

ASX RELEASE**22 April 2026****XAMBLE HITS STRIDE: MAJOR COMMERCIAL WINS, YOUTHS TODAY ACQUISITION COMPLETED, INTEGRATION UNDERWAY**

Xamble Group Limited (ASX: XGL) ("Xamble" or the "Company", and together with its subsidiaries, the "Group") is pleased to announce a series of milestones that collectively mark an important defining period in the Company's growth trajectory across Southeast Asia's creator economy. These milestones span the completion of a strategic acquisition, the active utilisation of an existing government grant for acceleration of growth opportunities, and major new commercial engagements across two of Malaysia's highest-value verticals.

Major Commercial Wins: Education and Automotive Sectors

The Group has secured two new expanded commercial contracts with a combined value of approximately AUD 700,000, spanning the education and automotive sectors. Both contracts are structured over a 12-month engagement period with fees tied to the delivery of specific, measurable performance KPIs. The contracts are scheduled to commence in the second half of FY2026 with no material conditions needing to be satisfied prior to commencement. Revenue is recognised progressively against verified milestone outcomes, providing direct alignment between contract value and demonstrable business results.

In the education sector, the Group has secured a 12-month contract valued at over AUD 400,000 with a leading Malaysian university, spanning both performance marketing and influencer marketing mandates. Fee disbursements are reviewed quarterly, with continuation of each campaign phase contingent on KPI attainment. These engagements demonstrate the direct commercial benefit of Xamble's expanded creator ecosystem, enabling the university to reach a highly targeted youth demographic at scale through the combined Xamble and YouthsToday network – at a transparent and verifiable cost per outcome.

In parallel, the Group has secured a 12-month contract valued at approximately AUD 300,000 with one of Malaysia's largest automotive dealership groups, covering both performance marketing and influencer marketing services. The contract is structured with fees tied to defined KPIs across the engagement period, including total verified content reach, qualified test drive and showroom inquiry lead volumes, and cost-per-qualified-lead targets benchmarked against industry norms. Campaign spend is deployed on a phased basis with performance gates at each quarterly interval, ensuring fee disbursements are directly correlated with verified delivery against agreed metrics.

Xamble's integrated platform – combining creator discovery, campaign execution, and real-time performance tracking across all influencer tiers – is purpose-built to deliver transparent, outcome-linked results at this scale.

Completion of YouthsToday Acquisition

Xamble is pleased to confirm the successful completion of its previously announced acquisition (refer ASX announcement dated 9 February 2026) of a 55.6% majority equity stake in YToday Sdn Bhd, the company behind YouthsToday, for a cash consideration of AUD 330,000.

Founded in 2013, YouthsToday is one of Malaysia's leading and longest-standing digital youth communities. Having launched its influencer marketplace in 2021, the platform today boasts a community of over 100,000 seeders and 12,302 verified influencers. In CY2025, YouthsToday executed over 370 brand campaigns, maintained partnerships with 65 agencies, and delivered campaigns across seven markets including Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines, and Myanmar. YouthsToday generated revenue of A\$0.78 million in CY2025, reflecting a CAGR of 31.9% since 2020, and is EBITDA positive.

Commencement of Platform Integration

The integration of YouthsToday's creator and audience network into the Xamble Influencer Discovery Platform is now underway. This integration delivers an immediate and material expansion of Xamble's creator ecosystem – growing the Company's community influencer base from 6,931 to 19,233 (an increase of 177%), scaling agency client relationships from 19 to 65, and extending the platform's geographic footprint from 3 to 7 countries across Southeast Asia. The integration of the two platforms should enable Xamble to roll out its influencer discovery platform to the 65 agencies that YouthsToday covers, generating recurring subscription revenue for access to the platform and creating cross-selling opportunities between the two businesses.

In May 2024, Xamble was awarded the Malaysian Digital Acceleration Grant (MDAG) – a conditional, milestone-based government grant totaling MYR 3.59 million (AUD 1.15 million), administered by MDEC, Malaysia's agency for digital economy development. The grant is structured across three years, with funding tranches released upon satisfaction of prescribed conditions relating to investment expenditure and business growth.

The Company is pleased to announce that all conditions required under Years 1 and 2 of the program have been satisfied. Xamble Technologies plans to draw down the remaining grant allocation of approximately AUD 679,000 (~RM 1.83 million) in the next 12 months, subject to fulfilment of the relevant conditions of the grant. Xamble intends to utilise the remaining portion of the grant for platform integration.

Chairman Statement

Xamble Chairman Ganesh Bangah commented: "The completion of the YouthsToday acquisition is a pivotal moment for Xamble. We have gone from a platform serving three markets with under 7,000 community influencers to one that spans seven markets with over 19,000 influencers – and we have done this in a way that is immediately accretive and strategically coherent. Integrating YouthsToday into our Discovery Platform means that brands and agencies can now access a full-spectrum creator solution, from grassroots seeders to established macro influencers, all in one place.

Combined with the active deployment of our MDAG grant and our strongest commercial wins to date in education and automotive, Xamble is entering the second half of FY2026 with real momentum, a stronger platform, and a growing pipeline of enterprise opportunities across the region."

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

Forward-Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties. These statements are based on the Company's current expectations and assumptions and are subject to change. Actual results may differ materially from those expressed or implied in this announcement. The Company undertakes no obligation to update forward-looking statements except as required by law.

For further information, please contact:

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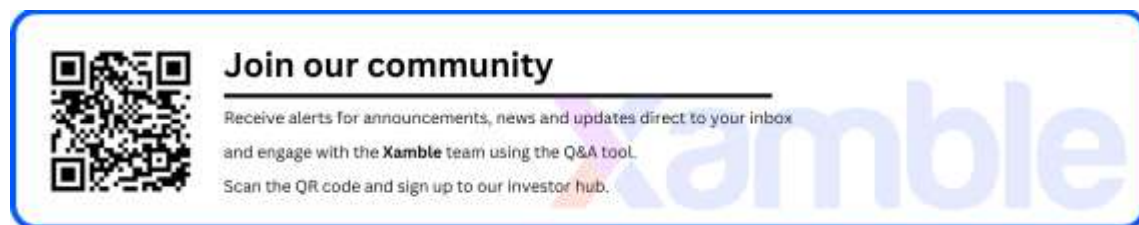
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About Xamble Group Limited

Xamble Group Limited is a leading platform of influencer-centric digital marketing solutions in Southeast Asia, spanning seven markets including Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines, and Myanmar.

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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