

## ASX RELEASE

9 February 2026

### XAMBLE GROUP LIMITED TO ACQUIRE MAJORITY STAKE IN YOUTHSTODAY

- **Xamble Group Limited (ASX:XGL) has entered into an agreement to acquire 55.6% of YToday Sdn Bhd ("YouthsToday") for A\$330,000 ("Acquisition").**
- **The Acquisition will accelerate scale and adoption of Xamble's Creator App and platform, expanding its geographic footprint from 3 to 7 countries across Southeast Asia.**
- **Through the Acquisition, Xamble's community influencer base will increase 2.77x from 6,931 to 19,233, with agency relationships growing 3.42x from 19 to 65, substantially broadening the platform for cross-selling and long-term revenue growth across the enlarged Group.**
- **Xamble has entered into two funding facility agreements totalling A\$500,000, provided by majority shareholder Ganesh Kumar Bangah and independent financial services provider, Eli Capital Pty Ltd, to support the Acquisition, integration and subsequent growth initiatives.**

**Xamble Group Limited (ASX:XGL) ("Xamble" or the "Company"** together with its subsidiaries, the **"Group"**), a leading influencer marketing and creator-commerce platform in Southeast Asia, is pleased to announce that it has entered into an agreement to acquire a 55.6% majority equity stake in YToday Sdn Bhd, the company behind the nano and seeder influencer marketing platform, YouthsToday. This move will significantly expand Xamble's influencer reach and strengthens its end-to-end creator ecosystem, for a cash consideration of A\$330,000. The transaction is subject to several conditions and relevant approvals which are solely for the benefit of Xamble. Xamble expects completion by April 2026.

#### Overview of YouthsToday

Founded in 2013, YouthsToday has grown into one of Malaysia's leading and longest-standing digital youth communities. It launched its influencer marketplace in 2021 and today has a community of over 100,000 seeders (early-stage promoters of a product, trend, or idea on social media) with 12,302 verified influencers<sup>2</sup>. In CY 2025, YouthsToday executed over 370 brand campaigns, maintained partnerships with 65 agencies and successfully delivered campaigns across Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines, and Myanmar.

#### Strategic Rationale

Xamble has traditionally focused on macro and micro influencers, and affiliates, the consolidation of YouthsToday adds the nano and seeder layers that deliver authenticity, local relevance and cost-effective scale<sup>3</sup>. Together, the combined businesses create a full influencer offering, capable of serving brands, agencies and SMEs across different budgets, objectives and markets.

<sup>1</sup> All CY2025 figures represented are unaudited

<sup>2</sup> YouthsToday platform data

<sup>3</sup> Influencer tiers are categorised based on indicative social media follower counts and typical engagement characteristics. "Seeders" generally refer to early-stage or grassroots creators with small but highly engaged audiences. "Nano", "Micro", and "Macro/Celebrity" influencers represent progressively larger audience sizes, typically associated with broader reach and lower average engagement rates.

Expected to materially accelerate Xamble's scale, the Acquisition positions the Group among a small number of regional platforms able to activate campaigns from nano to macro across multiple Southeast Asian markets. The combined platform supports stronger creator monetisation through cross selling opportunities, deeper advertiser relationships and improved campaign scalability through unified discovery, execution and reporting.

Description	Pre-Acquisition as at 31 December 2025	Post Acquisition	Increase
<b>Xamble community influencers</b>	6,931	19,233	177%
<b>Reach</b>	100.7 million	623.2 million	519%
<b>Agency Clients</b>	19	65	242%
<b>Countries</b>	3	7	133%

Note: Pre-Acquisition numbers from Xamble internal sources of data. Post Acquisition data is indicative based on the consolidation of YouthsToday's platform and commercial data with Xamble's data.

This acquisition materially strengthens the Creators App by combining a wider geographic footprint with a substantially larger creator ecosystem. It creates meaningful new opportunities for cross-border campaigns and positions Xamble as a more compelling partner for agencies seeking efficient, scalable multi-market influencer solutions, with anticipated benefits including increased campaign flow, enhanced data depth, and superior execution across matching, optimisation, and performance analytics.

While the strategic focus of the Acquisition is on platform scale and network growth, the Acquisition is expected to be financially accretive. YouthsToday generated revenue of A\$0.78 million in CY2025<sup>1</sup>, up from A\$0.56 million in CY2024, with a CAGR (2020–2025) of 31.9%. YouthsToday is EBITDA positive and delivered an EBITDA of A\$22.9k in CY2025<sup>1</sup>.

### Management Transition

As part of the acquisition, YouthsToday's Chief Executive Officer and Chief Financial Officer will remain in their roles for three years post-completion to ensure operational continuity and support integration.

Xamble will roll out a structured integration program covering technology alignment, governance, reporting harmonisation, and operational consolidation. A review of the combined management structure will also be conducted to address any overlaps and optimise the leadership team for the enlarged Group.

### Funding Facility

Xamble has secured A\$500,000 in funding facilities from Ganesh Kumar Bangah and Eli Capital Pty Ltd to support the Acquisition, integration and growth initiatives. The facilities carry an interest rate of 9% per annum and provide the Group with additional flexibility to execute its strategy without disruption to ongoing operations. The facilities will be available for drawdown for a maximum period of 24 months from February 2026.

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<sup>2</sup> YouthsToday platform data

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**CEO Statement**

"This Acquisition represents a significant step in building a scaled, creator-centric platform across Southeast Asia. While the financial contribution is meaningful, the primary value lies in the immediate expansion of Xamble's creator ecosystem, agency relationships and regional footprint.

By integrating YouthsToday's grassroots capabilities with Xamble's platform, we strengthen our ability to deliver campaigns across all influencer tiers and markets, supporting long-term platform growth and value creation for creators, clients and shareholders."

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

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

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**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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and engage with the **Xamble** team using the Q&A tool.  
Scan the QR code and sign up to our investor hub.

<https://investors.xamble.com/link/P3Djxy>

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