

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

PROPOSED ISSUE OF UP TO 5,437,775 NEW ORDINARY SHARES IN THE CAPITAL OF THE COMPANY PURSUANT TO THE PROPOSED ACQUISITION OF 30% OF THE SHARES IN VEECOTECH HOLDINGS SDN. BHD. – RECEIPT OF LISTING AND QUOTATION NOTICE

The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”) refers to the announcement on 11 July 2025 in relation to the entry by the Company’s wholly-owned subsidiary, Business Media International Sdn. Bhd., into a share purchase agreement with Lye Hong Loon and Kok Yuen Li (collectively, the “**Vendors**”), and VeecoTech Holdings Sdn. Bhd. (“**VeecoTech**”), relating to the purchase of 30,000 ordinary shares in VeecoTech, representing 30% of the issued and paid-up share capital of VeecoTech, for an aggregate consideration of up to RM5,390,575.90 (the “**Consideration**”, and the sale and purchase of the sale shares, the “**Proposed Acquisition**”).

The Board wishes to announce that the Company has, through the Sponsor, made an application to the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) for the listing of and quotation for up to 5,437,775 new ordinary shares in the capital of the Company (the “**Consideration Shares**”), to be allotted and issued to the Vendors at the issue price of S\$0.30 per share in satisfaction of the Consideration, on the Catalist board of the SGX-ST.

The Board wishes to announce that the Company has received the listing and quotation notice (the “**LQN**”) from the SGX-ST in respect of the Consideration Shares, pursuant to which the Company may proceed with the listing and quotation of the Consideration Shares on the Catalist, subject to the Company’s compliance with the listing requirements of the SGX-ST.

It should be noted that the LQN is not an indication of the merits of the Consideration Shares, the Proposed Acquisition, Company, its subsidiaries and their securities. The SGX-ST has also highlighted that in the event that the Company acquires any assets or businesses from the Vendors and/or their related parties or associates, the SGX-ST reserves the right to aggregate the acquisitions and deem the subsequent asset injections as a very substantial acquisition or reverse takeover under Catalist Rule 1015.

The Company will make the necessary announcements upon the allotment and issuance of the Consideration Shares.

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
13 October 2025

*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 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.