

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

REALLOCATION ON THE USE OF PROCEEDS FROM THE INITIAL PUBLIC OFFERING

The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the Company’s offer document dated 14 September 2021 (“**Offer Document**”) in relation to the Company’s initial public offering (“**IPO**”) and listing of its shares on the Catalist board of the Singapore Exchange Securities Trading Limited on 30 September 2021, and the Company’s announcements or annual reports dated 25 February 2022, 31 March 2022, 30 June 2022, 3 August 2022, 23 February 2023, 7 August 2023, 26 February 2024, 5 April 2024, 5 August 2024, 26 February 2025, 4 April 2025 and 13 August 2025 in relation to the update on use of proceeds raised from the IPO (“**Announcements**”).

Unless otherwise defined herein, all capitalised terms used in this announcement shall bear the same meanings as defined in the Offer Document and the Announcements.

The Board wishes to announce the re-allocation of the net proceeds from the IPO of S\$4.12 million (“**Net Proceeds**”) in the following manner:

	Amount allocated as disclosed in the Offer Document (S\$'000)	Amount to be reallocated (S\$'000)	Revised allocation of Net Proceeds (S\$'000)	Amount utilised as at the date of this announcement (S\$'000)	Balance of Net Proceeds after reallocation as at the date of this announcement (S\$'000)
Development of the Group's Business Intelligence and Growth Analytics Segment	500	(500)	-	-	Nil
Expansion into new geographic market and new industry verticals and functional specialisations	500	1,000	1,500	(170)	1,330
Digitalisation of the Group's existing business operations	500	(500)	-	-	Nil
General working capital	2,618	-	2,618	(2,618)	Nil
Total	4,118	-	4,118	(2,788)	1,330

The Board has reviewed the utilisation of the Net Proceeds and, in view of the Group's evolving business strategy and market opportunities, believes that the reallocation of a total of S\$1.00 million from (i) the development of the Group's Business Intelligence and Growth Analytics Segment of S\$500,000, and (ii) and the digitalisation of the Group's existing business operations of S\$500,000, towards expansion into new geographic markets and new industry verticals and functional specialisations, is in the best interests of the Company and its shareholders. This reallocation will enable the Group to capitalise on growth opportunities in potential markets, strengthen its presence in new industry verticals such as the digital marketing segment, and support merger and acquisition opportunities. The Board believes this approach optimises the use of the Net Proceeds while remaining aligned with the objectives as disclosed in the Offer Document.

Save for the reallocation, the use of the Net Proceeds is in accordance with the intended use as disclosed in the Offer Document. The Company will continue to make periodic announcements via SGXNet on the utilisation of the balance of the Net Proceeds as and when such proceeds are materially disbursed. The Company will also provide a status report on the use of the Net Proceeds in its annual report(s) and financial result announcement(s).

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
2 January 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.