

IMMEDIATE RELEASE

Audience Analytics Posts 29% YoY Increase in Net Profit, Proposes Higher Dividend Payout

- Revenue climbs 6% y-o-y to S\$15.6 million in FY2024
- Net profit rises 29% y-o-y to S\$6.0 million on the back of margin increase
- Net cash position of S\$21.6 million makes up around a third of the Group's market capitalisation of ≈S\$67 million¹
- Proposes final cash dividend of 1.50 Singapore cents per share, in line with recently announced dividend payout policy of at least 50% of profit attributable to equity holders

Singapore, 26 February 2025 – Audience Analytics Limited (“Audience Analytics” or the “Company”, and together with its subsidiaries, the “Group”) is pleased to announce its financial results for the six months and 12 months ended 31 December 2024 (“2H2024” and “FY2024” respectively).

Financial Highlights

S\$ (million) except for per-share item	2H2024	2H2023	y-o-y % change	FY2024	FY2023	y-o-y % change
Revenue	11.31	11.04	3%	15.57	14.63	6%
Gross Profit	6.81	6.35	7%	9.16	8.04	14%
Gross Profit Margin	60.2%	57.5%		58.8%	55.0%	
Net Profit	4.62	4.05	14%	5.97	4.64	29%
Net Profit Margin	40.8%	36.7%		38.3%	31.7%	
Diluted EPS* (Singapore cents)	2.02	1.77	14%	2.61	2.03	29%

* Based on the weighted average number of shares on issue which has been adjusted to include the bonus issue of 56,926,410 shares issued in January 2025 and new Shares to be allotted and issued in April 2025 pursuant to the vesting of the share awards granted.

	FY2024	FY2023	y-o-y % change
Proposed Dividend per share (Singapore cents)	1.500*	1.275**	17.6%
Payout ratio	57%	63%	

* Subject to shareholders' approval at the forthcoming annual general meeting of the Company.

** Adjusted based on 227,705,910 shares post 3-for-1 bonus share issue on 21 January 2025.

¹ As of 26 February 2025

Efficient cost management and a consistent demand for the Group's services led to the earnings growth in FY2024.

Revenue increased by S\$0.94 million, from S\$14.63 million in FY2023 to S\$15.57 million in FY2024. This growth is primarily due to a S\$1.04 million, or 7.7%, increase in revenue from the Business Impact Assessment and Recognition segment, attributed to price adjustments and consistent demand for the Group's various recognition programmes and impact assessment products. While the Exhibitions segment experienced a slight dip, the overall revenue growth highlights the Company's ability to capitalize on high-value opportunities.

FY2024 gross profit increased to S\$9.16 million from S\$8.04 million in FY2023 due to revenue growth and cost control measures. Consequently, the gross profit margin rose from 55.0% in FY2023 to 58.8% in FY2024.

Due to revenue growth, margin increase, higher interest income from fixed deposits and foreign exchange gains, offset by an increase in administrative expenses, FY2024 net profit surged 29% to S\$5.97 million from S\$4.64 million in FY2023.

The Group once again showcased its strong cash generation ability as its cash position rose S\$2.66 million from S\$18.95 million as at 31 December 2023, to S\$21.61 million as at 31 December 2024, despite distributing S\$2.90 million in dividends during the year.

A final dividend of 1.50 Singapore cents per share has been proposed, pending shareholders' approval at the upcoming annual general meeting. The proposed dividends for FY2024 represent a 17.6% increase compared to the FY2023 dividends of 1.275 Singapore cents per share (based on the adjusted number of ordinary shares following the 3-for-1 bonus share issue on 21 January 2025). This is consistent with the recently announced dividend payout policy of at least 50% of profit attributable to equity holders of the Company.

Looking ahead

The Group's Business Impact Assessment and Recognition segment has seen consistent demand due to steady economic growth in the Asia-Pacific region. Notable awards like the SME100 Award, HR Asia Best Companies to Work for in Asia Award, and Golden Bull Award continued to attract the participation of many companies seeking to boost their market

presence and brand recognition. The positive economic outlook may continue to drive demand for these programmes.

While the Exhibitions segment saw a slight dip in FY2024, with a favorable economic climate, events like the Malaysia Career & Training Fair are expected to attract higher participation rates and increased sponsorship opportunities. As companies ramp up their marketing and recruitment efforts in response to economic growth, demand for exhibition platforms is set to rise. Additionally, expansion beyond Malaysia presents exciting opportunities for further growth, reinforcing the segment's long-term potential.

The Group is also actively exploring merger and acquisition opportunities to complement its existing business segments and foster overall growth through inorganic means.

Whilst the outlook is positive, the Group remains aware of potential risks from the moderated view of the U.S. Federal Reserve's anticipated interest-rate easing trajectory, the uncertainty posed by the new administration in the U.S., and ongoing global geopolitical tensions. Vigilance in managing operations and a strategic focus on risk management and market expansion will be crucial for successfully navigating the rest of this year.

"Looking back on 2024, I am incredibly proud of our team's unwavering dedication and strategic vision, which have propelled us beyond the challenges of 2023," said Datuk William Ng, Chairman and Managing Director of Audience Analytics. **"Our relentless focus on innovation, efficiency, and expanding our market presence has delivered strong profit growth and set a solid foundation for even greater opportunities ahead. With momentum on our side, we remain committed to excellence and creating lasting value for our shareholders."**

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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. ("**Sponsor**").*

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