

## ASX RELEASE

28 January 2026

### **XAMBLE LAUNCHES AI-POWERED CREATOR RECRUITMENT TO ACCELERATE CAMPAIGN EXECUTION**

**Xamble Group Limited (ASX:XGL)** ("**Xamble**" or the "**Company**" together with its subsidiaries, the "**Group**"), a leading influencer marketing and creator-commerce platform in Southeast Asia, is pleased to announce the launch of its AI-powered creator recruitment agent, "Sydney", designed to streamline how creators are invited, onboarded, and activated for campaigns.

Creator recruitment has traditionally been the most operationally intensive aspects of influencer marketing and affiliate campaigns, often requiring repeated follow-ups and manual coordination. By removing manual processes and accelerating creator activation through Sydney, Xamble materially reduces the cost and time required to scale its creator and affiliate base while potentially improving response and acceptance rates.

At a high level, Sydney's recruitment workflow:

- Delivers campaign invitations directly through the Xamble App
- Triggers smart follow-ups when creators do not respond
- Onboards new creators by guiding them to download the app and apply for campaigns
- Tracks delivery, response, and acceptance status for greater transparency

#### **Accelerating growth of Affiliates through AI**

Leveraging n8n's platform and supported by Google's Gemini on the generative elements, Sydney's launch potentially acts as a catalyst for growth in Xamble's social commerce and affiliate network. Rather than relying on linear headcount expansion to recruit creators, Sydney enables continuous, always-on outreach at scale. This transforms creator acquisition into a repeatable, automated growth engine, increasing affiliate supply while lowering acquisition costs.

As Xamble's affiliate unit economics are designed to scale efficiently, for each transaction, revenue is shared between the seller, the creator affiliate who drives the sale (typically 8%-15%), and Xamble, which retains a platform transaction fee (between 3%-10%). As per industry standards, affiliate commissions are only paid on completed purchases, directly aligning customer acquisition costs with realised revenue. With minimal marginal cost per additional transaction, increasing the network volume delivers operating leverage, higher lifetime customer value, and improving unit economics over time.

Initial internal tests have shown that Sydney improves the time to recruitment to campaigns compared to the manual process, by at least 50%.

#### **CEO Statement:**

"This release marks a launchpad moment for Xamble. With Sydney, we are transforming creator recruitment from a manual, resource-heavy process into an efficient AI-driven growth engine. This capability allows us to scale our affiliate network faster, at lower cost, and with improving unit

economics as volume grows. This also builds on Xamble’s existing AI products, including AI-assisted tools that help creators generate social media captions. Together, these initiatives reflect Xamble’s broader strategy to apply AI across both creator-facing experiences and internal workflows.

We see strong potential in automating creator acquisition and activation, and we believe this positions Xamble to accelerate operational efficiencies that drive revenue growth while building a durable competitive advantage across the influencer marketing and social commerce space.”

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

**For further information, please contact:**

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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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