

ASX RELEASE

29 August 2024

**XAMBLE CONTINUES MOMENTUM WITH NEW TECHNOLOGY BUSINESSES;
UNDERLYING BUSINESS REMAINS PROFITABLE****HIGHLIGHTS:**

- **Group revenue slightly increased by 2% in H2 CY2024 to A\$5.20 million (H1 CY2023: A\$5.11 million)**
- **Revenue for SME segment reported a significant increase by 253% to A\$0.38 million (H1 CY2023: A\$0.11 million)**
- **Underlying business EBITDA¹ remains profitable at A\$0.17 million in H1 CY2024 (H1 CY2023: A\$0.31 million)**
- **Creators platform gains traction with the launch of new features, supported by the receipt of MYR0.36 million (A\$0.12 million²) from the Malaysia Digital Acceleration Grant (MDAG) during the period, as part of a total grant of MYR3.59 million (A\$1.24 million²)**
- **Xamble positioned to capture more of the fast-growing South-East Asian market through organic and M&A-based growth strategies with a cash balance of A\$2.23 million as at 30 June 2024**

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, provides the following financial and operational update for the six months ended 30 June 2024 (H1 CY2024).

Xamble Executive Chairman, Ganesh Kumar Bangah, said: *"In H1 CY2024, our Group achieved a slight revenue growth despite market challenges, with fairly strong performance in the enterprise and SME segments.*

"We continue our focus on operational efficiencies, supported by the partial receipt of the Malaysia Digital Acceleration Grant (MDAG). This temporarily reduced our technology investment, but our commitment to innovation and platform enhancements remains firm.

"Our achievements, such as recognition at the "d Awards 2024" and the launch of new features in our Creators' platform, reflect our commitment to technology advancement and innovation. Furthermore, with the additional key C-suite CEO appointment, the Group is poised to accelerate into its next phase of growth and

¹ Underlying business EBITDA ("Earnings Before Interest, Tax, Depreciation and Amortisation") adjusted for extraordinary items relating to forex movements, options expenses as well as investments to extend the current technology stack and corporate (HQ and ASX) expenses.

² Assumes exchange rate of 1AUD = 2.90 MYR.

innovation. As we move forward, we remain focused on driving growth and creating long-term value for our stakeholders.”

H1 CY2024 Performance

In A\$ '000s

Description	H1 CY2024	H1 CY2023	Increase/(Decrease)
Group Revenue	A\$5,199	A\$5,109	2%
Business Expenses	(A\$5,032)	(A\$4,800)	5%
Underlying Business EBITDA¹	A\$167	A\$309	(46%)
Technology Investment	(A\$329)	(A\$426)	(23%)
Technology Investment Income (Grant ²)	A\$115	-	>100%
Corporate Costs (HQ & ASX)	(A\$571)	(A\$517)	10%
Group EBITDA³	(A\$618)	(A\$635)	Improved by 3%

The Group recorded a modest increase in overall revenue for H1 CY2024, reaching A\$5.20 million, a 2% growth compared to A\$5.11 million in H1 CY2023. The Group’s influencer arm, Nuffnang (enterprise segment), and live commerce arm, Xamble Live Commerce (SME segment), have shown strong performance, with the enterprise segment growing by 12% (H1 CY2024: A\$2.92 million; H1 CY2023: A\$2.60 million) and the SME segment experiencing a significant 253% increase (H1 CY2024: A\$0.38 million; H1 CY2023: A\$0.11 million).

On the other hand, the Group’s agencies segment, comprising Sashimi and Plata & Punta, saw a decline in performance of 21%, with revenue decreasing to A\$1.90 million in H1 CY2024 (H1 CY2023: A\$2.40 million), indicating challenges in the market. However, the agencies will focus on enhancing operational efficiencies and capturing higher-value market segments.

The Group’s underlying business EBITDA¹ remains profitable at A\$0.17 million in H1 CY2024. However, the decline in H1 CY2024 was driven by reduced revenue in the agencies segment as well as lower gross margins adopted to remain competitive in the market.

As announced on 6 May 2024, Xamble Technologies Sdn Bhd, a subsidiary of the Group, was awarded a Malaysia Digital Acceleration Grant (MDAG) totaling MYR3.59 million (A\$1.24 million⁴). As a portion of the grant of MYR0.36 million (A\$0.12 million⁴) was received in H1 CY2024, the Group’s technology investment saw a decrease in H1 CY2024. Despite this, the Group is committed to sustaining its technology investments and will continue to prioritize innovation and platform enhancements moving forward to increase the scalability of the business.

Xamble has cash and cash equivalents of A\$2.23 million as at 30 June 2024.

¹ Underlying business EBITDA (“Earnings Before Interest, Tax, Depreciation and Amortisation”) adjusted for extraordinary items relating to forex movements, 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 forex movements and options expenses.

⁴ Assumes exchange rate of 1 AUD = 2.90 MYR.

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The enterprise segment continues to gain recognition, securing notable wins at the "d Awards 2024". Nuffnang Malaysia was awarded Silver for Influencer Agency of The Year, Silver for Best B2B Marketing Campaign, and Bronze for Best Influencer Marketing Campaign. These awards reinforce the Group's position as a leading player in the influencer marketing space.

Xamble Creators' ("XC") App Milestones

- As of 30 June 2024, the Xamble Creators app had 1,369 registered influencers on the platform, with approximately RM3.5 million (A\$1.2 million¹) in payments processed to these influencers. This reflects the Group's continued investment in building a robust creator ecosystem.
- **Introduction of XC Score and Enhanced Dashboard Features:** In July 2024, XC introduced the 'XC Score', a new feature that combines a creator's estimated absolute reach, engagement rate, and professionalism data. This tool helps brands and sourcing teams in selecting the most suitable creators for their campaigns. Additionally, the 'Basic Creator Discovery' feature was added to the dashboard, allowing users to filter creators by social platforms, engagement rates, number of followers and categories. The current database size is 4,000, with continuous efforts to expand it further.
- **Launch of Basic Campaign Workflow and Task Automation:** In August 2024, XC launched the 'Basic Campaign Workflow and Task Automation' feature, enabling brands and campaign managers to vet campaign deliverables and provide feedback directly within the dashboard. This enhancement is designed to streamline the campaign management process, making it more efficient and user-friendly.

Appointment of Chief Executive Officer to lead Xamble

Xamble appointed Jason Thoe to the newly created position of Chief Executive Officer to lead the Group into its next phase of growth and innovation.

Mr Thoe currently serves as Chief Operating Officer at ASX-listed Frontier Digital Ventures Ltd (ASX:FDV), where he has strategically led growth initiatives across Asia, MENA, and LATAM. Under his stewardship, businesses within the FDV portfolio have undergone transformation and restructuring.

Prior to FDV, Mr Thoe held the position of General Manager for Malaysia at formerly ASX-listed iCarAsia Ltd (ASX:ICQ) and was instrumental in building a strong platform for expansion which set iCarAsia on the path for significant growth. Mr Thoe has also held various leadership positions in management, marketing, and sales at prominent digital, technology, and consulting firms, including PropertyGuru and Malaysian-listed Cuscapi Berhad.

Mr Thoe will formally join Xamble in September 2024.

This announcement was approved for release by the Xamble Board of Directors.

¹ Assumes exchange rate of 1 AUD = 2.90 MYR.



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About Xamble Group Limited

Xamble Group Limited is a pioneering and established platform of influencer-centric digital marketing solutions.

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 and based in Malaysia with offices in Malaysia and Taiwan, Xamble aims to deliver wealth and value to its ecosystem of brands, influencers or 'creators', and consumers.

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