

**AUDIENCE ANALYTICS LIMITED**  
(Incorporated in Singapore)  
(Company Registration No.: 202113626W)

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**GRANT OF AWARD OF SHARES PURSUANT TO THE  
SHARED PURPOSE AND PROSPERITY INCENTIVE PLAN (“SPRINT”)**

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The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) wishes to announce the following grant of awards (“**Awards**”) of ordinary shares in the capital of the Company (“**Shares**”) pursuant to SPRINT, in accordance with Rule 704(32) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited:

- (a) Date of grant of Awards : 4 May 2026
- (b) Number of Shares which are the subject of the Awards : 3,911,526 Shares
- (c) Market price of Shares on the date of grant of Awards (based on last done price per Share on 4 May 2026) : S\$0.255 per Share
- (d) Number of Shares which are the subject of the Awards granted to each director and controlling shareholder (and each of their associates), if any : Datuk Ng Yan Meng (“**Datuk William Ng**”), Chairman and Managing Director, and controlling shareholder of the Company 1,489,926 Shares
- Dato’ Ooi Keim Fung, Executive Director and controlling shareholder of the Company 1,200,000 Shares
- (e) Number of Shares which are the subject of the Awards granted to other employees of the Group : 1,221,600 Shares
- (f) Vesting period of Awards : 921,600 Shares will vest immediately upon the grant of Awards
- Up to 1,100,000 Shares<sup>(1)</sup> will vest one year from the date of the grant of Awards, subject to the Group achieving a predetermined financial performance target for the financial year ending 31 December 2026
- Up to 1,100,000 Shares<sup>(1)</sup> will vest two years from the date of the grant of Awards, subject to the Group achieving a predetermined financial performance target for the financial year ending 31 December 2027

Up to 1,100,000 Shares<sup>(1)</sup> will vest three years from the date of the grant of Awards, subject to the Group achieving a predetermined financial performance target for the financial year ending 31 December 2028

**Note:**

- (1) The Shares to be issued or transferred pursuant to the vesting of the Awards are subject to the applicable limits under the rules of SPRINT and the Catalist Rules. As at the date of this announcement, (i) the aggregate number of Shares which may be issued or transferred pursuant to Awards granted under SPRINT to each Participant is up to 3,489,926 Shares, representing 10.0% of the Shares available under SPRINT, and (ii) 2,000,000 Shares have been issued pursuant to the vesting of the Awards granted under SPRINT to Datuk William Ng. Based on the foregoing, the maximum number of Shares to be issued or transferred to Datuk William Ng pursuant to the vesting of the Awards is up to 1,489,926 Shares, subject to any adjustments to be made in accordance with the rules of SPRINT.

For illustration purposes, in the event where an aggregate of 1,200,000 Shares have been issued or transferred to Datuk William Ng pursuant to the vesting of the Awards upon the Group having achieved its predetermined financial performance targets for financial year ending 31 December (“FY”) 2026 and FY2027 and the Group having also achieved its predetermined financial performance target for FY2028, only a maximum of 289,926 (and not 600,000) Shares shall be issued or transferred pursuant to the vesting of the Award such that the aggregate total number of Shares to be issued or transferred under the Awards proposed to be granted to Datuk William Ng does not exceed 1,489,926.

**By Order of the Board**

Datuk William Ng  
Chairman and Managing Director  
4 May 2026

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*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*

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