

AUDIENCE ANALYTICS LIMITED
(Incorporated in Singapore)
(Company Registration No.: 202113626W)

UPDATE ON ENTERPRISE ASIA CO., LTD.

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 and listing of its shares on the Catalist of the Singapore Exchange Securities Trading Limited on 30 September 2021.

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

The Board wishes to provide shareholders with an update on Enterprise Asia Co., Ltd. ("**EA Thailand**").

Background

As disclosed in the Offer Document, Datuk William Ng, the Company's Chairman and Managing Director, holds 49.0% of the issued and paid-up share capital of EA Thailand on behalf of the executive committee of the EA Entities (being Enterprise Asia Association Pte. Ltd., Enterprise Asia Association Limited and EA Thailand), and is a director of EA Thailand. EA Thailand had ceased operations since 1 November 2020 and would be filing for dormancy, and was expected to be struck off from the company register of Thailand thereafter.

Latest development with respect to EA Thailand

The executive committee of the EA Entities had decided not to strike off EA Thailand and had nominated Bunterng Ongvilawan ("**Mr. Bunterng**") to acquire all the shares in EA Thailand held by Datuk William Ng for nominal consideration, such consideration based on the par value of the shares of the EA Thailand in view of the not-for-profit nature of EA Thailand (the "**Share Transfer**"). In addition, Datuk William Ng will also resign as director of EA Thailand (the "**Resignation**"). The Share Transfer and the Resignation were completed in May 2024.

Mr. Bunterng is a citizen of Thailand and has been a member of the executive committee of the EA Entities for the past 10 years. Mr. Bunterng does not hold any shares in the Company and, save for his association with Datuk William Ng, and Dato' Ryan Ooi (the Executive Director of the Company), in the EA Entities, is unrelated to the Group, the Company's substantial shareholders, directors, executive officer, or their respective associates.

No potential conflict of interest

The Board is of the view that following the completion of the Share Transfer and the Resignation, any potential conflict of interests presented by EA Thailand has been effectively resolved in compliance with Part VIII of Chapter 4 of the SGX-ST Listing Manual Section B: Rules of Catalist.

By Order of the Board

Datuk William Ng
Chairman and Managing Director
16 May 2024

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. ("**Sponsor**"), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("**SGX-ST**") Listing Manual Section B: Rules of Catalyst.*

This announcement has not been examined or approved by 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, Director, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone (65) 6636 4201.
