ASX RELEASE
28 May 2026

XAMBLE GROUP LIMITED (ASX: XGL)

AGM PRESENTATION

Xamble Group Limited ("XGL") is pleased to enclose the following Annual General Meeting Presentation.

This release was authorised by the XGL Board of Directors.

For more information, please contact:

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Interim Chief Executive Officer, XGL
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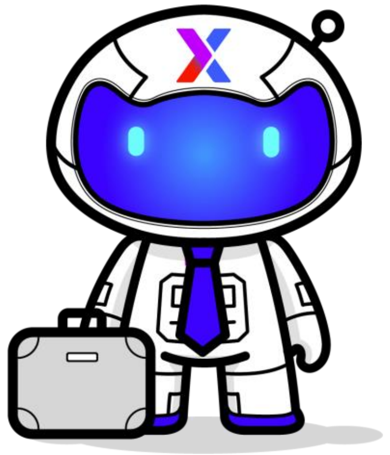


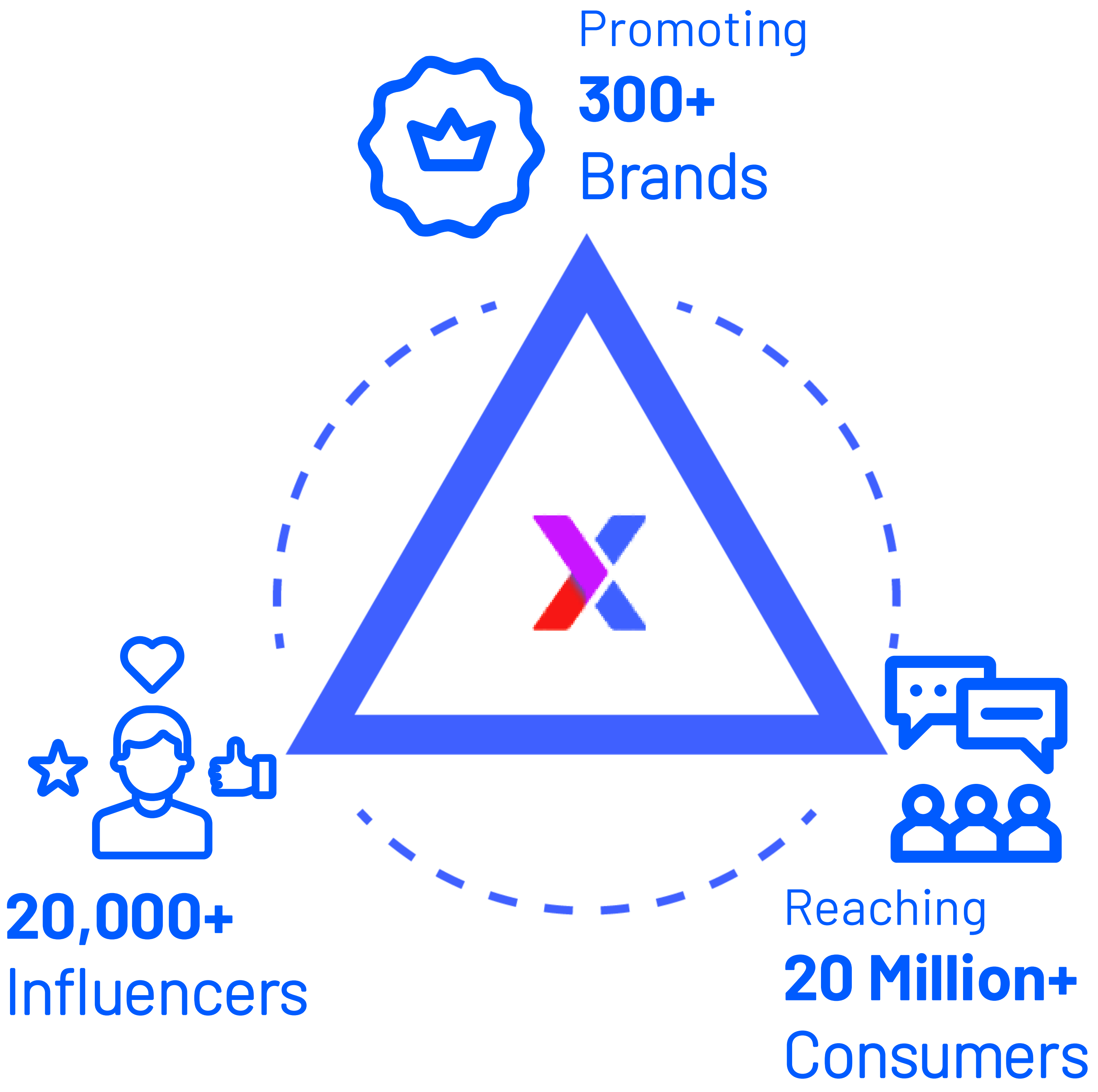
From Transformation to Acceleration

Xamble

YOUTHSTODAY nuffnang sashimi platapunta

Xamble at a Glance

- A leading influencer marketing platform in Southeast Asia
- Headquartered in Kuala Lumpur, Malaysia
- Network of 20,000+ vetted influencers across the region and >100,000 in the community
- Acquisition of YouthsToday expands reach to 7 markets and 65+ agency partners



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Our Vision is to be the **most influential** technology company for **Creators** in **Southeast Asia**

Influential

Est 2013

A$772 M

Valuation[1]

Global influencer marketing company with strong **US/EU** presence

RUHN

Est 2016

A$433 M

Market capitalisation (previously NASDAQ: RUHN)

Leading Influencer based marketing platform for e-commerce industries in **China**

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Est 2023 (as a platform business)

A$5M

Market capitalisation (ASX:XGL)

A leading influencer marketing platform and social commerce enabler in **Southeast Asia**

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[1]https://www.forbes.com/sites/ianshepherd/2024/10/09/influentials-500m-deal-heralds-new-chapter-for-influencer-marketing/

Trusted by Global and Regional Brands

Agency partners

dentsu
groupm
IPG MEDIABRANDS
OMG Omnicom MediaGroup
invictusblue
PUBLICIS GROUPE

Beauty, Personal care

Kiehl's SINCE 1851
L'ORÉAL
Nestlé
Enchanteur
Colgate
MARMITE
sunsilk
Lifebuoy
Vaseline
LISTERINE
Rexona
Safi
KOTEX
PANTENE
elianto

FMCG / QSR

guardian
KFC
LG
Häagen-Dazs
Pizza Hut
HOOGA
PHILIPS
SNICKERS
Loacker
POKKA
Maggi
SUBWAY

Mother & baby

DUTCH LADY
TCE BABY EXPO
Dumex Dugro
babyshop
BZU BZÜ
Abbott
Applecrumby

Fashion

XIXILI
msread
Levi's
BONIA
kipling
BRAUN BUFFEL 1887 · GERMANY
max FASHION

Tech & Gadgets

mi
celcom
unifi
U mobile
astro

Manufacturing

Knorr
AJINOMOTO
beko
BANDAI

National

PETRONAS
Shell
POS MALAYSIA

Marketplace

traveloka
NETFLIX
BIG BAD WOLF BOOKS
book xcess

Education

R·E·A·L Kids Nurturing Confident Learners
HELP University university of achievers
A·P·I·S ASIA PACIFIC INTERNATIONAL SCHOOL

Financial institutions

HSBC
Great Eastern TAKAFUL

Real estate

ECOWORLD CREATING TOMORROW & BEYOND
MahSing
GAMUDA

Beverage

pepsi
100 PLUS
SPRITZER
BRAND'S
PREDATOR ENERGY
GUINNESS

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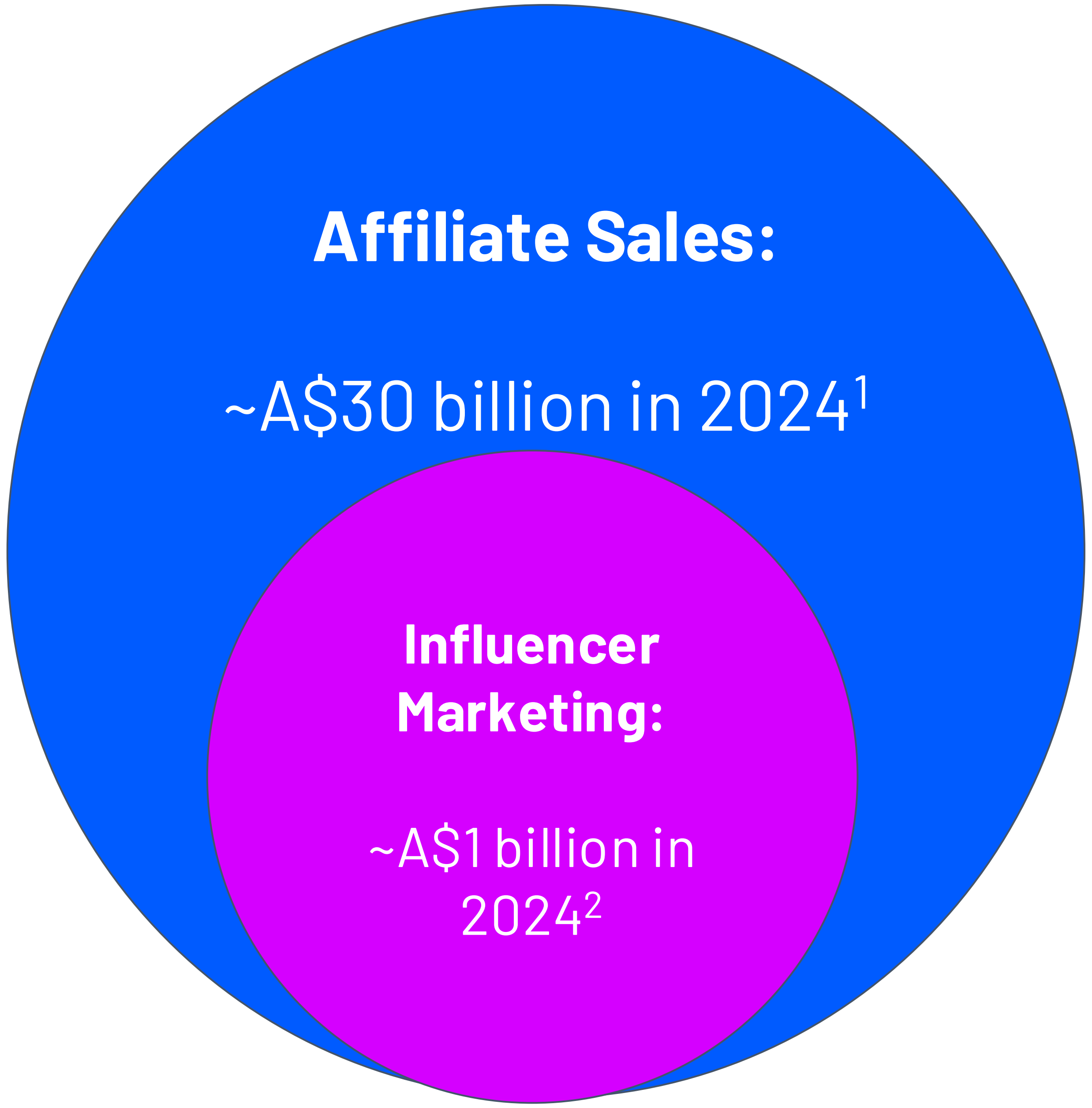
Sizeable opportunity across Southeast Asia



Malaysia

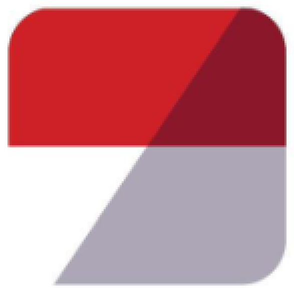
Pop: **35M**[3]
AS: **A$3.6B**[4]
IM: **$94M**[9]

Singapore

Pop: **6M**[3]
AS: **$2.8B**[5]
IM: **$148M**[9]

Philippines

Pop: **119M**[3]
AS: **A$4.3B**[4]
IM: **$156M**[9]



Indonesia

Pop: **280M**[3]
AS: **A$11B**[4]
IM: **$320M**[9]

Thailand

Pop: **72M**[3]
AS: **A$6B**[4]
IM: **$93M**[9]

Vietnam

Pop: **100M**[3]
AS: **A$3.7B**[4]
IM: **$123M**[9]

- **90% of SEA** internet users accessed the **internet mainly via smartphones** in 2024[6]
- **87% of SEA** users spend over **2 hours daily on social media**[8]
- **E-commerce grew 15% YoY**, driven by **video commerce (20% of GMV, up from <5% in 2022)**[1]
- **82%** follow **influencer recommendations when making purchases**[7]

[1]*e-Conomy SEA 2024 report by Google, Temasek, Bain&Company: - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales*
[2] *https://www.insg.co/en/influencer-marketing-southeast-asia/*
[3]*Population data : World Bank*
[4] *https://americasmi.com/pdfs_landings/PCMI_Asia_Ecommerce_Data_Portrait.pdf - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales*
[5] *https://cube.asia/read/singapore-ecommerce-market-2025-what-next-for-shopee-lazada/ - taking the conservative assumption that 10% of all ecommerce GMV comes from affiliate sales*
[6]*https://www.comms8.com/blog/2024/southeast-asia-social-commerce-growth*
[72]*https://www.marketing-interactive.com/67-marketers-increase-influencer-marketing-2024*
[8]*https://www.insg.co/en/influencer-marketing-southeast-asia/*
[9]*https://www.1stopasia.com/blog/influencer-marketing-asian-landscape*

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Summary

Acquisition Completion

Xamble Group Limited (ASX: XGL) is in the process of integrating the **YouthsToday** business into Xamble, post acquisition

Growth Outlook

Full-spectrum influencer capability: Combined platform now covers nano seeders through to macro creators across 7 SEA markets

Immediate scale: Influencers up 2.77x to 19,233; agencies up 3.42x to 65

Accretive acquisition: YT is EBITDA positive with 31.9% CAGR (2020-2025); A$0.78M revenue in CY2025

AI-powered integration: New Integration CEO appointed to drive synergy realisation and AI transformation

Building on Foundations

Expanding on Xamble 2.0 on the foundations built to scale and integrate

[1] exchange rate used @ 2.7

What We Acquired: YouthsToday

Overview:

- A Malaysia headquartered community platform and marketing technology company that **connects brands, creative agencies, and content creators** to run sponsorships, influencer campaigns, and event collaborations.
- YouthsToday's platform includes tools for influencer identification and collaboration, CRM, and performance reporting, aimed at building long-term, sustainable relationships between brands and creator communities
- Presence in **6 other Southeast Asian markets** (Singapore, Thailand, Vietnam, Indonesia, Philippines, Myanmar)

Strong operational performance:

- A community of **> 100,000** with **12,302 verified influencers** on platform
- Recorded revenue of **A$0.78 million in 2025**, executing **over 370 campaigns**, and established **65 recurring agency partnerships** across Southeast Asia
- Established presence with proven track record across Southeast Asia
- Strong operational performance and monetisation capabilities generating **positive EBITDA in 2025** on growing revenues

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[1] exchange rate used @ 2.7
[2] *2025 figures represented are unaudited*

Accelerated Scale

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3	292	72	20	500	1,273	6,054	290
Countries	Campaigns	Brands	Celebrities Avg 1mil followers	Macro Avg 50k followers	Micro Avg 20k followers	Nano/Seeders Avg 5k followers	Affiliates

Creators

YouthsToday

7	370	65	0	150	750	11,402	0
Countries	Campaigns	Agencies	Celebrities Avg 1mil followers	Macro Avg 50k followers	Micro Avg 20k followers	Nano/Seeders Avg 5k followers	Affiliates

Creators

Xamble	Xamble + YouthsToday	Potential Benefits
Brand direct focus	Brand + Agency + Self Serve	Stronger revenue diversification
Macro, Micro & Affiliates	Nano -> Macro creators integrated with social commerce	Higher campaign volumes and sustained value
Limited regional reach	Broader ASEAN footprint	Accelerated and scalable platform for growth
Predominantly high-touch execution	Scalable operating model	Margin expansion
Revenue concentration	Balanced revenue mix	Earnings resilience

Synergies Across the Enlarged Group

Revenue

- Cross-sell across 19,233 influencers
- Multi-tier campaigns (nano to macro)
- 65 agency relationships, 7 markets

Optimisation

- Eliminate operational overlaps
- AI automation: campaign mgmt, matching, reporting
- Structural headcount reduction

Structural

- Combined management review
- AI-led role augmentation
- Optimal leadership structure

Geographic

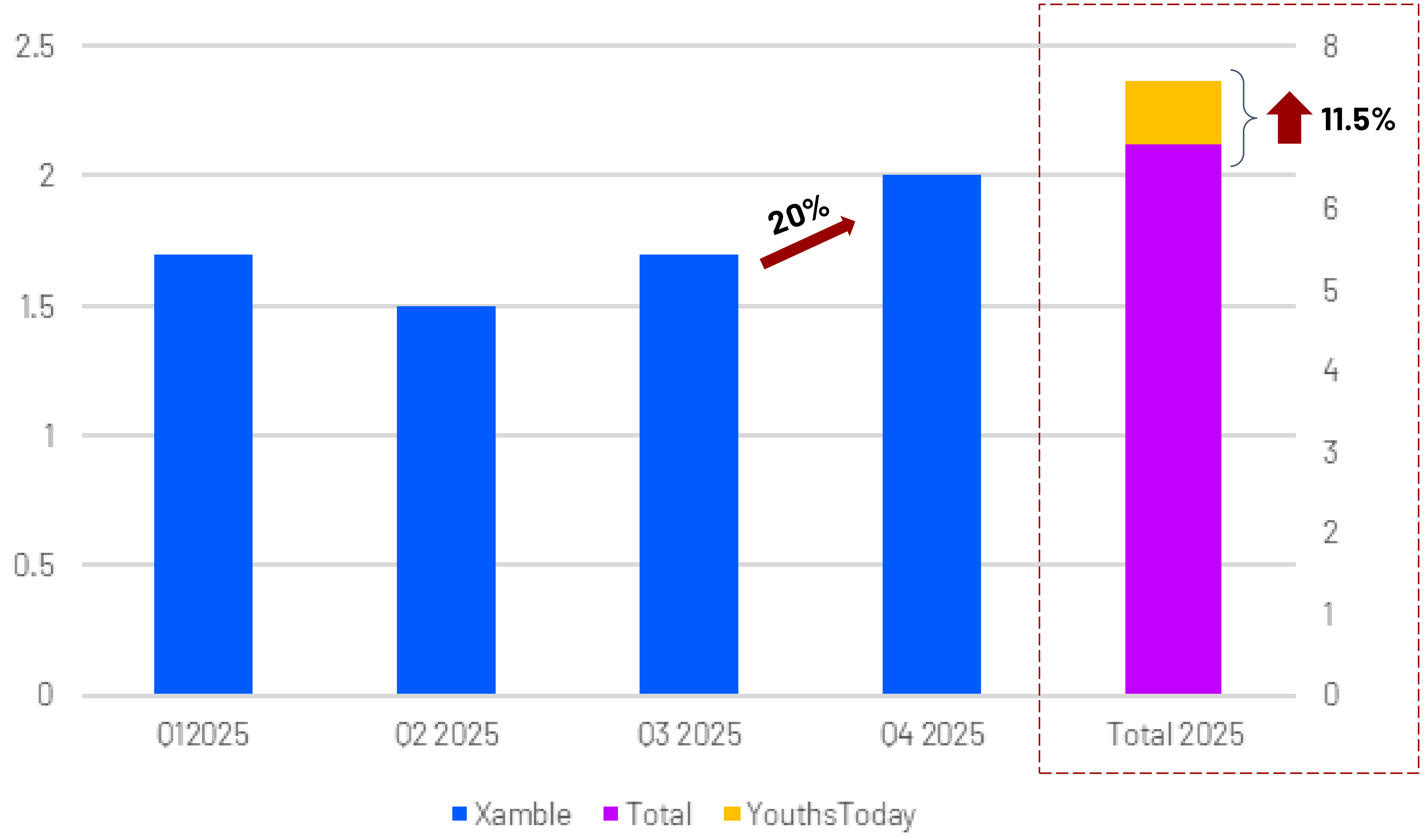
- Expand from 3 to 7 countries
- Immediate multi-market ops
- Accelerated SEA strategy

Projected Impact on Enlarged Group | A$750K Annualised Cost Savings

Influencer Community	Agency Relationships	Markets Covered
19,233 (2.77x)	**65** (3.42x)	**7** (from 3)

A$750K Annualised Savings: Driven by AI automation across campaign management, influencer matching, reporting & client servicing

Material Financial Contribution to XGL



Total (excluding new business)	**6.8**
Contribution of new business	0.78
Total (including new business)	**7.6**

- Xamble has seen **two consecutive quarters of organic revenue growth** prior to the Acquisition, reflecting improving underlying performance and operational momentum.
- **Quarter-on-quarter growth of 20% from Q3 to Q4 CY2025** highlights strengthening demand and increased platform utilisation.
- The inclusion of **YouthsToday** provides an **immediate and positive financial contribution**, lifting full-year CY2025 proforma performance by **11.5%** on a combined basis.
- Combined performance reflects both **organic growth momentum** and the **early financial benefits** of expanding Xamble's creator and agency ecosystem.
- Management expects the combination of improving core performance to support **enhanced operating leverage and sustained revenue growth**.

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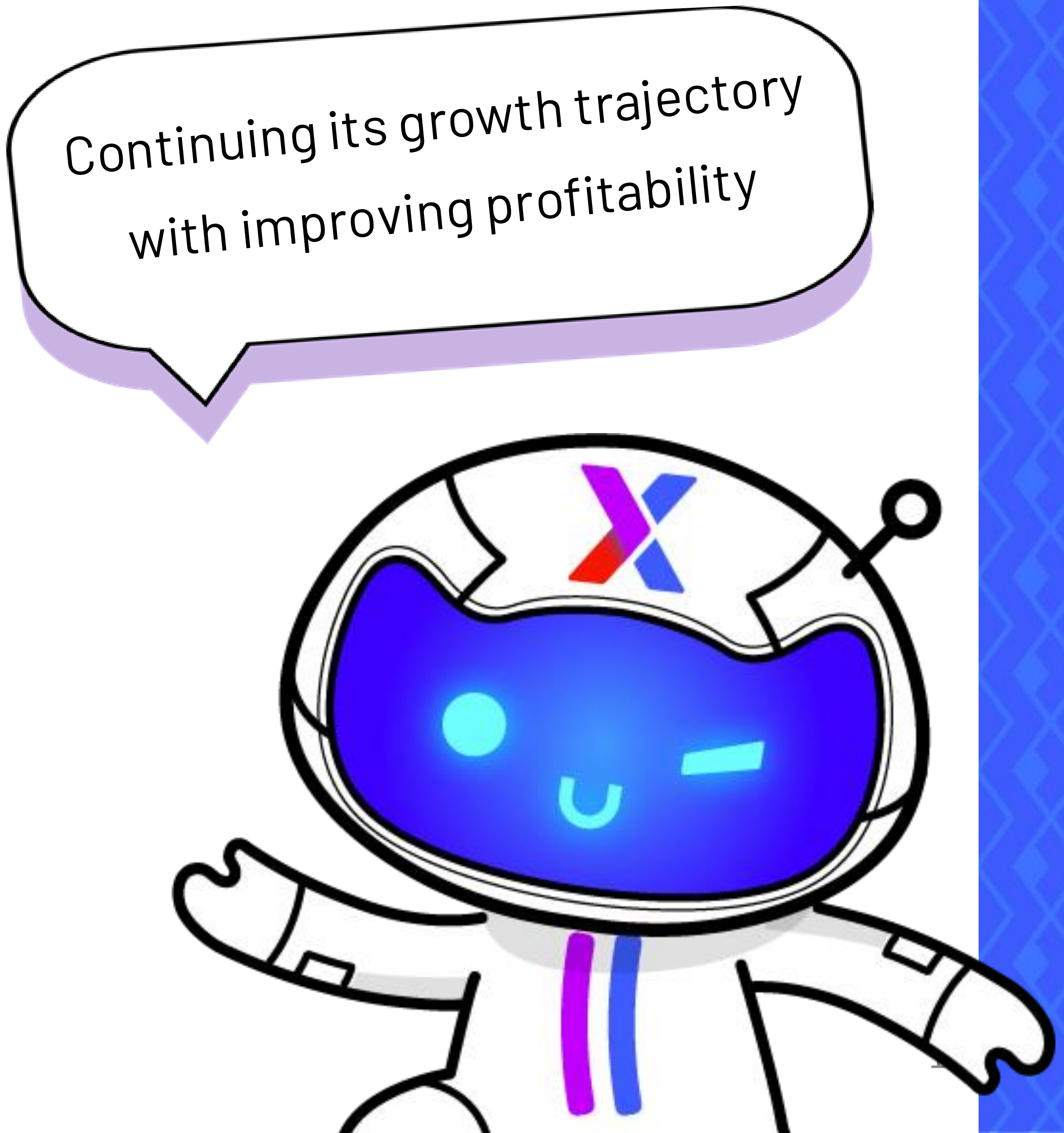
[1] *All 2025 figures represented are unaudited*

Building on Foundations



For the next phase

Adrian Tan – Interim CEO

Appointed effective 1 May 2026. 20+ years building digital businesses, data/AI strategy and large-scale transformation across Southeast Asia.

Mandate

- Leading YouthsToday integration following the acquisition
- Evaluating optimal management structure across both entities
- Accelerating AI deployment to replace manual operational functions
- Driving structural cost reduction across the enlarged Group

AI Transformation Strategy

- AI automation across campaign management, influencer matching, reporting and client servicing
- AI-driven headcount reduction represents a structural, not cyclical, improvement to cost base
- Unified discovery, execution and performance reporting through Xamble Influencer Discovery Platform

Adrian's Track Record

- **ADA Data & AI**: Regional Head of Data & AI across SEA
- **Founder of Saku** a Loyalty Wallet player
- **BonusLink**: Interim CEO and CCO, 2 consecutive years of record revenue; 1M+ app downloads
- **UEM Edgenta NXT** : Chief NXT officer; digital transformation and monetization
- **EY Advisory / KPMG**: Enterprise digital transformation

Key Highlights

Key Metric	Actual 2026 (Jan-Apr)	Actual 2025 (Jan-Apr)	YoY
Revenue	A$ 2,249,799	A$ 2,117,371	6%
Margin	36%	42%	(13%)
OPEX	A$ (1,610,187)	A$ (1,993,983)	(19%)
EBITDA	A$ (804,338)	A$ (1,020,322)	(21%)
App downloads	12,809	6,946	84%
Social connected Accounts	8,007	3,029	164%
Transactions Facilitated (Live)	110,552	12,548	881%

Foundational Blocks Refresher

Phase 1

- **Redefined growth strategy** and restructured the Group
- **Transitioned operations to proprietary AI-driven platform** enabling full-cycle influencer marketing
- **Boosted platform engagement** among influencers and brands
- **Launched Xamble Loyalty ecosystem** to foster long-term brand-influencer engagement through the investment into B-Infinite
- Delivering on the value proposition of **end-to-end solutions** from campaign creation to performance analytics

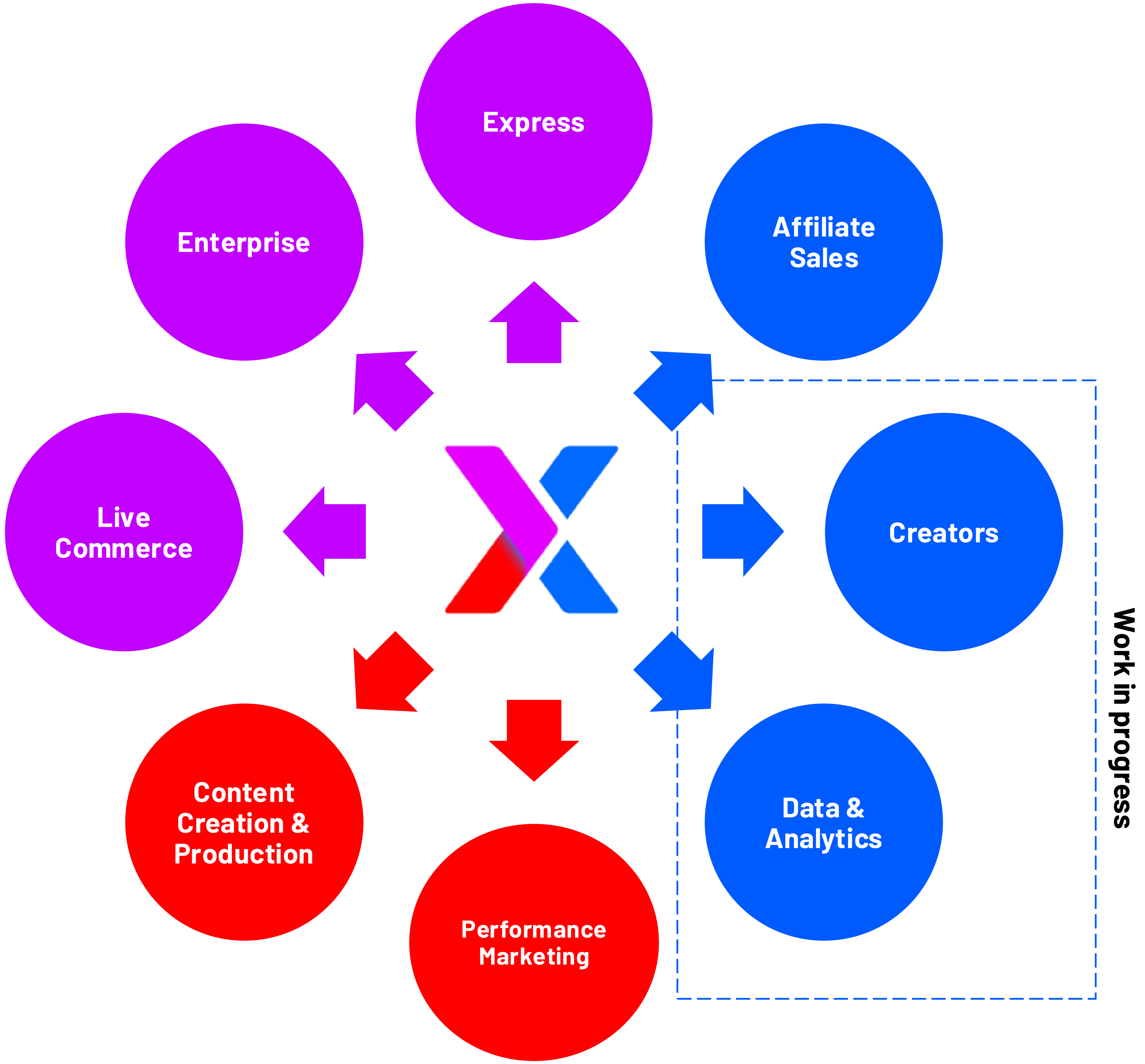
Phase 2

- **Integrate affiliate sales** to drive growth
- Further **incorporate GenAI and AgenticAI** into platform and operations
- **Launch analytics** to enhance engagement, decision-making, and ROI
- Launch **Creator Academy** to upskill influencers and brands
- **Expand into new industries** beyond FMCG
- Explore **M&A** for growth, market entry, and value chain expansion

Phase 3

- Expand further into the **e-commerce value chain**
- Consolidate all offerings into a **marketing Superapp**; to supercharge brands for every step in their marketing lifecycle

Xamble Commercial Models



Type of revenue	
Xamble Enterprise	Advertising fees
Xamble Express	Advertising and platform fees, potential subscription
Live Commerce	Managed service fee & commission on transactions
Performance marketing	Management fees
Content Creation & Production	Advertising and management fees
Affiliate Sales	Commissions on transactions
Creators	Platform fees and subscriptions for brands
Data & Analytics	Project based fees and subscription ; Ai enabled report generation

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To Accelerate

TODAY

Influencer Services Provider

- Campaign execution for brands & agencies
- Reactive, project-by-project model
- Generalist service provider

NEXT

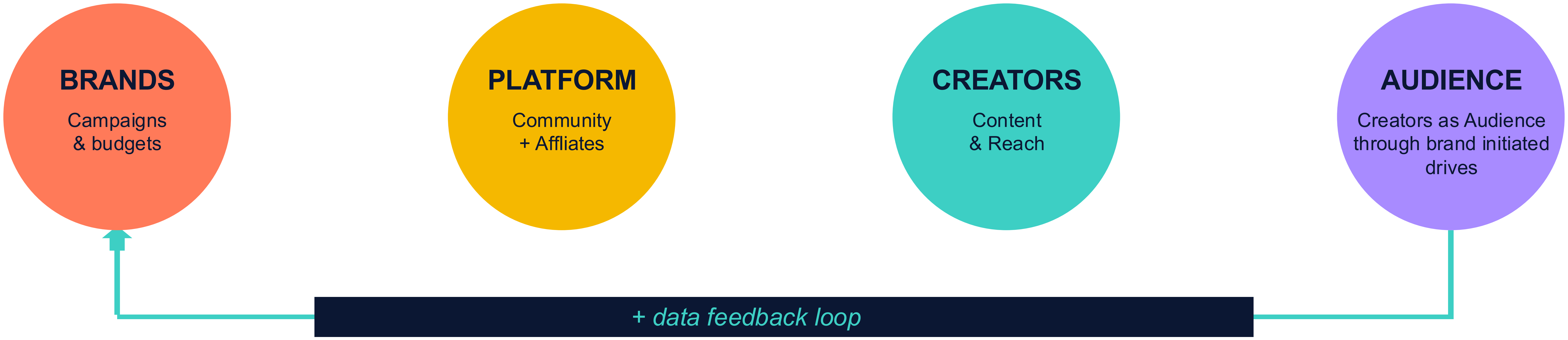
Community-Powered Platform

- Industry-configured solutions: FMCG, Retail & E-commerce, BFSI, Health & Beauty
- Always-on retainers, community engine, AI-powered ops — creator matching, content generation and predictive campaign analytics
- Community base engagement through platform + brand powered initiatives

FOCUS AREAS

- Revenue: one-off campaigns → always-on industry retainers
- Industry solutions playbook (FMCG, Retail, Commerce, BFSI)
- Community brands x influencers - activations via platform
- Ai powered creator studio + decision dashboards
- In-app community feed + affiliate hub

The Community Ecosystem



WHAT THIS UNLOCKS

1 Platform grows

Campaigns + creators + always-on engagement build defensibility.

2 Brands win

Trusted reach, performance data, co-created IP at lower CAC.

3 Creators earn

Recurring briefs, payouts, audience growth — not one-offs.

4 Community

Rewards, events & activation drive daily engagement.

For further information, please contact:

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