

ASX RELEASE**12 December 2025****Xamble Integrates Creator App with Lazada to Expand Affiliate Capabilities**

Xamble Group Limited (ASX:XGL) “**Xamble**” or the “**Company**” is pleased to announce the integration of the Xamble Creator App with Lazada (owned by global tech conglomerate Alibaba HKG: 9988, NYSE: BABA), one of Southeast Asia’s leading e-commerce platforms with an estimated 160 million monthly active users¹. The integration enables creators across Malaysia and soon, across Southeast Asia, to seamlessly participate in Lazada’s affiliate program directly through Xamble’s ecosystem.

This integration represents an important milestone in Xamble’s strategy as the addition of Lazada complements Xamble’s existing affiliate integrations and underscores the Company’s strategy to build a unified, multi-market creator commerce engine.

The integration delivers:

- A unified affiliate workflow allowing creators to create affiliate links, promote products on Lazada, and tracking performance within the Xamble environment.
- Enhanced earnings transparency through in app performance tracking and commission reporting.
- Increased scale and efficiency as Xamble gears up to expand its footprint in the fast-growing affiliate commerce sector across Southeast Asia.
- Potentially more recurring income for both Xamble and creators

“Integrating Lazada into the Xamble Creator App is an important step forward in building Southeast Asia’s most comprehensive creator commerce ecosystem. This partnership strengthens our affiliate model, expands income opportunities for creators, and reinforces our position as a trusted platform for brands and digital marketplaces. We are committed to enabling creators to earn more, with less friction, and this integration is an important milestone in that journey,” commented Jason Thoe, CEO of Xamble.

The Company is also pleased to report strong social commerce performance for October and November 2025, supported by heightened activity around regional 10.10 and 11.11 e-commerce campaigns. In the first two months of the 4th quarter 2025, Xamble facilitated 51,424 orders across its Live and Affiliate offerings, compared to 31,520 across the whole of the 3rd quarter 2025, as brands increased promotional spend and creators responded with higher campaign participation. The positive momentum provides a solid foundation heading into the 1st quarter of 2026, where creator commerce activity typically remains elevated due to the festive periods.

The Lazada integration is now live for creators in Malaysia with further enhancements scheduled for release over the coming quarters.

¹ <https://cube.asia/read/lazada-insights-southeast-asia-ecommerce-market/>

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.



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