

ASX RELEASE

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Operational Update: Launch of Xamble's Creators Academy

Xamble Group Limited (ASX:XGL) ("Xamble" or the "Company"), a leading influencer marketing platform and social commerce enabler in Southeast Asia, is pleased to provide a Company update and announce the launch of the Xamble Creators Academy, following the successful completion of its partially underwritten renounceable rights issue which widened the shareholder base by 10%.

Quarter-to-Date Highlights

| Description | Q3 2025 (to 15 Sept) | Q3 2024 | YoY Growth |
|---|----------------------|--------------------|------------|
| App downloads | 10,447 | 4,319 | 142% |
| Monthly Active Users | 1,661 | 871 | 91% |
| Xamble Community Influencers² | 3,892 | 2,070 | 88% |
| New Brands Onboarded | 15 | 5 | 200% |
| Transactions Facilitated (orders) | 20,641 | 8,394 ¹ | 146% |

¹ Volume based on Q4 2024 as tracking began in September 2024

² Defined as Influencers onboarded on to the App with fully linked social media accounts

The Company has continued to see strong momentum across its creator ecosystem. As of 15 September 2025, the platform has seen continued increase in app downloads to 10,447 and seen Xamble's Community Influencers grow to 3,892, representing a 142% and 88% increase year-on-year respectively. While holiday seasonality has contributed to a drop in monthly active users within the quarter, engagement levels remain robust.

In parallel, Xamble's social commerce metrics continues to scale, with total transactions increasing from 16,697 in Q2 2025 to 20,641 midway through Q3 2025. From a commercial perspective, on top of the 15 new brands onboarded across the quarter so far, repeat brand usage has also grown steadily, with 52% of brands conducting multiple campaigns through the platform. This highlights the ability of Xamble's model in delivering consistent, measurable outcomes.

"These results underline the inherent strength of Xamble's ecosystem and the scalability of its model, with growing creator adoption, rising transaction volumes, and deepening brand relationships driving sustainable growth, we are confident Xamble is on a clear trajectory to realising our vision of being the most influential technology company for creators in Southeast Asia," said Xamble CEO, Jason Thoe.

Following the successful rollout of the Xamble Platform, the launch of Xamble's Creators Academy marks Xamble's next strategic initiative designed to transform the way creators build their careers and engage with digital audiences across Southeast Asia. Creators can now access the content within the Creators Academy through multiple channels including offline workshops, online videos, and bite sized content through social channels.

By offering structured training and access to Xamble's entrepreneur toolbox, the Creators Academy strengthens Xamble's ecosystem in three critical ways:

Creator Empowerment: equipping creators with skills to grow their audiences, sharpen their content strategies, and monetise more effectively.

Brand Value Creation: ensuring brands can connect with a growing pool of trained, certified creators who are able to deliver measurable business outcomes.

Ecosystem Scalability: expanding Xamble's reach across Southeast Asia and reinforcing its competitive advantage.

"By combining education, technology and community, Xamble is building on the foundation of a professional and trusted creator economy in Southeast Asia. We see Xamble's Creators Academy going beyond just being a training platform to serve as a launchpad for the next generation of digital entrepreneurs. By equipping creators with the skills to thrive, we are also enhancing the value we deliver to brands and strengthening Xamble's competitive advantage", said Jason.

He adds, *"having successfully established the Xamble Creators App and Platform, we are now elevating the ecosystem by investing directly in creator development. This ensures stronger outcomes for not only creators, but also greater value for brands, and a scalable engine for long-term growth. We see this as a defining step in positioning Xamble as a leading force in Southeast Asia's creator economy."*

Since its pilot commencement, over 2,000 creators, with an estimated combined following of more than 2.6 million, have engaged with the content within Xamble's Creators Academy. Some of the topics covered include creator personal branding, social media growth tactics, future proofing content creation with the use of AI tools, basics of affiliate marketing and others. As part of the launch, Xamble has partnered with 8 established local education institutions to support the growth of creators with significant early demand already evident from the institutions and budding creators alike.

Please visit: <https://academy.xamble.com/> for more information about Xamble's Creators Academy

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

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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.