

ASX RELEASE**01 October 2026****XAMBLE STRENGTHENS LEADERSHIP AND GOVERNANCE TO SUPPORT NEXT PHASE OF GROWTH;
ADRIAN TAN APPOINTED PERMANENT CEO, GEORG JOHANN CHMIEL APPOINTED NON-EXECUTIVE
CHAIR****HIGHLIGHTS**

- **Adrian Tan appointed permanent Chief Executive Officer, moving from the interim role to lead the Company's next phase of execution and growth**
- **Ganesh Kumar Bangah stepping down as Non-Executive Chair due to his involvement in strategic Malaysian national-level initiatives; Ganesh to become a Board Advisor, remaining a substantial shareholder and continuing to support the Company**
- **Georg Johann Chmiel appointed to Non-Executive Chair, reinforcing Board leadership and governance continuity**
- **Leadership changes ensure Board continuity and management focus as the Company builds on the momentum reported in Xamble's H1 FY2026 results in which Group revenue grew 16% to A\$3.64 million and underlying business EBITDA turned positive in the June quarter**
- **The changes take effect from 1 October 2026**

Xamble Group Limited (ASX:XGL) ("Xamble" or the "Company", together with its subsidiaries, the "Group") today announces changes to its Board and executive leadership designed to strengthen governance, provide dedicated executive leadership, and support continued execution of the Company's growth strategy. The changes build on the operating momentum reported in Xamble's results for the six months ended 30 June 2026 (H1 FY2026). In that period, Group revenue grew 16% to A\$3.64 million, underlying business EBITDA turned positive in the June quarter, and the Group's net loss narrowed by two-thirds. The leadership changes announced today are intended to position the Company to build on this momentum in H2 FY2026 and beyond, and take effect from 1 October 2026.

STRENGTHENING LEADERSHIP FOR THE NEXT PHASE OF GROWTH

Adrian Tan, who is serving as the Company's Interim Chief Executive Officer, has been appointed permanent Chief Executive Officer. With Xamble's turnaround gaining traction, the Board believes the appointment provides greater leadership continuity, management focus and accountability as the Company seeks to accelerate execution across its Southeast Asian markets. The Board considers the appointment a vote of confidence in Adrian's leadership to date and in the Company's ability to progress its growth strategy from a stronger operating base.

The Company's near-term priorities include converting H1 FY2026 momentum into sustainable revenue growth, maintaining disciplined cost control, deepening client and creator relationships across core Southeast Asian markets, and continuing to develop its platform-led capabilities.

BOARD CHANGES

Ganesh Kumar Bangah has stepped down as Non-Executive Chair and as a Director of the Company following his recent appointment as Non-Executive Chair of the Malaysia Digital Economy Corporation (MDEC), the Malaysian Government agency under the Ministry of Digital responsible for driving the nation's digital economy. This appointment represents a significant nation-building mandate, with Ganesh supporting closer collaboration between government and industry to advance investment, innovation and the continued development of Malaysia's technology ecosystem. The Board thanks Ganesh for his leadership and contribution through an important period of transformation. He will continue to support the Company as Board Advisor and remains a substantial shareholder,

ensuring continued strategic alignment and access to his experience, counsel and network during the transition and beyond.

Concurrently, Georg Johann Chmiel has been elected as Non-Executive Chair of the Board. Georg Johann Chmiel's appointment provides experienced Board leadership and continuity as the Company focuses on execution, governance discipline and value creation. Georg Johann Chmiel is a Kuala Lumpur-based technology entrepreneur and company director with extensive experience building and governing technology businesses in Malaysia and across Southeast Asia. He is Co-Founder and Chairman of Juwai-IQI, an ASEAN property technology group, and former Managing Director of iProperty Group (ASX:IPP) and former Executive Chair of iCarAsia (ASX:ICQ).

Following these changes, the Board comprises Georg Johann Chmiel (Non-Executive Chair), Robert William Sultan (Non-Executive Director) and Joanne Khoo Su Nee (Non-Executive Director).

BOARD COMMENTARY

Incoming Non-Executive Chair, Georg Johann Chmiel, said:

"On behalf of the Board, I want to thank Ganesh for his leadership and contribution over the years, and we are all pleased that he will continue to support Xamble as a Board Advisor and as a substantial shareholder."

"Our H1 FY2026 results showed encouraging evidence that the turnaround plan is working, and now is the right time to support that progress with a permanent Chief Executive Officer appointment. Adrian's appointment reflects the Board's confidence in his leadership, execution focus and understanding of the business, and I look forward to working closely with him and the rest of the team as we build on this momentum into H2 FY2026 and beyond."

Outgoing Non-Executive Chairman, Ganesh Kumar Bangah, said:

"It has been a privilege to lead Xamble through this period of transformation, and seeing that work translate into a return to revenue growth and positive EBITDA in H1 FY2026 is a proud moment. With the turnaround now taking hold, I believe this is the right time to hand the Chair to Georg and to support the Company in a different capacity as Board Advisor. I remain a committed shareholder and look forward to continuing to support the Board and management team as they focus on disciplined execution and long-term value creation for all stakeholders."

The key terms of Adrian Tan's appointment are summarised as follows:

Role	Chief Executive Officer
Commencement Date	1 October 2026
Term	No fixed term. Employment will be ongoing until terminated by either party in accordance with the employment agreement. The employment agreement replaces Adrian Tan's service agreement as Interim Chief Executive Officer dated 27 April 2026.
Location	Kuala Lumpur, Malaysia
Total Fixed Remuneration	MYR45,000 basic salary per month (equivalent to approximately AUD15.7k).
Short-term Incentive	Up to a maximum of 25% of annual basic salary (equivalent to three months' basic salary) to be paid in cash upon achievement of the objectives and key results set by the Company.



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Long-term Incentive	Participation in the Company's Employee Securities Incentive Plan for unlisted options (representing 1.5% of the Company's share capital) at an exercise price of AUD0.012 per option, granted on commencement. Options will vest over three years (tenure-based). Subject to continued employment and all necessary approvals, a further grant of unlisted options over 1.5% of the Company's share capital on each of 1 October 2028 and 1 October 2030, at an exercise price equal to the VWAP of the Company's shares for the preceding month of September plus 10%. Each grant will vest over three years (tenure-based).
Termination	3 months' notice period, or 3 months' basic salary in lieu of notice, by either party.
Other Provisions	The employment agreement contains standard provisions regarding duties, leave entitlements, confidentiality, intellectual property, indemnity, D&O insurance and post-employment restrictions.

This announcement was approved for release by the Xamble 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, spanning seven markets including Malaysia, Singapore, Thailand, Vietnam, Indonesia, the Philippines, and Myanmar. The Group 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.