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

UPDATE ON THE USE OF PROCEEDS FROM THE INITIAL PUBLIC OFFERING

The board of directors (the "**Board**") of Audience Analytics Limited (the "**Company**", and together with its subsidiaries, the "**Group**") refers to 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 the Company's announcements or annual reports dated 25 February 2022, 31 March 2022, 30 June 2022, 3 August 2022, 23 February 2023, 7 August 2023, 26 February 2024, 5 April 2024, 5 August 2024, 26 February 2025, 4 April 2025, 13 August 2025, 27 February 2026 and 13 April 2026 in relation to the update on use of proceeds raised from the IPO and announcement dated 2 January 2026 in relation to the reallocation on the use of Net Proceeds (the "**Reallocation**") (collectively the "**Announcements**").

Unless otherwise defined herein, all capitalised terms used in this announcement 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 the Net Proceeds as follows:

	Net Proceeds after the Reallocation (S$'000)	**Amount utilised as at 13 April 2026(1) (S$'000)**	**Amount utilised from 14 April 2026 up to the date of this announcement (S$'000)**	**Balance of Net Proceeds as at the date of this announcement (S$'000)**
Expansion into new geographic market and new industry verticals and functional specialisations	1,500	(170)	(862)(2)	468
General working capital	2,618	(2,618)	-	-
Total	**4,118**	**(2,788)**	**(862)**	**468**

Notes:

(1) Please refer to the Announcements for updates on the use of Net Proceeds, including the breakdown of the use of proceeds for general working capital purposes.

(2) Relates to payment for the subscription of a 30% equity interest in Snowball Joint Stock Company as announced by the Company on 15 May 2025 and 1 July 2026.

The Company has utilised the Net Proceeds in accordance with its intended use as disclosed in the Offer Document and the Reallocation as announced on 2 January 2026.

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
22 July 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 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.