

## ASX RELEASE

21 January 2026

### XAMBLE RECORDS 2<sup>ND</sup> CONSECUTIVE GROWTH QUARTER IN Q4/2025

**Xamble Group Limited (ASX:XGL)** (“Xamble” or the “Company” together with its subsidiaries, the “Group”), a pioneering and established platform of influencer-centric digital marketing solutions, is pleased to report a second consecutive quarter of revenue growth in Q4/2025 (unaudited), marking a clear operational inflection point for the business.

#### Operating performance for the quarter ended 31 December 2025

*In A\$ 000s*

Description	Q4/2025 (Oct-Dec)	Q3/2025 (Jul-Sep)	Q2/2025 (Apr-Jun)	Increase/(Decrease)	
				Q4/2025 vs Q3/2025	Q3/2025 vs Q2/2025
<b>Group Revenue</b>	<b>A\$1,985</b>	<b>A\$1,652</b>	<b>A\$1,495</b>	<b>20%</b>	<b>11%</b>
Business Expenses	(A\$2,047)	(A\$1,840)	(A\$1,666)	11%	10%
<b>Underlying Business EBITDA<sup>1</sup></b>	<b>(A\$62)</b>	<b>(A\$188)</b>	<b>(A\$171)</b>	<b>(67%)</b>	<b>10%</b>
Technology Investment	(A\$273)	(A\$241)	(A\$289)	14%	(17%)
Technology Investment (Grant <sup>2</sup> )	A\$173	A\$112	A\$3	n.m	n.m
Corporate Costs (HQ & ASX)	(A\$338)	(A\$310)	(A\$308)	9%	1%
<b>Group EBITDA<sup>3</sup></b>	<b>(A\$500)</b>	<b>(A\$627)</b>	<b>(A\$765)</b>	<b>(20%)</b>	<b>(18%)</b>

**Group revenue increased 20%** quarter-on-quarter (QoQ) in Q4/2025 compared with Q3/2025 to A\$1.99 million, reflecting accelerating market activity and increasing brand adoption. Importantly, **underlying business EBITDA<sup>1</sup> deficit position improved by 67%**<sup>1</sup> compared to the prior quarter, demonstrating that the business is now beginning to benefit from meaningful operating leverage as scale builds.

**Group EBITDA<sup>3</sup> deficit position improved 20%** QoQ, achieved while continuing to invest in technology and growth initiatives. This combination of rising revenue, improving margins, and disciplined investment underscores the Company's transition from platform build-out toward scalable commercial execution.

The Company's platform development continues to be supported by the previously announced Malaysian Digital Acceleration Grant, reinforcing external validation of our product roadmap and innovation agenda. Corporate costs remained well controlled, further supporting the path toward sustained profitability as revenue continues to scale.

#### Leading performance metrics

Description	As at end of Q4/2025	As at end of Q4/2024	Increase/ (Decrease)
<b>App downloads</b>	11,801	5,881	101%
<b>Xamble community influencers<sup>4</sup></b>	6,931	2,599	167%
<b>New brands onboarded (full year)</b>	68	29	134%
<b>Transactions facilitated (orders)</b>	83,218	8,394 <sup>5</sup>	891%

The Company's operating metrics continue to demonstrate strong traction as the platform enters a phase of rapid ecosystem expansion. App downloads reached 11,801 by the end of Q4/2025, representing 101% year-on-year growth and reflecting rising brand awareness, market demand, and a scalable acquisition engine. This in turn supported the growth of Xamble's influencer community to 6,931 members, up 167% year-on-year, strengthening network effects and increasing the platform's attractiveness to brands.

Post the launch of Affiliates program to supplement Xamble's Live Commerce business, transactions facilitated across Q4/2025 reached 83,218 orders, an 891% year-on-year increase. Strong execution during the 11.11 and 12.12 retail events demonstrated the platform's ability to mobilise creators, activate brands, and convert engagement into large-scale transaction volumes. These results confirm the Company's commercial-scale operating capability and readiness to capture an increasing share of the rapidly expanding social commerce market.

Brand adoption further accelerated significantly, with 68 new brands onboarded during the year, representing 134% growth, further validating the commercial proposition and provides a powerful pipeline for continued transaction growth.

**Change in Loan Facility**

Xamble has restructured its previously announced invoice factoring facility and entered into a revolving credit facility to support its working capital requirements and creator payment initiatives. The revolving facility of up to MYR1 million (A\$0.36 million<sup>6</sup>) replaces the MYR3 million (A\$1.08 million<sup>6</sup>) invoice factoring facility announced on 21 August 2024 and provides enhanced flexibility and funding efficiency, while continuing to support early creator payments and broader working capital needs.

**Strong Momentum into FY2026**

Entering FY2026, Xamble is positioned at the convergence of rising network effects, accelerating transaction volume, expanding brand participation, and improving EBITDA performance. With a proven platform, a rapidly scaling ecosystem, and strong operating momentum, the Company believes it is well placed to deliver sustained growth and significantly enhanced shareholder value in the year ahead.

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

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Note: All numbers are unaudited.

<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 share options expenses.

<sup>4</sup> Defined as Influencers onboarded on to the App with fully linked social media accounts.

<sup>5</sup> Volume based on Q4/2024 as tracking began in September 2024.

<sup>6</sup> Assumes exchange rate of 1A\$ = MYR2.76 as at Q4/2025.

**For further information, please contact:****Mr Jason Thoe**

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Email: [jason@xamble.com](mailto:jason@xamble.com)**About Xamble Group Limited**

Xamble Group Limited is a leading platform of influencer-centric digital marketing solutions in Southeast 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 (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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