

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

**ISSUANCE OF INITIAL CONSIDERATION SHARES PURSUANT TO ACQUISITION OF
30% OF THE SHARES IN VEECOTECH HOLDINGS SDN. BHD.**

The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the announcements on 11 July 2025, 13 October 2025 and 2 January 2026 in relation to the proposed acquisition by the Company’s wholly-owned subsidiary, Business Media International Sdn. Bhd., of 30% of the issued and paid-up share capital of VeecoTech Holdings Sdn. Bhd. (the “**Acquisition**”). All capitalised terms herein shall, unless otherwise defined herein, bear the meanings ascribed to them in the announcement dated 11 July 2025.

The Board wishes to announce that 2,718,887 new ordinary shares of the Company, being the Initial Consideration Shares, have been allotted and issued to the Vendors today, at the agreed issue price of S\$0.30 per Share, in satisfaction of the Initial Consideration of RM2,695,287.95 (equivalent to S\$815,666.37¹).

The Initial Consideration Shares have been issued free from any and all claims, charges, liens, mortgages, securities, pledges, equities, encumbrances or other interests whatsoever and shall rank pari passu with and shall carry all rights similar to the existing Shares except that the Initial Consideration Shares will not rank for any dividends, rights, allotments, or other distributions, the record date for which falls on or before the date of the allotment and issuance of the Initial Consideration Shares.

The Initial Consideration Shares are expected to be listed and quoted on the Catalist of the Singapore Exchange Securities Trading Limited on or about 21 January 2026 and trading of the Initial Consideration Shares is expected to commence with effect from 9.00 a.m. on the same date.

The listing and quotation notice from the SGX-ST in respect of the Consideration Shares is not an indication of the merits of the Consideration Shares, the Acquisition, the Company, its subsidiaries and their securities.

Following the allotment and issuance of the Initial Consideration Shares, the total number of issued Shares of the Company has increased from 229,942,876 Shares to 232,661,763 Shares.

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
19 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*

¹ Based on the exchange rate of S\$1:RM3.3044, being the mid-day exchange rate on 30 June 2025 published by Bank Negara Malaysia.

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.