

IMMEDIATE RELEASE

Audience Analytics Announces Strategic Acquisition of 30% Stake in VeecoTech

Singapore, 11 July 2025 – Audience Analytics Limited (“Audience Analytics” or the “Company”, and together with its subsidiaries, the “Group”) is pleased to announce that its wholly-owned subsidiary, Business Media International Sdn. Bhd. (**“Business Media”**), has entered into a share purchase agreement (**“SPA”**) to acquire 30,000 ordinary shares in VeecoTech Holdings Sdn. Bhd. (**“VeecoTech”**) from Lye Hong Loon and Kok Yuen Li (the **“Vendors”**), representing 30% of the issued and paid-up share capital of VeecoTech, for an aggregate consideration of up to RM5.39 million (equivalent to S\$1.63 million) (the **“Consideration”** and the acquisition of shares, the **“Acquisition”**).

The Consideration will be satisfied through the allotment and issuance of up to 5,437,775 ordinary shares in Audience Analytics to the Vendors (**“Consideration Shares”**) at a price of S\$0.30 per share (the **“Issue Price”**). The Issue Price represents a discount of approximately 9.1% to the volume weighted average price of S\$0.33 per share for trades done on the Singapore Exchange Securities Trading Limited (the **“SGX-ST”**) on 8 July 2025, being the last full market day the shares were traded prior to the signing of the SPA.

Performance-Based Payment Structure

The Acquisition is structured with performance milestones to align interests between the parties, and the Consideration will be paid in three tranches. The initial tranche of RM2.70 million (50% of the Consideration) will be paid by the allotment and issuance of 50% of the Consideration Shares. The second and third payment tranches, each representing 25% of the Consideration are contingent upon two of VeecoTech's subsidiaries achieving specific performance targets over the subsequent two financial years.

Accelerating Digital Optimisation

VeecoTech operates as an investment holding company with three wholly-owned subsidiaries specialising in (i) software and applications development, (ii) AI-enabled web portals and digital solutions, as well as (iii) advertising and content production services. Based on the latest unaudited combined financial statements for the 12-month financial period ended 31

December 2024, the VeecoTech Group recorded a profit before tax of RM3.45 million (equivalent to S\$1.00 million), and net asset value as well as net tangible asset value of RM7.14 million (equivalent to S\$2.17 million) as at 31 December 2024.

This Acquisition aligns with the Group's broader strategy to enhance its digital transformation and expand into the fast-growing technology sector. The VeecoTech Group offers AI-enabled technology solutions, full stack web and mobile development, system integration, multichannel digital marketing and productions, and integrated IoT solutions.

The Acquisition is expected to create operational synergies through joint development initiatives and cross-selling opportunities across the Group's existing client network. The Acquisition will also enable the Group to leverage VeecoTech's technical expertise and innovation-driven culture to strengthen the Group's digital infrastructure and improve customer experience.

Financial Effects

Based on pro forma calculations and certain key assumptions set out in the Company's announcement dated 11 July 2025, the Acquisition would have increased the Group's earnings per Share from 2.63 Singapore cents to 2.67 Singapore cents for FY2024, had the transaction been completed on 1 January 2024. Profit attributable to equity holders of the Company would have risen from S\$5.97 million to S\$6.21 million for FY2024.

Call Option for Additional Stake

As part of the transaction, Business Media will also enter into a shareholders' agreement with VeecoTech's existing shareholders, which includes a call option allowing Business Media to acquire up to an additional 21% stake in VeecoTech from its existing shareholders. This agreement provides the Group with flexibility to increase its investment in VeecoTech based on performance and strategic requirements, potentially raising its total shareholding to 51%.

Commenting on the Acquisition, Datuk William Ng, Chairman and Managing Director of Audience Analytics, said: ***"This strategic investment represents a step forward in our digital transformation journey. VeecoTech's experience in AI-enabled solutions and its technology capabilities will enhance our ability to serve clients whilst exploring new technology-driven business opportunities. We see great potential for collaboration that will drive long-term value creation for our shareholders whilst supporting our progress in digital innovation."***

Mr Alain Lye, Director of VeecoTech, remarked: ***"We are delighted to welcome the Audience Analytics group as a strategic partner. This partnership combines Audience Analytics's established market presence and extensive client network with our technological expertise and innovation capabilities. Together, we can accelerate the development of cutting-edge solutions whilst expanding our reach across new markets. The synergies between our organisations will enable us to deliver enhanced value to clients and create exciting opportunities for growth in the digital economy."***

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About Audience Analytics

Audience Analytics is a well-established business enabler with a presence in Singapore, Cambodia, China, Hong Kong, India, Indonesia, Macau, Malaysia, the Philippines, South Korea, Sri Lanka, Taiwan, Thailand, United Arab Emirates and Vietnam. With products ranging from printed publications and online portals to exhibitions and business award programs, Audience Analytics partners with business owners to grow their businesses. The Group's portfolio includes SME Magazine, HR Asia, Capital Asia, Mega Career Fair, SME Solutions Expo, Malaysia Career & Training Fair, Post Graduate Education Fair, ITX Asia, SME 100 Award, Golden Bull Award, HR Asia Best Companies to Work for in Asia Award and CXP Best Customer Experience Award.

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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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