

FOR IMMEDIATE RELEASE

Audience Analytics Completes Subscription of 30% Stake in Snowball Joint Stock Company

Singapore, 1 July 2026

1. Audience Analytics Limited (“**Audience Analytics**”, or the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce the successful completion of the Group’s subscription of a 30% equity interest in Snowball Joint Stock Company (“**Snowball JSC**”). Following the completion of the subscription, Snowball JSC has become an associated company of the Group.

2. Pursuant to the share subscription agreement dated 15 May 2025, the Company subscribed for 342,858 new ordinary shares in Snowball JSC for an aggregate consideration of VND17.50 billion (approximately S\$0.87 million), which was fully satisfied in cash. The subscription shares represent 30% of the enlarged issued share capital of Snowball JSC.

Expanding Exhibition Capabilities in Vietnam

3. Snowball JSC is a Vietnam-incorporated company principally engaged in management consultancy and the organisation of award and recognition programmes. Snowball JSC has been an existing business partner of the Group, supporting the organisation of award and recognition events in Vietnam.

4. In addition, in June 2025, the Group partnered Snowball JSC to organise the Vietnam Career & Training Fair, a large-scale annual career and training fair focused on job opportunities, career development and employability initiatives, particularly for fresh graduates and young professionals, further expanding its portfolio of exhibition and event platforms.

5. Based on the latest audited financial statements of Snowball JSC for the financial year ended 31 December 2024, Snowball JSC recorded a net profit after tax of VND12.91 billion (equivalent to approximately S\$0.69 million¹), and a net tangible assets value of VND24.69 billion (equivalent to approximately S\$1.32 million²) as at 31 December 2024.

¹ Based on the average exchange rate for the financial year ended 31 December 2024 of S\$1:VND18,756.

² Based on the closing exchange rate as at 31 December 2024 of S\$1:VND18,713.

Strategic Fit and Growth Opportunities

6. The completion of the subscription represents a strategic milestone in strengthening Audience Analytics' Business Impact Assessment and Recognition segment, while expanding the Group's exhibition capabilities in Vietnam. Leveraging Snowball JSC's experience in organising award and career focused exhibitions, local market knowledge and operational infrastructure, the Group expects to unlock synergies through the development of new exhibition formats, award programmes and cross-border business initiatives.

Shareholders' Agreement and Performance Alignment

7. On completion of the subscription, a shareholders' agreement was entered into between the Company, Snowball JSC and its existing shareholders. The agreement includes customary governance provisions as well as performance related undertakings designed to align Snowball JSC's long-term growth with the Group's strategic objectives.

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About Audience Analytics

Audience Analytics is a regional business enabler and growth platform in Asia, providing business impact assessment and recognition award programs, organising trade and consumer exhibitions and delivering digital and print business media. The Group has a presence in over 15 markets including Singapore, Malaysia, China and Vietnam. Its portfolio includes flagship brands such as SME Magazine, HR Asia, SME100 Award and the Golden Bull Award.

For more information, please visit <https://audience.asia/>

This press release has been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "Sponsor").



This press release 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 press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

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