

**AUDIENCE ANALYTICS LIMITED**  
**(Company Registration No. 202113626W)**  
**(Incorporated in the Republic of Singapore)**

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**UPDATE ON THE USE OF PROCEEDS FROM THE INITIAL PUBLIC OFFERING**

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The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to (i) 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 (ii) the Company’s results announcement dated 25 February 2022 and its subsequent announcement dated 31 March 2022 in relation to the update on the use of proceeds raised from the IPO (“**Announcements**”).

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

Further to the Announcements, the Board wishes to provide an update on the use of net proceeds as below:

	<b>Amount allocated (as disclosed in the Offer Document)</b> <b>(\$\$’000)</b>	<b>Amount utilised as at 31 March 2022<sup>(1)</sup></b> <b>(\$\$’000)</b>	<b>Amount utilised from 1 April 2022 up to the date of this announcement</b> <b>(\$\$’000)</b>	<b>Balance as at the date of this announcement</b> <b>(\$\$’000)</b>
Development of the Group’s Business Intelligence and Growth Analytics Segment	500	-	-	500
Expansion into new geographic market and new industry verticals and functional specialisations	500	-	170 <sup>(2)</sup>	330
Digitalisation of the Group’s business operations	500	-	-	500
General working capital	2,618	451	445 <sup>(3)</sup>	1,722
<b>Total</b>	<b>4,118</b>	<b>451</b>	<b>615</b>	<b>3,052</b>

**Notes:**

- (1) Please refer to the respective Announcements for further details on the use of net proceeds.
- (2) Relates to payment for the acquisition of intellectual property rights for an award under the Business Impact Assessment and Recognition Segment.
- (3) Relates to payments made for staff payroll.

The Company has utilised the net proceeds in accordance with its intended use as disclosed in the Offer Document.

**BY ORDER OF THE BOARD**

**NG YAN MENG**

**Chairman and Managing Director**

**30 June 2022**

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

*This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this notice, 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.*