**Xamble Group Limited** (200612086W)
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**ASX RELEASE**

**14 November 2025**

# XAMBLE'S TRANSFORMATION STRATEGY DELIVERS INITIAL FINANCIAL AND OPERATIONAL GAINS

**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 quarter ended 30 September 2025.

**Operating performance for the quarter ended 30 September 2025**

*In A$ 000s*

| Description | Q3/2025 (Jul-Sep) | Q2/2025 (Apr-Jun) | Increase/ (Decrease) |
|---|---|---|---|
| **Group Revenue** | **A$1,652** | **A$1,495** | **11%** |
| Business Expenses | (A$1,840) | (A$1,666) | 10% |
| **Underlying Business EBITDA**[1] | **(A$188)** | **(A$171)** | **10%** |
| Technology Investment | (A$241) | (A$289) | (17%) |
| Technology Investment (Grant[2]) | A$112 | A$3 | n.m |
| Corporate Costs (HQ & ASX) | (A$310) | (A$308) | 1% |
| **Group EBITDA**[3] | **(A$627)** | **(A$765)** | **(18%)** |

For the quarter ended 30 September 2025, the Company saw signs of recovery and stability across the business as the benefits of its transformation take effect. After a first half of the year marked by structural realignment and continued investment into core systems, Q3/2025 delivered encouraging progress, driven by strong client acquisition and retention, coupled with a healthier campaign mix, causing revenue to rebound to A$1.7 million, matching Q1/2025 levels. More importantly, the Group's EBITDA position improved, narrowing by nearly A$0.14 million quarter-on-quarter despite continued investment in growth initiatives, reflecting the early impact of the transformation program on cost efficiency and operational focus. This trajectory signals that the operational efficiencies, cost discipline, and renewed commercial focus implemented throughout the year are starting to translate into financial progress.

For the 9 months period ended 30 September 2025, the Group recorded revenue of A$4.8 million, a decline of 33% compared to the previous corresponding period ("pcp"), mostly driven by the absence of contributions from the Taiwan operations, which was strategically exited in Q4/2024 to streamline focus on core markets and scalable growth initiatives. The Group's EBITDA[3] stood at a deficit of A$2.2 million after accounting for corporate overheads and listing-related expenses.

Note: All numbers are unaudited.

[1] 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.

[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 options expenses.

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During the period, the Group sustained its commitment to technology enhancement, with investment reaching A$0.8 million, up 51% from the pcp (2024: A$0.5 million), partly attributable to costs that had been capitalised in the pcp. The technology investment was and will continue to be supported by the Malaysia Digital Acceleration Grant (MDAG) of MYR3.59 million (approximately A$1.30 million[1]), of which MYR1.32 million (approximately A$0.48 million[1]) has been drawn down to date. The remaining balance is expected to be received in 2026. These ongoing investments continue to underpin the Group's strategy of building a robust creator and brand ecosystem, driving innovation, and solidifying its position as a leading influencer marketing and social commerce platform in Southeast Asia.

**Leading performance metrics**

| Description | As at Q3/2025 | As at Q3/2024 | Increase |
|---|---|---|---|
| App downloads | 10,592 | 4,319 | 145% |
| Monthly active users | 1,266 | 871 | 45% |
| Xamble community influencers[2] | 4,002 | 2,070 | 93% |
| New brands onboarded | 16 | 5 | 220% |
| Transactions facilitated (orders) | 31,520[3] | 8,394[4] | 275% |

The Company continued to deliver strong operational performance in Q3/2025, reflecting continued growth and engagement across the Xamble platform. App downloads increased 145% year-on-year to 10,592, while monthly active users rose 45% to 1,266, demonstrating healthy platform adoption and user retention. The Xamble community of influencers expanded to over 4,000, representing growth of 93% compared to the pcp. Brand participation continued with its upward momentum, with 16 new brands onboarded during the quarter, up 220% year-on-year. Transactions facilitated on the platform grew significantly to 31,520, representing a 275% increase from Q4/2024 (when tracking began). These results highlight the Company's strong execution and the growing scale of its creator-led ecosystem, providing a solid foundation for continued momentum into the next quarter.

**Creators Academy**

Following official launch of the Xamble Creators Academy in August 2025, a strategic initiative aimed at empowering creators across Southeast Asia through structured training and access to Xamble's entrepreneur toolbox, over 2,100 creators with a combined following exceeding 3 million have engaged with the program. Since launch, 16 workshops, designed to upskill creators in affiliate marketing readiness, equipping them with the knowledge and tools to effectively monetise through performance-based partnerships, have been conducted in partnership with 8 established local education institutions.

**AI Integration**

In October 2025, the Company commenced testing of its AI-powered recruitment agent, representing a key milestone in the automation of creator onboarding and campaign execution. By integrating Google Sheets, Telegram, email, and generative AI into a single automated workflow, the system enables end-to-end outreach, communication, and follow-ups with minimal human intervention. This innovation not only enhances scalability and operational efficiency but is also expected to deliver incremental margin improvements over time. Importantly, it allows the Company to redeploy resources towards higher-value activities, strengthening campaign performance, deepening brand partnerships, and driving long-term growth across the Xamble ecosystem.

[1] Assumes exchange rate of MYR1.00= A$2.77 as at 30 September 2025
[2] Defined as Influencers onboarded on to the App with fully linked social media accounts
[3] Volume based on Q3 FY2025
[4] Volume based on Q4 FY2024 as tracking began in September 2024

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Xamble Chief Executive Officer, Jason Thoe, said: "As we approach the closing months of 2025, I'm encouraged by the steady progress we're making and the clear signs that our transformation is taking hold. The results of the quarter ended 30 September 2025, demonstrate a stabilising business with improving fundamentals. We've built a more resilient and efficient organisation, one that is generating stronger quality revenue from our core influencer marketing and commerce segments through the platform. These are early but important indicators that our strategy is working. With momentum returning across the platform and a sharper focus on scalable, high-margin areas, this sets a stronger foundation for the quarters ahead as we continue progressing toward profitability and scalable, sustainable growth."

**XGL Partners with InvestorHub**
Xamble is also pleased to announce a new partnership with InvestorHub, a direct-to-investor engagement platform that empowers listed companies to build stronger and more transparent relationships with shareholders.

How to sign up for the Xamble investor hub:
1. Visit https://investors.xamble.com
2. Follow the prompts to create your investor hub account
3. Complete your profile to stay up to date with company news and investor insights

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

**For further information, please contact:**

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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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