ASX RELEASE
30 May 2024

XAMBLE GROUP LIMITED (ASX: XGL)

AGM PRESENTATION

Xamble Group Limited ("XGL") is pleased to enclose the following Investor Presentation.

This release was authorised by the XGL Board of Directors.

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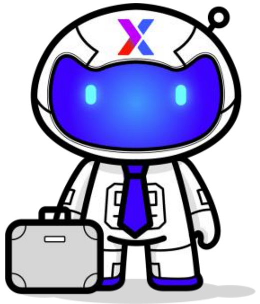
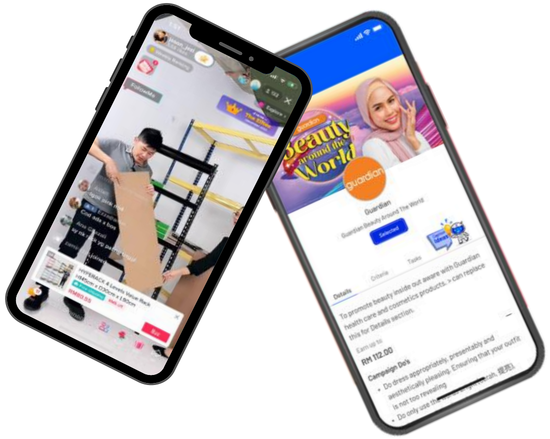


Assembling Communities.



AGM Presentation

May 2024

(ASX:XGL)

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Board of Directors

GANESH KUMAR BANGAH

Executive Chairman

- Founder & former CEO of MOL Global Inc, first internet company in South East Asia to be listed on NASDAQ (2000 - 2015).
- Ernst & Young Technology Entrepreneur of the Year Malaysia 2012.
- Advisor & Former Chairman of the National Tech Association of Malaysia (PIKOM).
- Founded Commerce.Asia; an All-In-One eCommerce Ecosystem in 2017.
- Independent Non-Executive Director of Malaysia's National Payment Netwok (Paynet)

GEORG CHMIEL

Independent Non-Executive Director

- Chair and Co-Founder of KL-based Juwai-IQI Holdings.
- Non-Executive Chair of Spacetalk (ASX:SPA) and Centrepoint Alliance (ASX:CAF), Non-Executive Director of Kinatico Ltd (ASX:KYP).
- Former Executive Chair of iCarAsia, MD & CEO of iProperty Group and LJ Hooker Group, CFO of REA Group.
- 30 years' experience, having successfully grown and exited Australian and South East Asian ASX-listed companies.

JOANNE KHOO

Independent Non-Executive Director

- More than 27 years of experience in investment banking, corporate finance, capital markets and corporate advisory services.
- Executive Director of Bowmen Capital Private Limited and Independent Director of companies listed on ASX, SGX, NASDAQ and NYSE American.
- A Certified Public Accountant by CPA Australia and a Chartered Accountant under the Malaysian Institute of Accountants.

ROBERT SULTAN

Independent Non-Executive Director

- Former member of the Australian Takeovers Panel as well as senior consultant and former partner of international law firm, Norton Rose Fulbright Australia, with over 30 years of experience in M&A, ECM and corporate advisory and governance.
- Director of the Gourlay Family Office and Charitable Trust which, in conjunction with Trinity College Melbourne, established and endows the Gourlay Visiting Professorship of Ethics in Business.

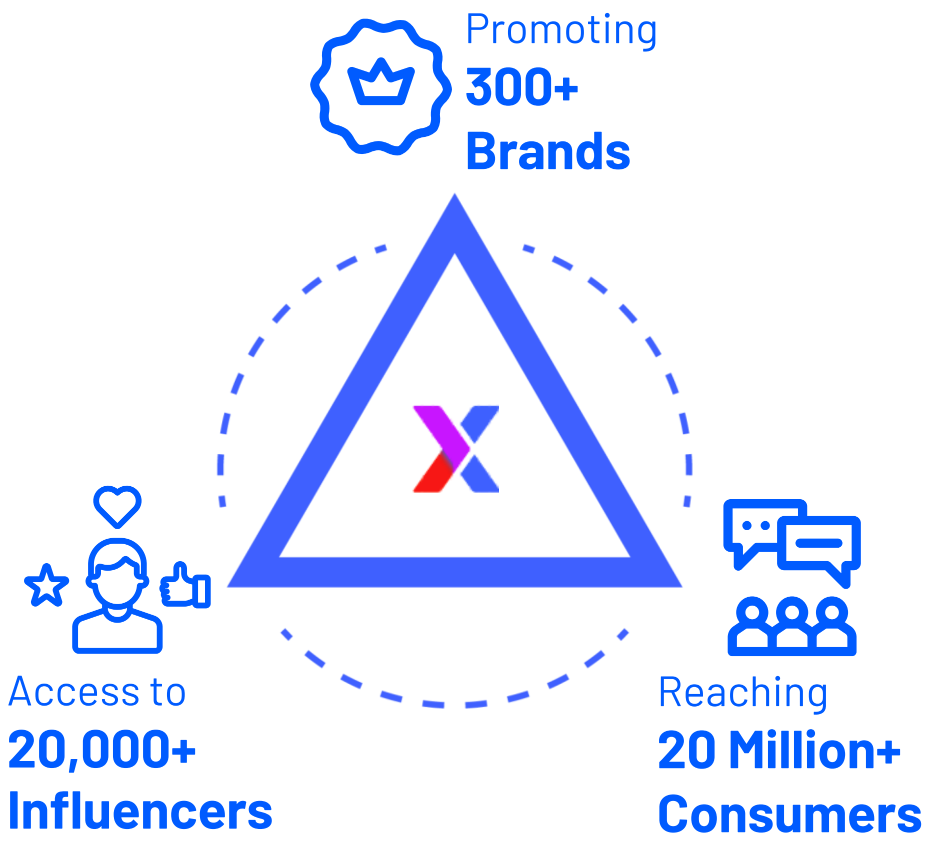
DARREN COOPER

Independent Non-Executive Director

- Board Chair of Spectur Ltd (ASX: SP3).
- Managing Director of a private consulting business.
- More than 27 years' senior executive management experience.

A leading Southeast Asian influencer platform

1. Southeast Asia's (SEA) **influencer (creator) platform market** is booming
2. **Xamble** is a **leading player** in SEA's influencer marketing space targeting nano and micro influencers, the **most effective segment**
3. **Xamble's technology platform** is **unique** and creates a very **scaleable, highly effective** way to capture this market
4. As a result, Xamble's **financials** are strong with the 2H CY2023 results up on 1H CY2023 in revenues and EBITDA; the **business is EBITDA profitable while investment in the technology** continues and **overhead costs are well managed**
5. **Xamble is poised** to expand through influencer growth in existing and new markets, continued technology investment and M&A



Xamble’s technology platform is unique ...

Xamble Brands

Enterprises, SMEs, Agencies

Influencer Discovery | Campaign Management | Reporting & Analytics

Xamble Platform

Verified Creators Badges | Campaign Discovery | Campaign Workflow

Community | Reporting & Analytics | Wallet | Financing

Xamble Creators and Influencers

Unique: Xamble offers all three components seamlessly

Discovery: The Xamble Creators app connects brands to the right influencers and influencers to the right campaigns

Execution: The app helps influencers generate the right content and get paid efficiently

Performance Tracking: Using the Xamble Social Wallet, influencers can grant end- consumers rewards and discounts, enabling brands to track sales

... and creates a very scaleable, highly effective way to capture this market

Xamble platform supercharges core business offering

Xamble Brands

Enterprises, SMEs, Agencies

Enterprises
Influencer solutions for MNCs
nuffnang X

SMEs
Social commerce and influencer platform
Xamble CREATORS
Xamble LIVE

Agencies
Digital boutique agencies
platapunta X
sashimi X

Xamble Platform

Xamble Creators and Influencers

Revenue model: Combination of campaign based and retainer fees

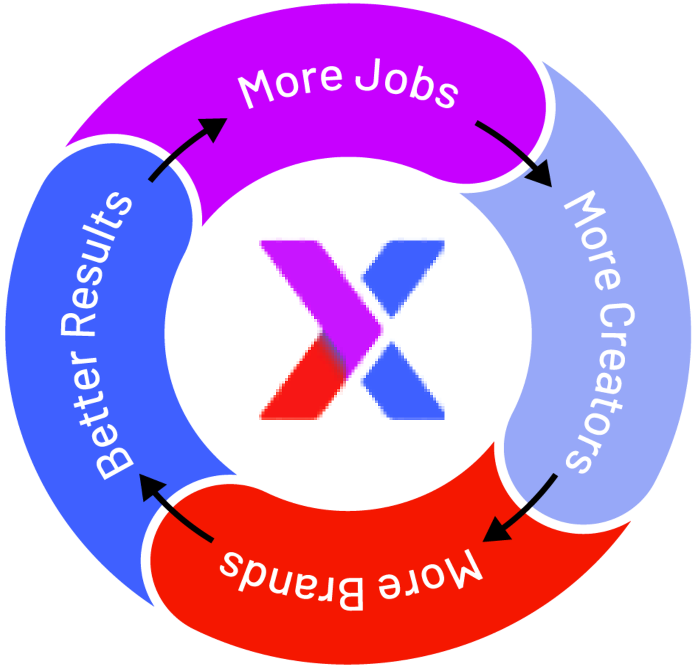
Highly scalable due to:

- **More effective** influencer **recruitment** and **engagement**, enabling faster and easier expansion to new geographies and industries
- **Automated platform** enables growth into the large and **growing SME market** across SEA and beyond
- **White label solution** enables efficient and cost-effective add-on service **for boutique agencies**

Xamble

The Xamble platform is delivering strong results feeding into 'flywheel synergies'

	Before Xamble	After Xamble
Influencers	× Inconsistent campaign management and payment processes	✓ More discovery and brand deals ✓ Better execution
Brands	× Costly and complex influencer discovery × Data and payment tracking fragmented and inefficient	✓ Cost-effective and streamlined creator recruitment ✓ Decrease of cost per advertising (CPA) when influencer content is used ✓ Significant conversion lift ✓ Campaign insights, influencer performance via digital wallet and dashboard and centralised payment flows
Consumers	× Inability to efficiently access relevant discounts from brands and influencers	✓ Access to a wide range of relevant brand discounts



Xamble's financial results

GROUP RESULTS

Annual Group Revenue for CY2023 was down 7% on PCP primarily due to a **slowdown in overall consumer packaged goods spend** in 1H 2023.

However, it **increased by 12% in 2H over 1H 2023** with more investment in technology and new sales and operations processes being implemented.

Underlying business profitable[3] excluding investments to extend the current technology stack and corporate & listing costs

Focus was also on building the **new technology platform** to make the **business more scalable in the future** while **overhead costs were well managed**.

Xamble Group Ltd (consolidated)

In A$ 000s[1]	CY2023	CY2022	Growth
Group Revenue	**10,775**	**11,549**	**(7%)**
Business Expenses	(10,018)	(10,616)	(6%)
Business EBITDA[2,3]	**757**	**933**	**(19%)**
Technology Investment	(647)	(316)	105%
Corporate (HQ & ASX)	(1,126)	(1,016)	11%
Group EBITDA[2]	**(1,016)**	**(399)**	**(155%)**

In A$ 000s[1]	2H CY2023	1H CY2023	Growth 2H vs 1H
Group Revenue	**5,692**	**5,083**	**12%**
Business Expenses	(5,203)	(4,815)	8%
Business EBITDA[2,3]	**489**	**268**	**82%**
Technology Investment	(225)	(422)	(47%)
Corporate (HQ & ASX)	(562)	(564)	(0%)
Group EBITDA[2]	**(298)**	**(718)**	**(58%)**

In S$ 000s	CY2023	CY2022	Growth
Group Revenue	9,615	11,058	(13%)
Group EBITDA[2]	(906)	(381)	138%

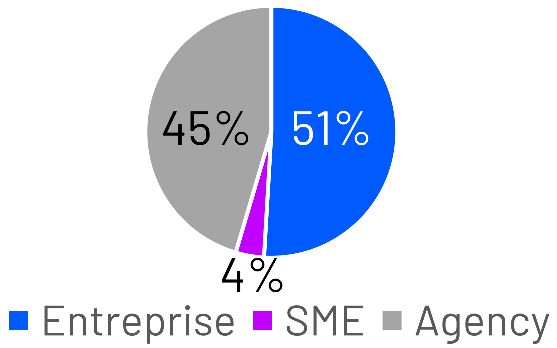
[1] Assumes exchange rate of 1 AUD = 3.029 MYR (CY2023); 1 AUD = 3.054 MYR (CY2022). MYR used as base as majority of the operations are in Malaysia.

[2] Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs of S$0.53 million (CY2022: S$0.43 million).

[3] Underlying business adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs as well as technology investment and corporate (HQ and ASX) expenses

The recently launched SME channel is delivering strong growth and higher margins

CY2023 ANNUAL REVENUE



Xamble Brands

Enterprises, SMEs, Agencies

	Enterprises Influencer solutions for MNCs nuffnang X	SMEs Social commerce and influencer platform Xamble CREATORS, Xamble LIVE	Agencies Digital boutique agencies platapunta X, sashimi X
Annual Revenue (million A$)	A$5.5m	A$0.4m	A$4.9m
Revenue Growth vs pcp	(12%)	54%	(5%)
Gross Margin %	45%	65%	36%
Revenue per Client (min, max)	A$2k – A$1.2m (Average A$87k)	A$1k – A$110k (Average A$20k)	A$2k – A$700k (Average A$110k)
Type of Engagement	Influencer campaigns for large companies	Direct (without agency) digital influencer campaign or/and social commerce	Embedded influencer workstream in comprehensive marketing campaign of agency

Xamble

Q1 Business Update

Further **acceleration of revenue growth** in Q1 CY2024, up 17% to A$2.77 million:

- Revenue from Xamble's **SME business increased 235%** vs Q1 CY2023 to A$0.20 million
- **Enterprise** delivered **32% revenue growth** to A$1.63 million

Underlying business[1] remained profitable at A$0.17 million in Q1 CY2024

Continued investment in technology of A$0.15 million; **corporate costs were well managed**, down 4% on previous corresponding period

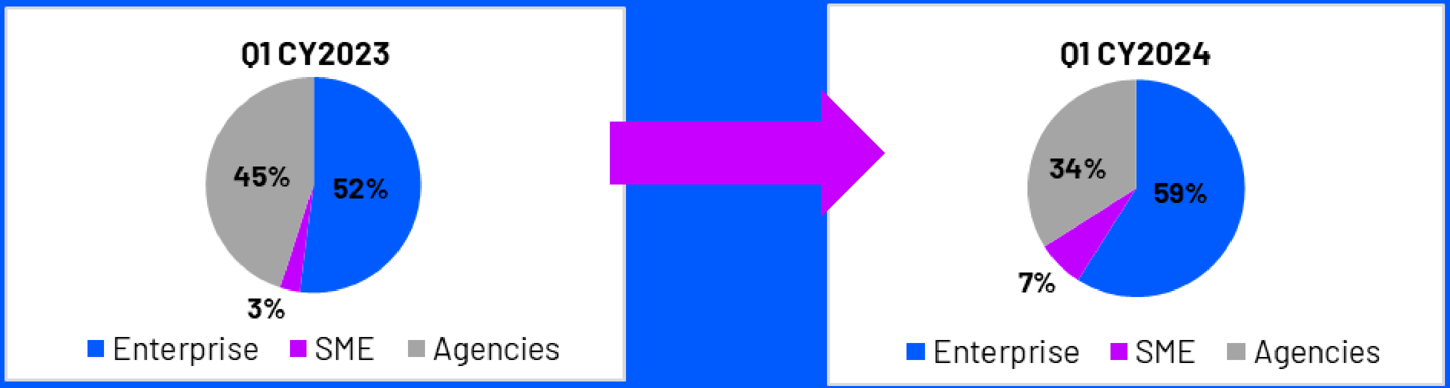
Appointment of **new Chief Growth Officer and Chief Product Officer to drive sales and strategy**

Healthy **balance sheet and strong cash balance of A$2.83 million** as at 31 March 2024

In A$000s[3]

Description	Q1 CY2024	Q1 CY2023	Growth
Group Revenue	**A$2,772**	**A$2,373**	**17%**
Business Expenses	(A$2,604)	(A$2,208)	18%
Business EBITDA[1,2]	**A$167**	**A$165**	**1%**
Technology Investment	(A$146)	(A$199)	(27%)
Corporate Costs (HQ & ASX)	(A$293)	(A$306)	(4%)
Group EBITDA[2]	**(A$272)**	**(A$340)**	**(20%)**

Revenue by business unit



Note: All numbers are unaudited.

[1] Underlying business adjusted for extraordinary items relating to forex movements, options expenses, one-off rebranding and other costs as well as technology investment and corporate (HQ and ASX) expenses.

[2] Underlying EBITDA (Earnings Before Interest, Tax, Depreciation and Amortisation) adjusted for extraordinary items relating to forex movements and other costs of A$0.094 million (CY2023: A$0.048 million).

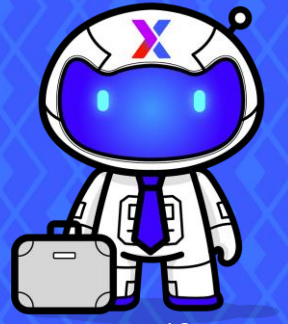
[3] Assumes exchange rate of 1 A$ = 3.107 MYR (Q1 CY2024); 1 A$ = 3.029 MYR (Q1 CY2023). MYR used as base as majority of the operations are in Malaysia.

Award of A$1.15M Malaysian Grant

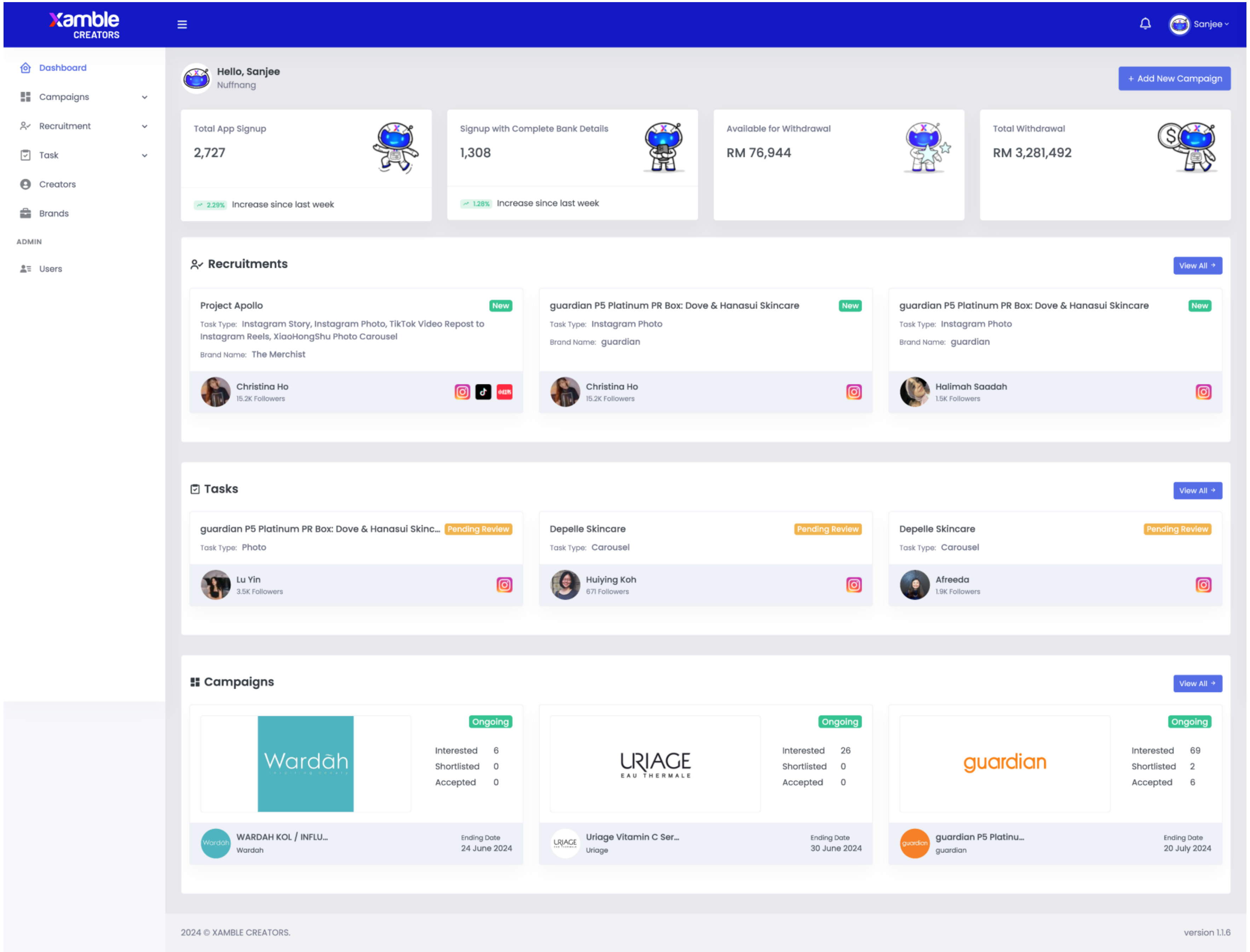
Substantial grant to accelerate expansion of Xamble's technology platform and the Group's growth strategy

- **$A1.15M Malaysian Digital Acceleration Grant (MDAG)** awarded to Xamble Technologies in May 2024.
- Recognises Xamble as a **leading player** in Malaysia's influencer marketing space
- The MDAG enables Xamble to:
    - **Accelerate the growth** of its unique technology platform; and
    - **Capture a greater share** of the **expanding Malaysian and wider South-East Asian influencer platform market**.
- The three-year grant programme **requires no further expenditure or investment by Xamble** - costs associated with the programme are in line with the Group's current growth plans.

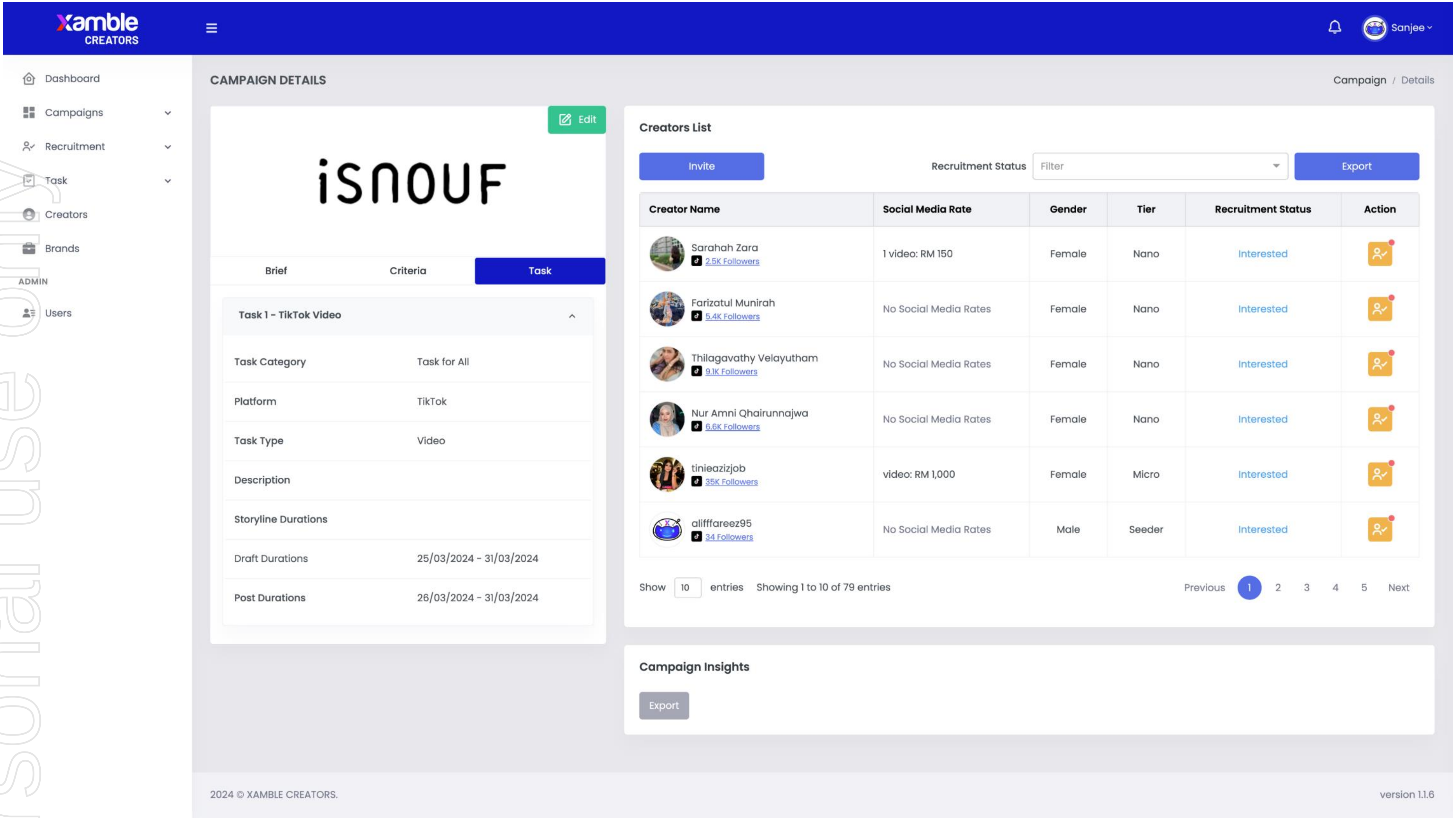
XAMBLE DASHBOARD



Dashboard Login

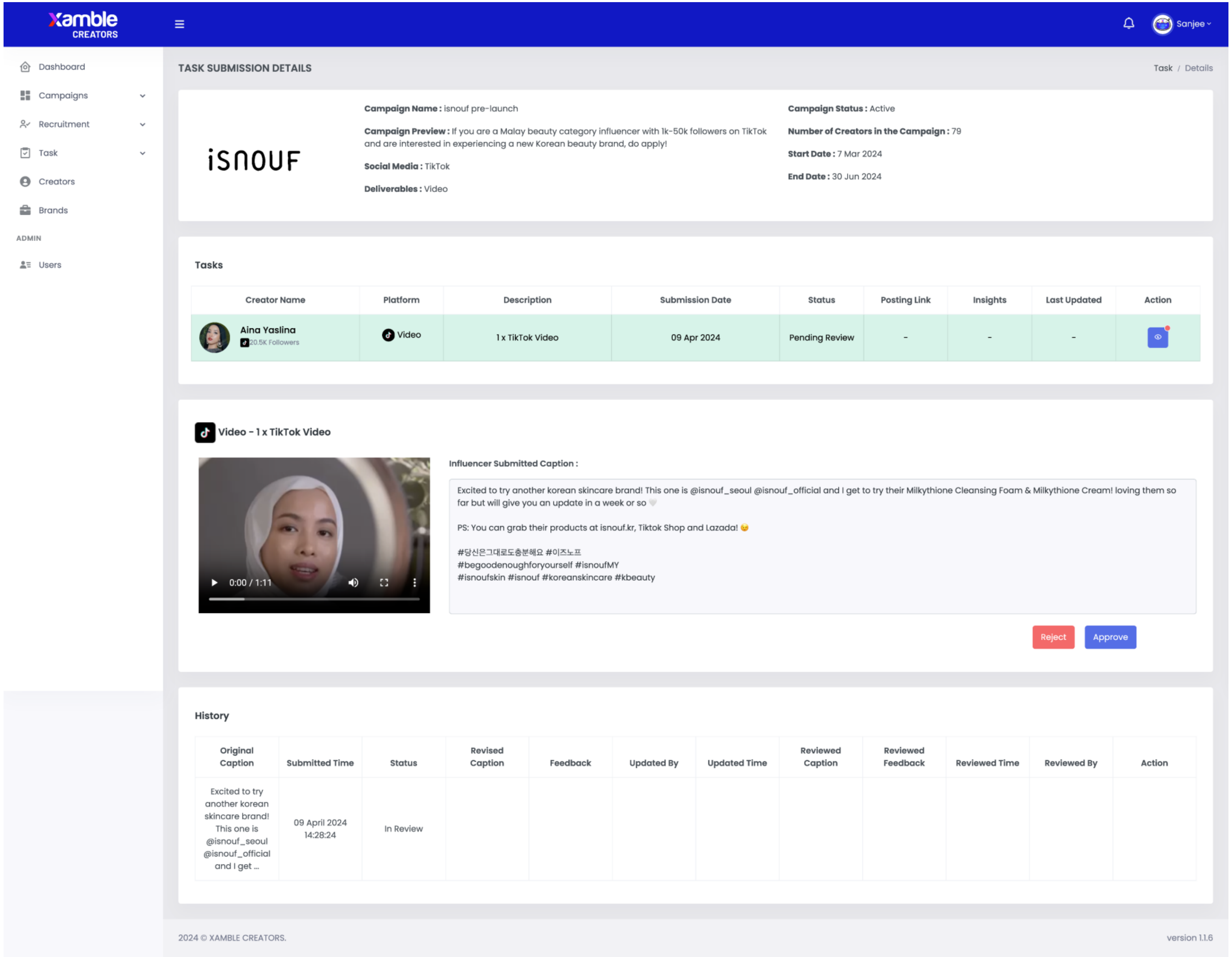


Creators List



xamble

Creators Video Content Review



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Outlook

- Xamble remains focused on **growing and strengthening its influencer base** in existing and new markets across South-East Asia and beyond
- It will also continue to **extend its technology platform to bolster future growth** as well as pursue potential **inorganic growth opportunities**
- New C-Suite appointments have **strengthened the Group's sales capabilities**
- **Solid momentum in its new SME business and Xamble Creators** ensures Xamble is **strongly positioned** to capture more of the fast-growing South-East Asian influencer marketing industry

For further information, please contact:

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