

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.

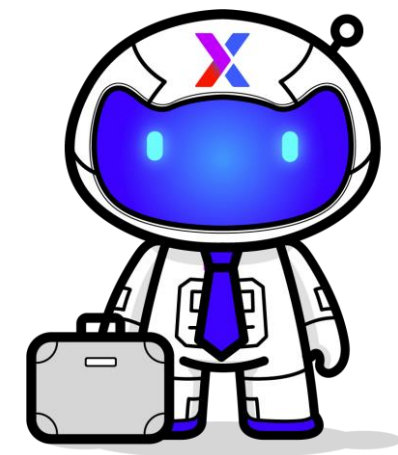
This release was authorised by the XGL Board of Directors.

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From Transformation to Acceleration

xamble

Y YOUTHSTODAY

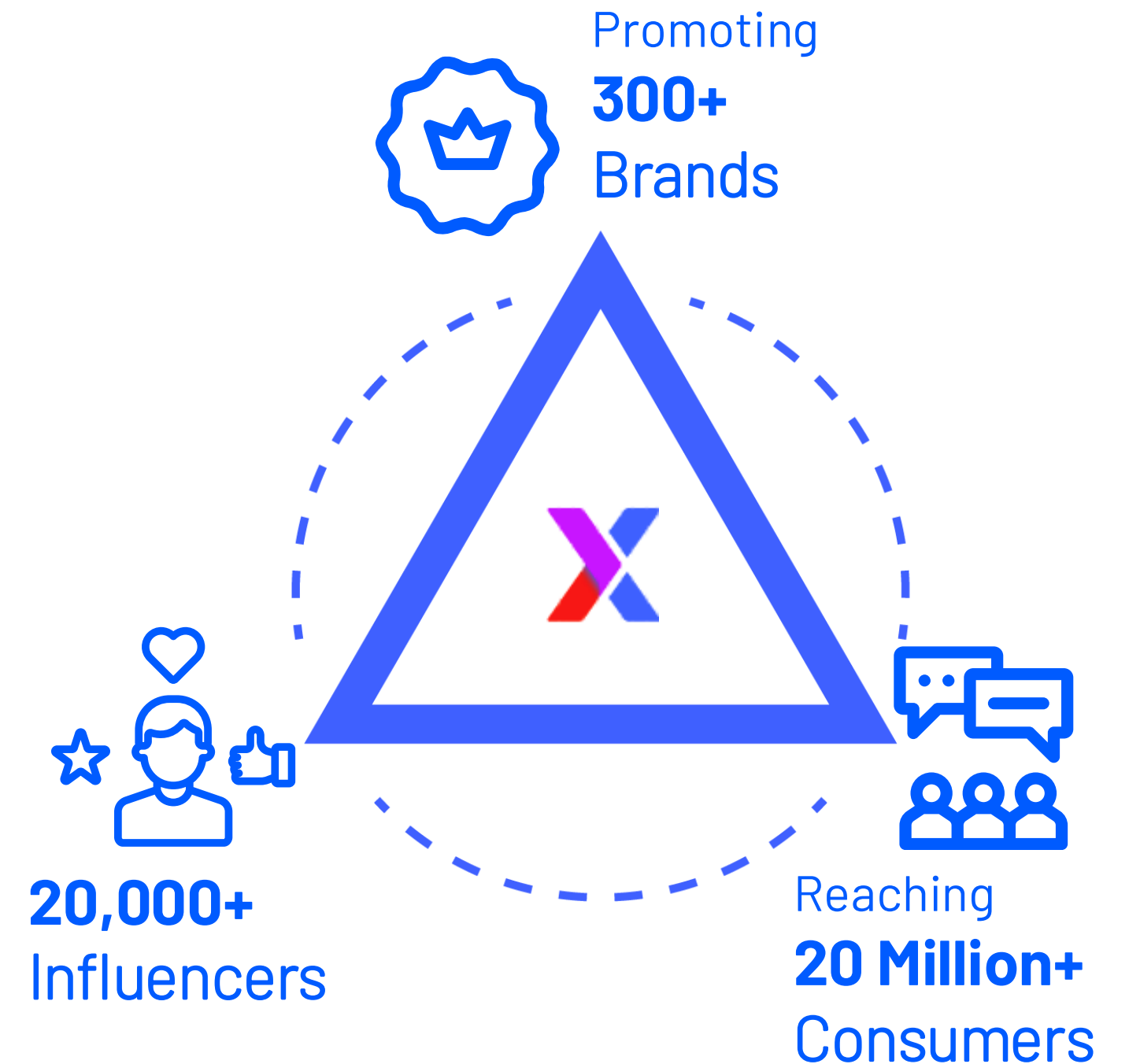
nuffnang^x

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DIGITAL MARKETING AGENCY

plata**punta**^x

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



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



A\$772 M
Valuation¹

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



A\$433 M
Market capitalisation (previously NASDAQ: RUHN)

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



A\$5M
Market capitalisation (ASX:XGL)

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



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

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Trusted by Global and Regional Brands

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| Agency partners | Beauty, Personal care | FMCG / QSR | Mother & baby | Fashion |
|-----------------|-----------------------|------------|---------------|---------|
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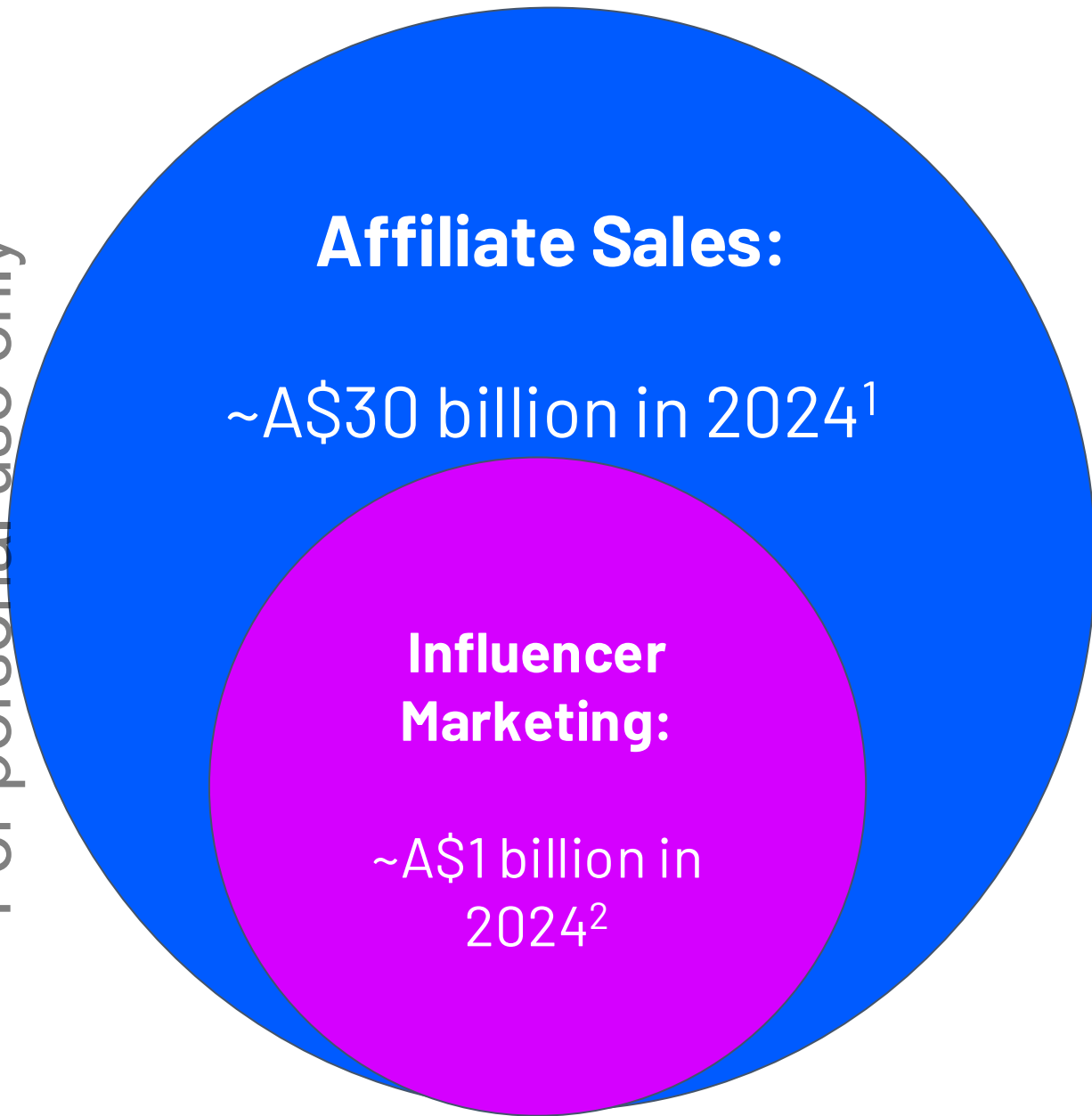


| Tech & Gadgets | Manufacturing | National | Marketplace | Education | Financial institutions | Real estate | Beverage |
|----------------|---------------|----------|-------------|-----------|------------------------|-------------|----------|
|----------------|---------------|----------|-------------|-----------|------------------------|-------------|----------|



Sizeable opportunity across Southeast Asia

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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 2024⁶
- **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

¹e-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/>

³Population data : World Bank

⁴https://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>

⁷<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>

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

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



Accelerated Scale

Xamble

3
Countries

292
Campaigns

72
Brands

20
Celebrities
Avg 1mil followers

500
Macro
Avg 50k followers

1,273
Micro
Avg 20k followers

6,054
Nano/Seeders
Avg 5k followers

290
Affiliates

Creators

YouthsToday

7
Countries

370
Campaigns

65
Agencies

0
Celebrities
Avg 1mil followers

150
Macro
Avg 50k followers

750
Micro
Avg 20k followers

11,402
Nano/Seeders
Avg 5k followers

0
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

19,233 (2.77x)

Agency Relationships

65 (3.42x)

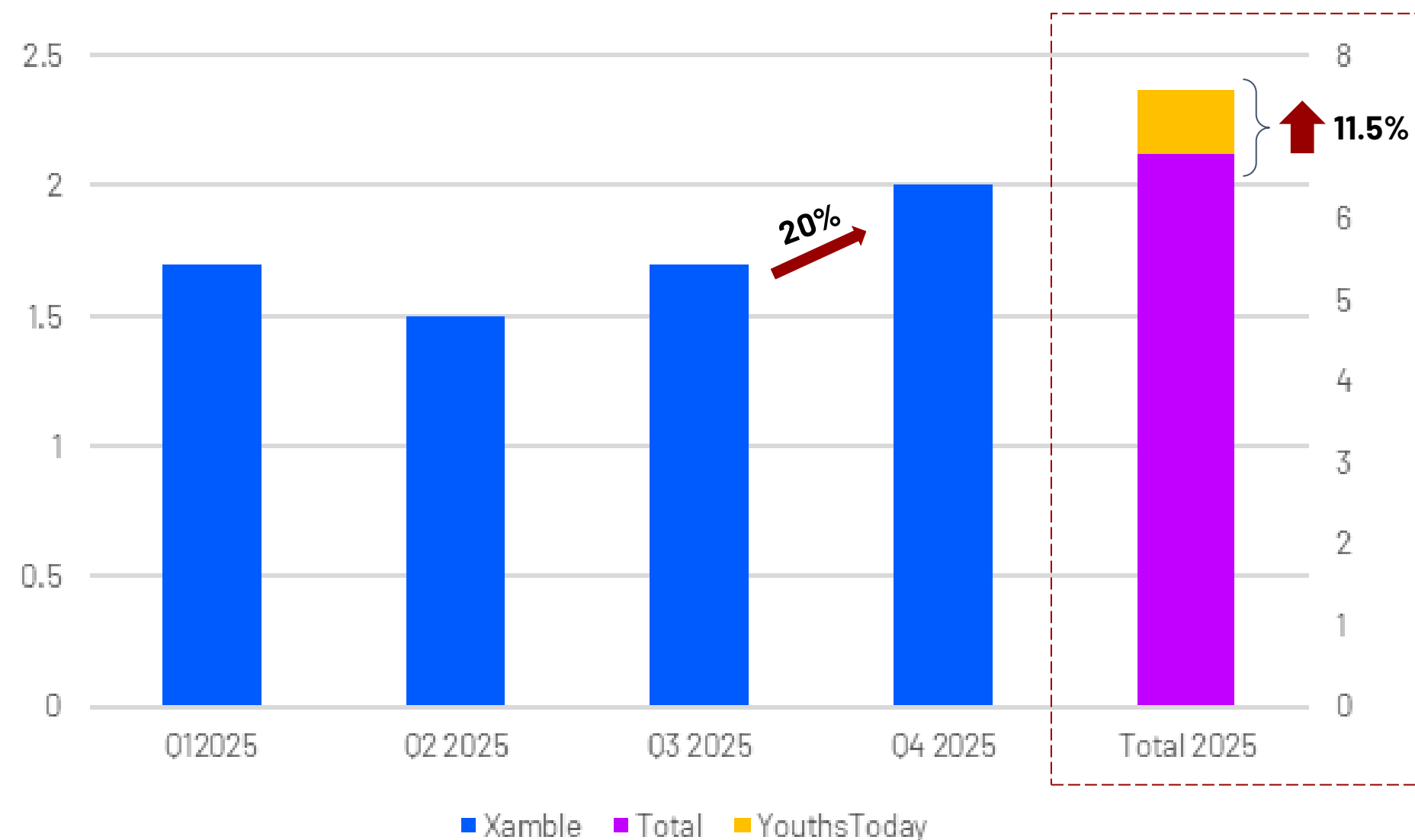
Markets Covered

7 (from 3)

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

Material Financial Contribution to XGL

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



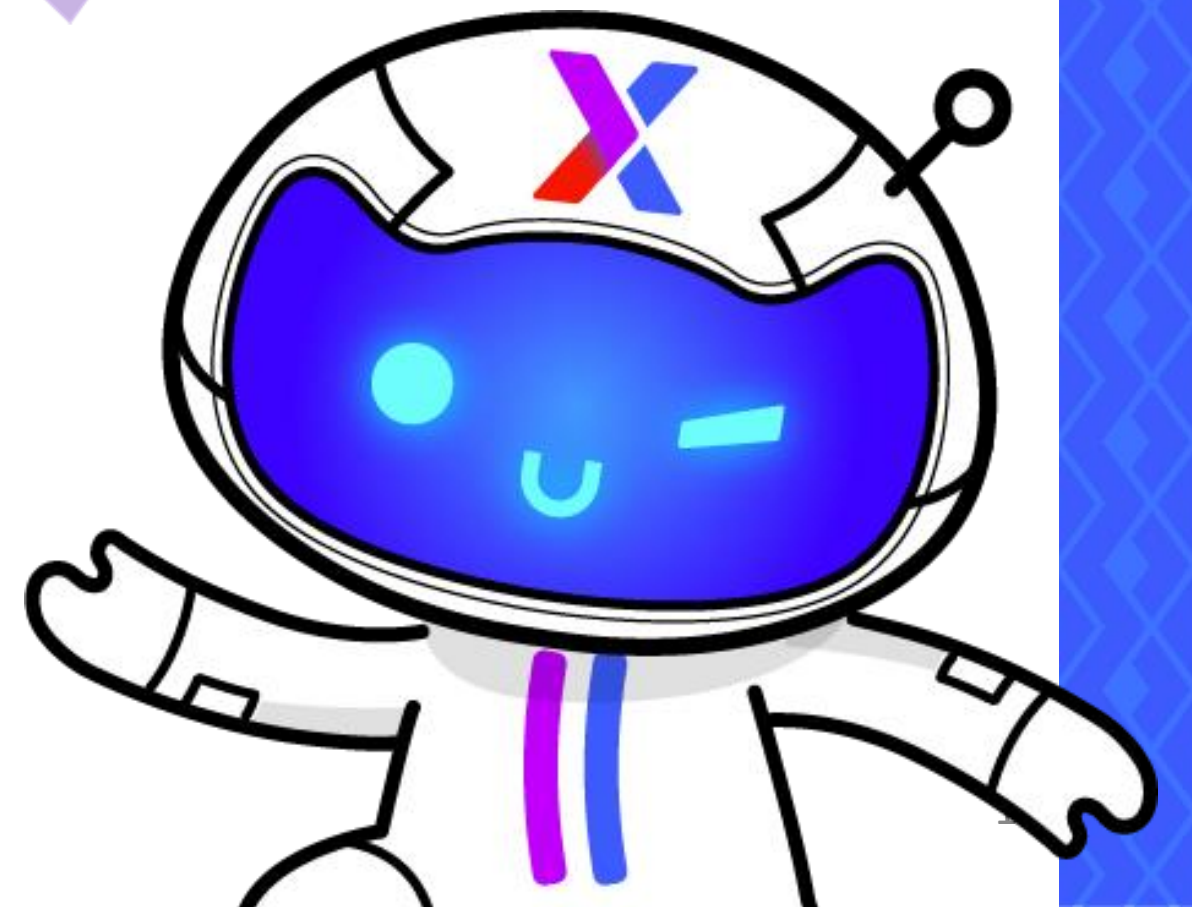
¹ All 2025 figures represented are unaudited

- 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**.

Building on Foundations



Continuing its growth trajectory
with improving profitability



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% |

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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

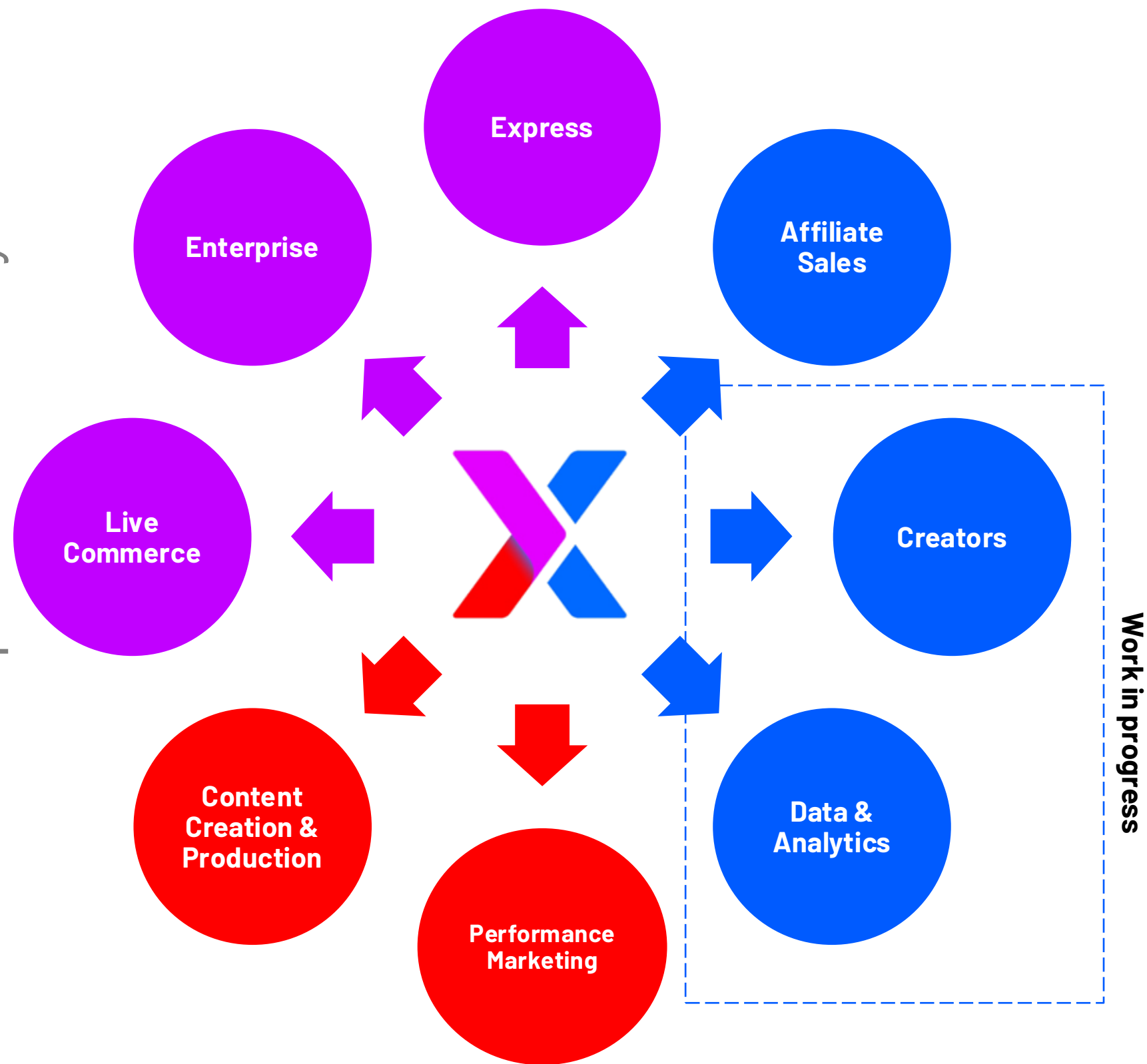
Phase 3

- 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

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Xamble Commercial Models

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Work in progress



| | 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 |

To Accelerate

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TODAY

Influencer Services Provider

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

NEXT

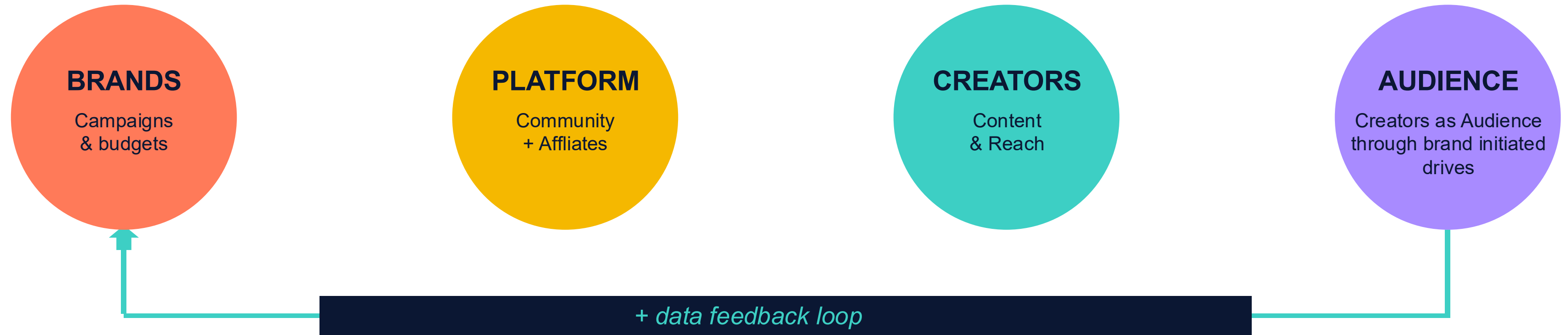
Community-Powered Platform

- 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.

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Thank you



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