

AUDIENCE ANALYTICS LIMITED
(Incorporated in the Republic of Singapore)
(Company Registration Number: 202113626W)

CLOSING OF SUBSCRIPTION OF SHARES IN SNOWBALL JOINT STOCK COMPANY

The board of directors (the “**Board**” or “**Directors**”) of Audience Analytics Limited (the “**Company**”) refers to the Company’s announcement on 15 May 2025 in relation to the proposed subscription by the Company of 342,858 new ordinary shares with registered par value of VND10,000 each in Snowball Joint Stock Company (“**Snowball JSC**”). All capitalised terms herein shall, unless otherwise defined herein, bear the meanings ascribed to them in the announcement dated 15 May 2025.

The Board wishes to announce that the Closing of the Share Subscription has taken place, and the Subscription Shares have been issued to the Company. Accordingly, the Company holds 30% of the total issued share capital of Snowball JSC and Snowball JSC has become an associated company of the Company. The Shareholders’ Agreement has also been entered into on the Closing Date.

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
1 July 2026

*This announcement has been reviewed by the Company’s sponsor, ZICO Capital Pte. Ltd. (the “**Sponsor**”).*

*This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made, or reports contained in this announcement.*

The contact person for the Sponsor is Ms. Leong Huey Miin, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone (65) 6636 4201.