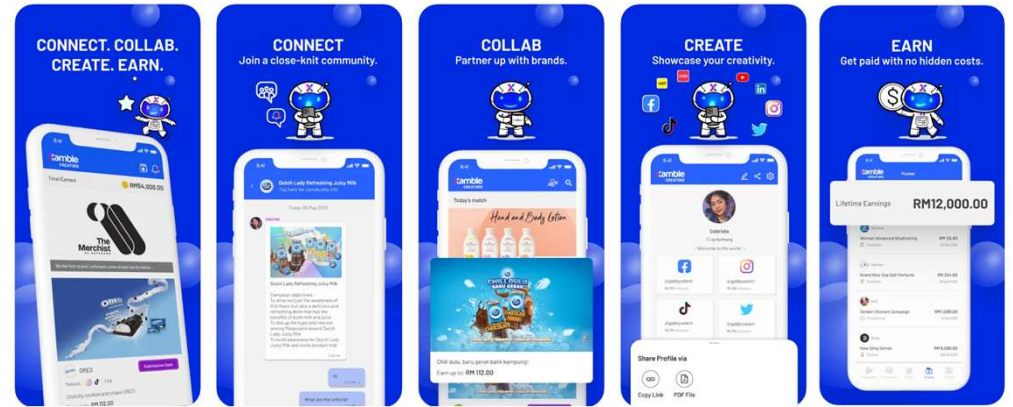
| | Type of revenue |
|--|---|
| Xamble Enterprise | Advertising fees |
| Xamble Express | Advertising and platform fees, potential subscription |
| Live Commerce | Managed service fee & commission on transactions |
| Performance marketing | Management fees |
| Content Creation & Production | Advertising and management fees |
| Affiliate Sales | Commissions on transactions |
| Creators | Platform fees and potentially subscriptions |
| Data & Analytics | Project based fees and subscription |



Influencer Adoption Accelerates, Cementing Platform Leadership



App downloads (Yellow Area) | Community Influencers (Purple Line)



Xamble CREATORS

Creator's Spotlight

With the Xamble, I'm matched with campaigns that actually align with my content style—no more guessing or wasted pitches. Every job feels like the right fit. Everything's streamlined, from briefs to payments, so I can spend less time on admin and more time creating. It's helped me grow my brand partnerships without the stress.

Solid 4.5/5 from me!
If you're serious about content creation, Xamble is where you level up.

ZEN LAUH

Xamble CREATORS

Creator's Spotlight

80% of the campaigns I get from Xamble fit my content and audience perfectly. No awkward promos, no forced scripts — just real, authentic partnerships that make sense.

What I love most? I trust them. Xamble handles the backend like a pro so I can focus on creating (and growing!).

Thanks to the structure and support, I've explored new creative angles without compromising my style — and my audience is still right here for it.

FAAR AIN

★★★★★

myrayaww, 24/05/2023

GOOD JOB

This apps really useful for people to make a side income and the process to transfer the money really run smoothly. Good job to the developer

malaysiakini
news and views that matter



Mothers turn passion into income with the Xamble Express Influencer Marketing Platform

Published: May 20, 2025 11:45 AM · Updated: 11:45 AM

Tracking Upward: Leading Signals on the Rise

Leading Performance Metrics

| Description | Q2 2025 | Q2 2024 | YoY Growth |
|-------------------------------------|---------|---------|------------|
| App downloads | 9,075 | 3,495 | 159% |
| Monthly Active Users | 3,039 | 788 | 285% |
| Xamble Community Influencers | 3,452 | 1,769 | 95% |

Leading Revenue Indicators

| Description | Q2 2025 | Q2 2024 | YoY Growth |
|--|---------|--------------------|------------|
| New Clients | 14 | 4 | 350% |
| Transactions facilitated (orders) | 16,697 | 8,394 ¹ | 199% |

¹ Volume based on Q4 2024 as tracking began in September 2024



The combination of strong user adoption, creator community expansion, and client & transaction growth points to an **accelerating flywheel effect**; illustrating a compounding growth engine:

→ **More creators** → **More users** → **More clients** → **More transactions.**

These leading indicators demonstrate not just traction but **scalable monetisation potential** – positioning us to scale with **capital-efficient growth and high operating leverage**

**Total Marketing Spend since Oct 2024:
~A\$28k**

Transformation Underway, Early Results Emerging

In A\$ 000s

| Description | H1 CY2025 | H2 CY2024 | Growth |
|--|----------------|----------------|---------|
| Group Revenue | 3,151 | 3,993 | (21%) |
| Business Expenses | (3,446) | (3,978) | (13%) |
| Business EBITDA¹ | (295) | 16 | (>100%) |
| Technology Investment | (555) | (495) | 12% |
| Technology Investment (Grant) ² | 21 | 45 | n.m |
| Corporate (HQ & ASX) | (662) | (663) | 5% |
| Group EBITDA³ | (1,541) | (1,097) | (39%) |

Note: All numbers are unaudited.

¹ 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.

² Relates to a portion of the grant received from Malaysia Digital Acceleration Grant (MDAG) as announced on 6 May 2024.

³ Group EBITDA adjusted for extraordinary items relating to options expenses.

⁴ Volume based on Q4 2024 as tracking began in September 2024



- In H2 2024, Xamble moved **beyond cost-cutting into a full-scale transformation** – exiting non-core markets like Taiwan, restructuring operations, and relaunching towards 'Xamble 2.0'; **a fundamentally different company** from before.
- **Cost optimisation efforts are delivering results**, with business expenses down **13% HoH**, reflecting early impact of restructuring initiatives.
- **Commercial momentum is building**, with 14 new clients onboarded in Q2 2025 – a 350% YoY increase, driven by focused business development efforts.
- **Xamble Affiliate Program** launched in June 2025, aligned with strategic roadmap – **3 clients onboarded** in the first month of rollout.
- **Transactions facilitated up 199% vs Q4 2024**, reinforcing growing ecosystem engagement.⁴
- With the **seasonally stronger Q3 and Q4** ahead, XGL expects continued growth in operating metrics to **increasingly translate into financial performance**.

14 New Brands Onboarded in Q2 – Up from 4 at the same time last year



GUINNESS

DifflamAB™

Est. 1929
'BOH'

reckitt



ÜBERMEN



Shopee

nano^{white}
MEN



EMTOP

xamble

Tiger
CRYSTAL

ploom



Progressing On Our Path to Xamble 2.0

Phase 1

- ✓ **Redefined growth strategy** and restructured the Group
- ✓ **Transitioned operations to proprietary AI-driven platform** enabling full-cycle influencer marketing
- ✓ **Boosted platform engagement** among influencers and brands
- ✓ **Launched Xamble Loyalty ecosystem** to foster long-term brand-influencer engagement through the investment into B-Infinite
- ✓ Delivering on the value proposition of **end-to-end solutions** from campaign creation to performance analytics

- ✓ Completed
- ⌚ In Progress
- 🔍 In Discovery

Phase 2

- ⌚ **Integrate affiliate sales** to drive growth
- ⌚ Further **incorporate GenAI and AgenticAI** into platform and operations
- ✓ **Launch analytics** to enhance engagement, decision-making, and ROI
- ✓ Launch **Creator Academy** to upskill influencers and brands
- ✓ **Expand into new industries** beyond FMCG
- 🔍 Explore **M&A** for growth, market entry, and value chain expansion

Phase 3

- 🔍 Expand further into the **e-commerce value chain**
- 🔍 Consolidate all offerings into a **Creators Superapp**; to supercharge Creators for every step across their entrepreneurship journey

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Information on Renounceable Rights Issue

To accelerate the transition to Xamble 2.0, we are raising capital to fund growth, transformation, and expansion

- **1-for-3** renounceable entitlement offer at **A\$0.012 per CDI** with the **target to raise approximately A\$1.35 million** before costs.
- **A\$1.15 million** (85% of targeted raise) is **underwritten or committed**.
- Attractively priced at A\$0.012 representing an **approximate 33% discount** to the last trading price of A\$0.018 as at 19 August 2025.
- Offer includes a **free-attaching option (exercisable at A\$0.025, each expiring 31 August 2028)**, issued on a **1-for-1 basis** for each CDI subscribed. The Company will seek quotation of the free attaching options subject to meeting the ASX's quotation criteria.
- **A\$550,000 underwritten by Eli Capital Pty Limited** which includes a **sub-underwriting of A\$48,000** by Non-Executive Director, **Georg Johann Chmiel**.
- In addition to the underwriting, Non-Executive Directors **Ganesh Kumar Bangah and Robert William Sultan** have committed to participating in the Offer **to the amount of A\$604,633**.
- **Rights tradeable on ASX**, providing flexibility for eligible CDI holders to trade their rights.

Key Dates

| Event | Date |
|---|--|
| Announcement of the Entitlement Offer | |
| Lodgement of Prospectus with the ASIC | Wednesday, 20 August 2025 |
| Lodgement of Prospectus and Appendix 3B with ASX | |
| "Ex" date for securities trading | Monday, 25 August 2025 |
| Record Date for eligibility in the Entitlement Offer | 7.00 pm (AEST) Tuesday, 26 August 2025 |
| Prospectus dispatched, including personalised Entitlement and Acceptance Form | Friday, 29 August 2025 |
| Entitlement Offer opens (Opening Date) | Friday, 29 August 2025 |
| Rights trading ends | Thursday, 4 September 2025 |
| Last day to extend the Entitlement Offer closing date | Monday, 8 September 2025 |
| Entitlement Offer closes (Closing Date) | 5.00 pm (AEST) Thursday, 11 September 2025 |
| Announce results of Entitlement Offer | Thursday, 18 September 2025 |
| Issue of New CDIs and New Options under the Entitlement Offer | Thursday, 18 September 2025 |
| Quotation and normal trading on ASX of New CDIs issued under the Entitlement Offer | Friday, 19 September 2025 |

The dates set out above are indicative only and are subject to change without notice.

Use of Funds from Rights Issue

| Initiative | Description | % of funds to be deployed |
|---|--|---------------------------|
| Accelerate Creator Acquisition & Platform Adoption | Drive user growth through strategic influencer onboarding, paid acquisition, and brand campaigns. Localise platform and campaigns, establish in-market partnerships, and run go-to-market activations, in existing and, potentially, new markets | 26% |
| Technology Enhancement & Development | Build and integrate new features, including Affiliate and Fintech Modules, and leverage AI for personalisation and automation | 22% |
| Working Capital | Support day-to-day operations, fulfilment costs, and ensure financial runway during growth phase | 43% |
| Expenses of the Entitlement Offer | A combination of legal, brokerage, registry and shareholder communication costs, etc. | 9% |

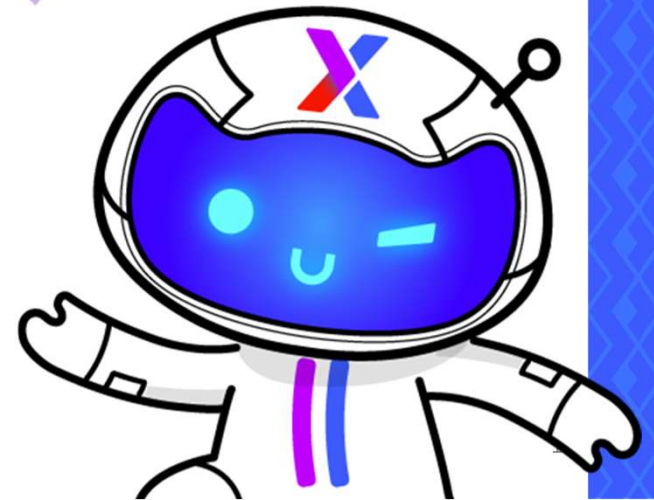
The above represents the Board's current intentions as at the date of the Prospectus. However, CDI Holders should note that, as with any budget, the allocation of funds set out in the above table may change depending on a number of factors. The Board reserves the right to alter the way the funds are applied.

Appendix

powered by Xamble dashboard.



Success stories that went
Viral IRL. No cap.



Beverage Brand: Cut through Raya festive content congestion to own Millennial and Gen Z's Feed.

Influencer marketing

Activation

LIVE Commerce

Marbitter's Audience Demographics



Male 39% Female 61%



18-24 56%

25-34 26%

35-44 18%



Kuala Lumpur
Johor Bahru
Shah Alam



Cooking, Fashion,
Lifestyle

Total Social Media Followers **864k+** Engagement Rate **3.2%**



627.6k @marbitter



237k @marbitter_

Xamble

Content direction: Rasa Raya di Kampung.

Marbitter, Xamble's talent squad reimagined the nostalgic blend of tradition and family moments, showing the brand as a key ingredient in his family's Raya dishes. He added the benefit of "cholesterol free" to make it a friendly twist.

Key Results:

- 99.5K+ Views (IG & TikTok)
- High Engagement: 26.7% IG | 6.8% TikTok
- 100+ Organic Mentions
- 2x Brand Reach vs. Average

International Clothing Brand: Connect authentically with Gen Z in a crowded fashion space.

Influencer marketing

Izzlan's Audience Demographics



Male 45% **Female** 55%



18-24 50%

25-34 37%

35-44 8%



Kuala Lumpur
Johor Bahru
Shah Alam



Travel, Fashion,
Lifestyle

Total Social Media Followers **550k+** Engagement Rate **2.46%**



311k @izzlaniskandar



252k @izkndr_

Xamble

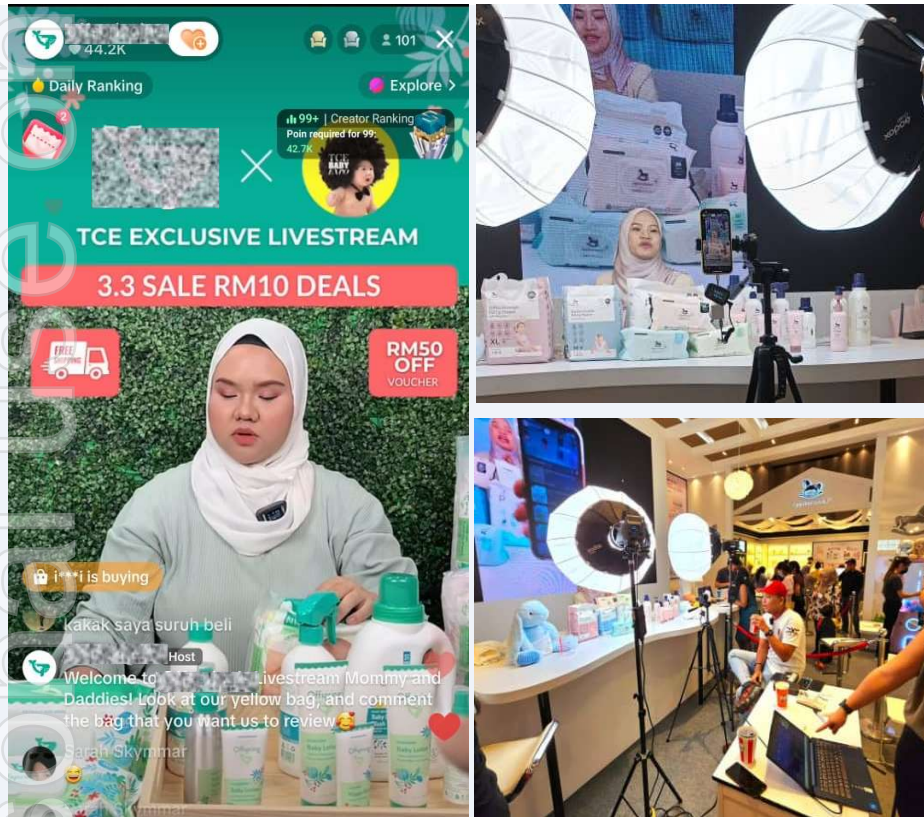
Solution:

Izzlan Iskandar, from Xamble's talent squad, styled the Brand and sparked genuine curiosity and aligned with Gen Z streetwear culture. Audience showed genuine interest to purchase minutes after the content went up. By celebrating self-expression, Izzlan resonated with GenZ, promoting uniqueness over trends.

Key Results:

- 19.4K+ Views on TikTok
- High Engagement: 6.26% (2x above industry avg)
- Strong Organic Interest: Viewers praised the style and asked to purchase

Beauty Brand: LIVE event coverage



Solution:

Provided end-to-end support for a four-day livestream event, covering content creation, live show hosting, admin coordination, and strategic planning through to execution.

Key Results:

- In just four days, the campaign organically generated **~A\$10,000 in GMV (7,026% increase in GMV achieved in the previous 9 months)** driven purely by strong live content, engaging hosts, and active community participation.

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THANK YOU!

For further information, please contact:

Mr Jason Thoe

Chief Executive Officer, Xamble Group Limited
Email: jason@xamble.com



Xamble

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