

**ASX RELEASE****9 April 2026****XAMBLE UNDERTAKES AI TRANSFORMATION TO DRIVE  
POST-ACQUISITION PROFITABILITY, EFFICIENCY, AND GROWTH**

- Annualised cost savings of ~**A\$700,000** are expected following completion, driven by structural synergies across the **combined YouthsToday operations** and the **deployment of AI automation** across key operational functions.
- Post completion of the YouthsToday acquisition, Xamble Group will span **7 countries** (Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines and Myanmar) across Southeast Asia with a community of **19,233 influencers**<sup>1</sup> (up 2.77x) and **65 agency relationships**<sup>1</sup> (up 3.42x), creating the region's most comprehensive full-spectrum influencer platform.
- **Adrian Tan** is appointed Interim Chief Executive Officer effective **1 May 2026**, with a mandate to lead the YouthsToday integration from Day 1 of completion, evaluate the optimal management structure across both entities, and accelerate the Group's AI-transformation – including identifying where AI-powered automation replaces manual operational roles to drive structural cost reduction.
- **Jason Thoe will** step down as Chief Executive Officer effective 15 April 2026, having successfully supported the YouthsToday acquisition, 891% growth in affiliate marketing transactions in FY2025, and the exit of the non-strategic Taiwan business.

**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, today announces leadership appointments ahead of the expected completion of the YouthsToday acquisition. By appointing a dedicated integration specialist as interim CEO before the transaction closes, the Board ensures the enlarged Group is ready to execute from Day 1 and leverage AI to scale the combined business.

**A Transformational Acquisition ...**

As announced on 9 February 2026, Xamble entered into an agreement to acquire a 55.6% majority equity stake in YouthsToday ("**YT**"), with completion expected in April 2026. The Acquisition is among the most strategically significant steps in the Company's history, and its anticipated impact across every dimension of the business is substantial.

Upon completion, Xamble's influencer community will increase **2.77x from 6,931 to 19,233**<sup>1</sup>, agency relationships will grow **3.42x from 19 to 65**, and the Group's geographic footprint will expand **from 3 to 7 countries** across Southeast Asia – encompassing Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines and Myanmar. Total platform reach will expand from 100.7 million to 623.2 million<sup>1</sup>, representing a **519% increase**. By consolidating the nano and seeder influencer layers with Xamble's existing macro and micro capabilities, the Group will offer a full-spectrum influencer solution to brands, agencies and SMEs across all budgets and markets.

**... leading to Synergy Realisation across the Enlarged Group**

As the acquisition approaches completion, Xamble is already planning the integration phase and the realisation of synergies across four dimensions:

**Revenue Synergies:** Cross-selling opportunities across the combined influencer community and agency client base are expected to drive material incremental revenue. The enlarged platform will enable multi-

<sup>1</sup> 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

For personal use only

tier campaigns – from nano and seeder through to macro creators – across seven markets, significantly increasing the Group’s relevance to regional and global brands.

**Cost Synergies:** Annualised cost savings of a minimum of A\$700,000 is expected following completion, driven by two sources: the elimination of operational overlaps across the combined Group, and the systematic deployment of AI automation to replace manual roles across campaign management, influencer matching, reporting and client servicing. The Group believes AI-driven headcount reduction represents a structural, not cyclical, improvement to its cost base.

**Structural Synergies:** A structured review of the combined management across both Xamble and YouthsToday will be conducted following completion. The Interim CEO appointment has been specifically designed to ensure this review is undertaken with full visibility of both organisations – and with a deliberate lens on which management and operational functions can be replaced or augmented by AI – before a permanent leadership structure is recommended to the Board.

**Geographic Synergies:** YouthsToday’s established presence in Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines and Myanmar will provide Xamble with an immediate multi-market operating capability, accelerating the Group’s Southeast Asia strategy materially ahead of its standalone trajectory.

#### **Management Transition – Building the AI-Powered Platform**

**Jason Thoe** will step down as Chief Executive Officer, effective 15 April 2026. The Board acknowledges Jason’s significant contribution over his tenure. Jason played a central role in steering the Company through a period of intensive strategic transformation – most notably leading the affiliate marketing expansion that delivered **891% growth in transactions facilitated in FY2025**, executing the disciplined exit of the non-strategic Taiwan business, and completing the YouthsToday acquisition. Jason will support an orderly handover through the transition period.

**Adrian Tan** is appointed Interim Chief Executive Officer of Xamble Group effective **1 May 2026**.

Adrian’s mandate is to lead the operational integration of YouthsToday from Day 1 of completion; to conduct a structured evaluation of the combined management across both entities; to recommend the optimal permanent leadership configuration to the Board; and to accelerate the deployment of AI across Xamble’s platform to replace manual operational functions, reduce structural costs, and sharpen the Group’s competitive position.

The Board believes this combination of integration discipline and AI-led transformation defines the next phase of Xamble’s growth.

Adrian brings more than **two decades** of experience building digital businesses, shaping data and AI strategy, and leading large-scale organisational transformation across Southeast Asia.

He currently serves as **Regional Head of Data and AI at ADA Global**, the largest independent data and AI experience company with a presence across 14 markets. In this role, Adrian leads **strategy and growth** across five Southeast Asian markets and has been central to scaling hyperscaler partnerships that have opened new revenue streams from enterprises across multiple verticals. His hands-on experience deploying AI at scale within commercial operations positions him well to drive Xamble’s next chapter.

Before ADA, Adrian was **Chief Commercial Officer** and a member of the **Executive Committee at BonusLink (Bonuskad Loyalty Sdn Bhd)**, Malaysia’s largest consumer rewards programme. During his tenure, he delivered two consecutive years of record revenue performance and led a comprehensive digital transformation – most notably the launch of an app that achieved over **one million downloads and 400,000 daily active users**.

Earlier in his career, Adrian was an **Associate Director at Ernst & Young Advisory Services**, where he secured major enterprise contracts and led digital transformation programmes for large conglomerates. He also held a **Business Development Manager role at KPMG Advisory**, covering Financial Services, Infrastructure, Government, Healthcare, and Energy.

Adrian holds dual Bachelor of Business Administration degrees from Abilene Christian University (USA) and completed the Oxford Study Abroad Programme at St Hugh's College, University of Oxford.

Adrian will work closely with YouthsToday CEO, **Jazz Tan**, and the broader Xamble management team to ensure a seamless integration from Day 1 and realise the full strategic and financial potential of the combined platform.

### Chair's Statement

Ganesh Kumar Bangah, Non-Executive Chair of Xamble Group Limited, commented:

"The imminent completion of the YouthsToday acquisition will mark a genuinely transformational moment for Xamble. We will have more than doubled our influencer community, tripled our agency relationships and expanded to seven markets – in a single transaction. We are announcing this leadership transition now precisely because we want to be ready to execute from Day 1, not spend the subsequent quarter post completion working out who is running what."

"Adrian's appointment reflects a deliberate strategic choice. He brings deep AI and data commercialisation expertise, a track record of scaling digital platforms, and hands-on experience leading organisations through transformation. His mandate goes beyond running operations: he will evaluate the full management landscape across both Xamble and YouthsToday, identify where AI can replace manual roles and reduce our structural cost base, and design the leadership configuration that best positions the enlarged Group for scale. This is how modern media and technology businesses are built – with AI at the centre, not bolted on.

"On behalf of the Board, I also want to sincerely thank Jason for his leadership in bringing Xamble to this inflection point. The affiliate marketing build-out, the Taiwan exit, and the successful delivery of the YouthsToday acquisition – these are the foundations on which we now build. We wish him every success in his next chapter."

### The key terms of Adrian Tan's appointment are summarised as follows:

<b>Role</b>	Interim Chief Executive Officer
<b>Commencement Date</b>	1 May 2026
<b>Term</b>	6 months
<b>Location</b>	Kuala Lumpur, Malaysia
<b>Total Fixed Remuneration</b>	MYR 40,000 nett basic salary per month (equivalent to ~A\$14,184)*
<b>Other Provisions</b>	The services agreement contains standard provisions regarding duties, confidentiality, intellectual property and post-employment restrictions
<b>Termination</b>	1 month notice period

\*Exchange rate MYR=AUD at 2.82 as at 8 April 2026

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

**For further information, please contact:**

Mr Ganesh Kumar Bangah  
Non-Executive Chair, Xamble Group Limited  
Email: [investors@xamble.com](mailto:investors@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.



**Join our community**

Receive alerts for announcements, news and updates direct to your inbox 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/yzXdlr>

For personal use only