

ASX RELEASE

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XAMBLE EXPANDS CREATOR COMMERCE WITH SHOPEE INTEGRATION AND INFLUENCER DISCOVERY PLATFORM

Xamble Group Limited (ASX: XGL) ("Xamble" or the "Company") is pleased to provide the following update on its activities during Q1 FY26 including two significant developments that expand the capabilities of its creator economy platform: the successful integration of Shopee into the Xamble Creator App, and the commercial launch of the Xamble Influencer Discovery Platform as a subscription-based product.

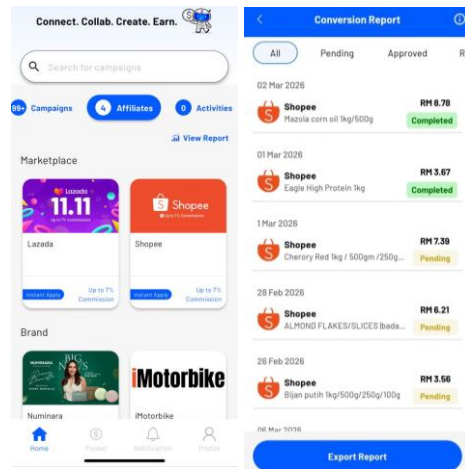
Creators can now generate Shopee affiliate links, promote products, and monitor campaign performance directly within the Xamble platform – without navigating multiple external sites or apps.

Shopee is a leading e-commerce marketplace across Southeast Asia, operated by NYSE-listed Sea Limited. The platform serves a large and growing ecosystem of merchants, brands, and consumers across multiple regional markets, making it a strategically important addition to Xamble's affiliate commerce infrastructure.

Strategic Rationale

The Shopee integration marks an important step in Xamble's strategy to consolidate major regional commerce channels within a single creator platform. Xamble now supports affiliate partnerships across leading brands, as well as two of Southeast Asia's largest e-commerce marketplaces, Lazada and Shopee, providing creators with a significantly broader range of commerce opportunities from a unified interface.

This consolidation is designed to reduce operational friction for creators managing campaigns across multiple platforms, enabling more efficient product discovery, campaign execution, and performance monitoring.



Continued Momentum

Following strong Q4 2025 performance, transaction activity has continued to demonstrate solid momentum into the new calendar year. The platform facilitated 48,629 orders over the first 2 months of 2026, building on the elevated activity driven by the 11.11 and 12.12 campaign periods in Q4 2025. This sustained level of activity highlights the platform's ability to maintain strong engagement beyond peak retail events, reinforcing the durability of transaction growth as the network of brands, creators, and users continue to expand.

Description	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026
Transactions facilitated (orders)	25,142	31,179	26,897	22,406	25,223

Building on strong brand adoption growth during FY2025, Xamble has recently secured a significant commercial engagement with a leading global technology brand. The agreement, valued at approximately RM1.3 million (~A\$468k¹), will see the brand leverage Xamble's creator network to drive its large-scale regional marketing activations in Q2 2026.

¹ Converted at the average exchange rate for the period of 1 MYR = 0.36 AUD (source: Bloomberg)

This partnership reflects growing recognition among major consumer brands of Xamble's ability to deliver measurable engagement and commerce outcomes through its integrated influencer platform, and further strengthens the Company's pipeline of enterprise brand collaborations heading into FY2026.

Launch of the Xamble Influencer Discovery Product

Xamble is also pleased to launch the Xamble Influencer Discovery Platform as a new subscription-based product designed to help marketing agencies and brands efficiently identify and engage the most relevant creators for their campaigns.

The platform has been an integral part of Xamble's product suite for the past 12 months, utilised by Xamble's internal team and a select group of annual retainer clients. The decision to open access to a broader subscription audience reflects both the product's proven capability and a clear market opportunity: the influencer marketing industry continues to grapple with time intensive, often subjective creator sourcing processes that limit campaign efficiency at scale.

By making this data-driven discovery environment more widely accessible, Xamble is positioned to reduce sourcing timelines, improve creator-campaign alignment, and establish itself as the platform of choice for influencer marketing execution, not only for its existing client base, but for marketing practitioners across the region.

Platform Capabilities

The Xamble Influencer Discovery Platform provides agencies and brands with a comprehensive suite of discovery and analytical tools:

Reach & Engagement Metrics
Understand KOL's total reach potential

Followers	Engagement rate
19.1K	11.63%
Average views per reel	Primary audience age
155.4K	25-34

What it shows: This shows the creator's follower count (19.1K) and actual engagement rate (11.63%). Brands use this to estimate campaign reach and audience responsiveness.

Gender Demographics
Audience gender breakdown for targeting

Donut chart showing Male (60%) and Female (40%).

What it shows: Displays the male (60%) vs female (40%) split of followers. This helps brands determine if the KOL's audience matches their target customer profile.

Age Distribution
Target the right age demographic

Bar chart showing follower age ranges.

What it shows: Bar chart showing follower age ranges. Height of each bar indicates the concentration of followers in that age bracket, revealing the primary demographic segment.

Geographic Reach
Audience location for regional targeting

Horizontal bar chart showing top countries and cities.

What it shows: Shows top countries and cities where followers are based. Percentages reveal geographic concentration, essential for location-specific campaigns and market expansion strategies.

Follower Authenticity Analysis
Verify real vs fake followers for budget protection

Donut chart showing categories: Real, Suspicious, Mass Followers, Influencers, Fake.

What it shows: Categorizes followers by authenticity: Real (genuine active users), Influencers (verified accounts), Mass Followers (accounts following 1000+ people), Suspicious (potential bots/fake accounts). Critical for ROI assessment.

Audience Interest Categories
What topics resonate with followers

Horizontal bar chart showing interest categories like Clothes, Shoes, Handbags & Accessories, Restaurants, Food & Grocery, etc.

What it shows: Shows the top interest categories followers engage with across Instagram. Percentages reveal content affinity—what types of posts and brands this audience naturally gravitates toward.

Top Performing Content
Historical content performance insights

Grid of video thumbnails showing top-performing content.

What it shows: Analyzes the creator's best-performing posts to identify patterns in content style, format, and themes. Shows what creative approaches generate the highest engagement.

- Data-driven creator discovery
Identify the right creators using 15+ data points including engagement rate, follower count, past content performance, and audience demographics.
- Extensive audience insights
Deep audience analytics including city-level audience distribution and coverage across 20+ audience interest categories.
- Transparent creator metrics
Clear visibility into authentic vs. mass-followed accounts to support higher quality campaign decision-making.

¹ Converted at the average exchange rate for the period of 1 MYR = 0.36 AUD (source: Bloomberg)

- Advanced smart filters
Flexible filtering by category, topic, audience demographics, and creator tier, enabling discovery of both emerging and established creators.
- Similar creator recommendations
AI-assisted lookalike creator suggestions to broaden campaign reach with audiences that mirror existing high-performing creators.

Together, the Shopee integration and the Influencer Discovery Platform as a standalone product represent meaningful progress in Xamble's ambition to build the region's leading creator economy platform. This progress is underpinned by the Company's continued operational momentum and further supported by the recent commercial engagement with a leading global technology brand, a partnership that validates Xamble's capacity to deliver measurable outcomes for enterprise-scale clients and strengthens the Company's growing pipeline of major brand collaborations heading into FY2026.

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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<https://investors.xamble.com/link/y0z0Vr>

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