

SECURITIES AND FUTURES ACT (CAP. 289)  
SECURITIES AND FUTURES (DISCLOSURE OF INTERESTS)  
REGULATIONS 2012

**NOTIFICATION FORM FOR SUBSTANTIAL  
SHAREHOLDER(S)/UNITHOLDER(S) IN RESPECT OF INTERESTS IN**

FORM

**3**

(Electronic Format)

Explanatory Notes

1. Please read the explanatory notes carefully before completing the notification form.
2. This form is for a Substantial Shareholder(s)/Unitholder(s) to give notice under section 135, 136, 137, 137J (as applicable to sections 135, 136 and 137) or 137U (as applicable to sections 135, 136 and 137) of the Securities and Futures Act (the "SFA").
3. This electronic Form 3 and a separate Form C, containing the particulars and contact details of the Substantial Shareholder(s)/Unitholder(s), must be completed by the Substantial Shareholder(s)/Unitholder(s) or a person duly authorised by the Substantial Shareholder(s)/Unitholder(s) to do so. The person so authorised should maintain records of information furnished to him by the Substantial Shareholder(s)/Unitholder(s).
4. This form and Form C, are to be completed electronically and sent to the Listed Issuer via an electronic medium such as an e-mail attachment. The Listed Issuer will attach both forms to the prescribed SGXNet announcement template for dissemination as required under section 137G(1), 137R(1) or 137ZC(1) of the SFA, as the case may be. While Form C will be attached to the announcement template, it will not be disseminated to the public and is made available only to the Monetary Authority of Singapore (the "Authority").
5. Where a transaction results in similar notifiable obligations on the part of more than one Substantial Shareholder/Unitholder, all of these Substantial Shareholders/Unitholders may give notice using the same notification form.
6. A single form may be used by a Substantial Shareholder/Unitholder for more than one transaction resulting in notifiable obligations which occur within the same notifiable period (i.e. within two business days of becoming aware of the earliest transaction). There must be no netting-off of two or more notifiable transactions even if they occur within the same day.
7. All applicable parts of the notification form must be completed. If there is insufficient space for your answers, please include attachment(s) by clicking the paper clip icon on the bottom left-hand corner or in item 11 of Part II or item 10 of Part III. The total file size for all attachment(s) should not exceed 1MB.
8. Except for item 5 of Part II and item 1 of Part IV, please select only one option from the relevant check boxes.
9. Please note that submission of any false or misleading information is an offence under Part VII of the SFA.
10. In this form, the term "Listed Issuer" refers to -
  - (a) a company incorporated in Singapore any or all of the shares in which are listed for quotation on the official list of a securities exchange;
  - (b) a corporation (not being a company incorporated in Singapore, or a collective investment scheme constituted as a corporation) any or all of the shares in which are listed for quotation on the official list of a securities exchange, such listing being a primary listing;

- (c) a registered business trust (as defined in the Business Trusts Act (Cap. 31A)) any or all of the units in which are listed for quotation on the official list of a securities exchange;
  - (d) a recognised business trust any or all of the units in which are listed for quotation on the official list of a securities exchange, such listing being a primary listing; or
  - (e) a collective investment scheme that is a trust, that invests primarily in real estate and real estate-related assets specified by the Authority in the Code on Collective Investment Schemes, and any or all the units in which are listed for quotation on the official list of a securities exchange, such listing being a primary listing ("Real Estate Investment Trust").
11. For further instructions and guidance on how to complete this notification form, please refer to section 7 of the User Guide on Electronic Notification Forms which can be accessed at the Authority's Internet website at <http://www.mas.gov.sg> (under "Regulations and Financial Stability", "Regulations, Guidance and Licensing", "Securities, Futures and Fund Management", "Forms", "Disclosure of Interests").

## Part I - General

1. Name of Listed Issuer:

Audience Analytics Limited

2. Type of Listed Issuer:

☒ Company/Corporation

☐ Registered/Recognised Business Trust

☐ Real Estate Investment Trust

3. Is more than one Substantial Shareholder/Unitholder giving notice in this form?

☐ No *(Please proceed to complete Part II)*

☒ Yes *(Please proceed to complete Parts III & IV)*

4. Date of notification to Listed Issuer:

20-Jan-2026

## Part III - Substantial Shareholder(s)/Unitholder(s) Details

*[To be used for multiple Substantial Shareholders/Unitholders to give notice]*

**Substantial Shareholder/Unitholder A** 

1. Name of Substantial Shareholder/Unitholder:

Bain Equity Sdn. Bhd.

2. Is Substantial Shareholder/Unitholder a fund manager or a person whose interest in the securities of the Listed Issuer are held solely through fund manager(s)?

☐ Yes

☒ No

3. Notification in respect of:

☐ Becoming a Substantial Shareholder/Unitholder

☒ Change in the percentage level of interest while still remaining a Substantial Shareholder/Unitholder

☐ Ceasing to be a Substantial Shareholder/Unitholder

4. Date of acquisition of or change in interest:

19-Jan-2026

5. Date on which Substantial Shareholder/Unitholder became aware of the acquisition of, or the change in, interest  (if different from item 4 above, please specify the date):

19-Jan-2026

6. Explanation (if the date of becoming aware is different from the date of acquisition of, or the change in, interest):

Not applicable

7. Quantum of total voting shares/units (including voting shares/units underlying rights/options/warrants/convertible debentures {conversion price known}) held by Substantial Shareholder/Unitholder before and after the transaction:

| <i>Immediately before the transaction</i>                                                                                            | <i>Direct Interest</i> | <i>Deemed Interest</i> | <i>Total</i> |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------|--------------|
| No. of voting shares/units held and/or underlying the rights/options/warrants/convertible debentures:                                | 189,600,000            | 0                      | 189,600,000  |
| As a percentage of total no. of voting shares/  : | 82.46                  | 0                      | 82.46        |
| <i>Immediately after the transaction</i>                                                                                             | <i>Direct Interest</i> | <i>Deemed Interest</i> | <i>Total</i> |
| No. of voting shares/units held and/or underlying the rights/options/warrants/convertible debentures :                               | 189,600,000            | 0                      | 189,600,000  |
| As a percentage of total no. of voting shares/  : | 81.49                  | 0                      | 81.49        |

8. Circumstances giving rise to deemed interests (*if the interest is such*):  
[You may attach a chart in item 10 to illustrate how the Substantial Shareholder/Unitholder's deemed interest arises]

Not applicable

9. Relationship between the Substantial Shareholders/Unitholders giving notice in this form:  
[You may attach a chart in item 10 to show the relationship between the Substantial Shareholders/Unitholders]

Datuk Ng Yan Meng and Dato' Ooi Keim Fung hold 60% and 40% of the total issued and paid-up share capital of Bain Equity Sdn. Bhd. respectively and are accordingly each deemed interested in the shares held by Bain Equity Sdn. Bhd. in Audience Analytics Limited by virtue of Section 7 of the Companies Act 1967 of Singapore.

10. Attachments (*if any*): 



(The total file size for all attachment(s) should not exceed 1MB.)

11. If this is a **replacement** of an earlier notification, please provide:

- (a) SGXNet announcement reference of the **first** notification which was announced on SGXNet (*the "Initial Announcement"*):

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

- (b) Date of the Initial Announcement:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

- (c) 15-digit transaction reference number of the relevant transaction in the Form 3 which was attached in the Initial Announcement:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

12. Remarks (*if any*):

The percentage of shareholding before the transaction is based on the total issued share capital of the Company of 229,942,876 shares. The percentage of shareholding after the transaction is based on the total issued share capital of the Company of 232,661,763 shares. The Company did not have any treasury shares or subsidiary holdings before and after the transaction.

**Substantial Shareholder/Unitholder B** 

1. Name of Substantial Shareholder/Unitholder:

Ng Yan Meng

2. Is Substantial Shareholder/Unitholder a fund manager or a person whose interest in the securities of the Listed Issuer are held solely through fund manager(s)?

☐ Yes

☒ No

3. Notification in respect of:

☐ Becoming a Substantial Shareholder/Unitholder

- ☒ Change in the percentage level of interest while still remaining a Substantial Shareholder/Unitholder
- ☐ Ceasing to be a Substantial Shareholder/Unitholder

4. Date of acquisition of or change in interest:

19-Jan-2026

5. Date on which Substantial Shareholder/Unitholder became aware of the acquisition of, or the change in, interest ⓘ (if different from item 4 above, please specify the date):

19-Jan-2026

6. Explanation (if the date of becoming aware is different from the date of acquisition of, or the change in, interest):

Not applicable

7. Quantum of total voting shares/units (including voting shares/units underlying rights/options/warrants/convertible debentures {conversion price known}) held by Substantial Shareholder/Unitholder before and after the transaction:

| Immediately before the transaction                                                                     | Direct Interest | Deemed Interest | Total       |
|--------------------------------------------------------------------------------------------------------|-----------------|-----------------|-------------|
| No. of voting shares/units held and/or underlying the rights/options/warrants/convertible debentures:  | 3,256,200       | 189,600,000     | 192,856,200 |
| As a percentage of total no. of voting shares/units ⓘ:                                                 | 1.41            | 82.46           | 83.87       |
| Immediately after the transaction                                                                      | Direct Interest | Deemed Interest | Total       |
| No. of voting shares/units held and/or underlying the rights/options/warrants/convertible debentures : | 3,256,200       | 189,600,000     | 192,856,200 |
| As a percentage of total no. of voting shares/units ⓘ:                                                 | 1.4             | 81.49           | 82.89       |

8. Circumstances giving rise to deemed interests (if the interest is such):

[You may attach a chart in item 10 to illustrate how the Substantial Shareholder/Unitholder's deemed interest arises]

Datuk Ng Yan Meng holds 60% of the total issued and paid-up share capital of Bain Equity Sdn. Bhd. and deemed to be interested in the shares held by Bain Equity Sdn. Bhd. in Audience Analytics Limited by virtue of Section 7 of the Companies Act 1967 of Singapore.

9. Relationship between the Substantial Shareholders/Unitholders giving notice in this form:  
[You may attach a chart in item 10 to show the relationship between the Substantial Shareholders/Unitholders]

Datuk Ng Yan Meng and Dato' Ooi Keim Fung hold 60% and 40% of the total issued and paid-up share capital of Bain Equity Sdn. Bhd. respectively and are accordingly each deemed interested in the shares held by Bain Equity Sdn. Bhd. in Audience Analytics Limited by virtue of Section 7 of the Companies Act 1967 of Singapore.

10. Attachments (if any): 



(The total file size for all attachment(s) should not exceed 1MB.)

11. If this is a **replacement** of an earlier notification, please provide:

- (a) SGXNet announcement reference of the **first** notification which was announced on SGXNet (the "Initial Announcement"):

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

- (b) Date of the Initial Announcement:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

- (c) 15-digit transaction reference number of the relevant transaction in the Form 3 which was attached in the Initial Announcement:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

12. Remarks (if any):

The percentage of shareholding before the transaction is based on the total issued share capital of the Company of 229,942,876 shares. The percentage of shareholding after the transaction is based on the total issued share capital of the Company of 232,661,763 shares. The Company did not have any treasury shares or subsidiary holdings before and after the transaction.

Substantial Shareholder/Unitholder **C** 

1. Name of Substantial Shareholder/Unitholder:

Ooi Keim Fung

2. Is Substantial Shareholder/Unitholder a fund manager or a person whose interest in the securities of the Listed Issuer are held solely through fund manager(s)?

☐ Yes

☒ No

3. Notification in respect of:

☐ Becoming a Substantial Shareholder/Unitholder

☒ Change in the percentage level of interest while still remaining a Substantial Shareholder/Unitholder

☐ Ceasing to be a Substantial Shareholder/Unitholder

4. Date of acquisition of or change in interest:

19-Jan-2026

5. Date on which Substantial Shareholder/Unitholder became aware of the acquisition of, or the change in, interest  (if different from item 4 above, please specify the date):

19-Jan-2026

6. Explanation (if the date of becoming aware is different from the date of acquisition of, or the change in, interest):

Not applicable

7. Quantum of total voting shares/units (including voting shares/units underlying rights/options/warrants/convertible debentures {conversion price known}) held by Substantial Shareholder/Unitholder before and after the transaction:

| Immediately before the transaction                                                                     | Direct Interest | Deemed Interest | Total       |
|--------------------------------------------------------------------------------------------------------|-----------------|-----------------|-------------|
| No. of voting shares/units held and/or underlying the rights/options/warrants/convertible debentures:  | 4,159,999       | 189,600,000     | 193,759,999 |
| As a percentage of total no. of voting shares/units:                                                   | 1.8             | 82.46           | 84.26       |
| Immediately after the transaction                                                                      | Direct Interest | Deemed Interest | Total       |
| No. of voting shares/units held and/or underlying the rights/options/warrants/convertible debentures : | 4,159,999       | 189,600,000     | 193,759,999 |
| As a percentage of total no. of voting shares/units:                                                   | 1.79            | 81.49           | 83.28       |

8. Circumstances giving rise to deemed interests (if the interest is such):  
[You may attach a chart in item 10 to illustrate how the Substantial Shareholder/Unitholder's deemed interest arises]

Dato' Ooi Keim Fung holds 40% of the total issued and paid-up share capital of Bain Equity Sdn. Bhd. and deemed to be interested in the shares held by Bain Equity Sdn. Bhd. in Audience Analytics Limited by virtue of Section 7 of the Companies Act 1967 of Singapore.

9. Relationship between the Substantial Shareholders/Unitholders giving notice in this form:  
[You may attach a chart in item 10 to show the relationship between the Substantial Shareholders/Unitholders]

Datuk Ng Yan Meng and Dato' Ooi Keim Fung hold 60% and 40% of the total issued and paid-up share capital of Bain Equity Sdn. Bhd. respectively and are accordingly each deemed interested in the shares held by Bain Equity Sdn. Bhd. in Audience Analytics Limited by virtue of Section 7 of the Companies Act 1967 of Singapore.

10. Attachments (if any): 



(The total file size for all attachment(s) should not exceed 1MB.)

11. If this is a **replacement** of an earlier notification, please provide:

- (a) SGXNet announcement reference of the **first** notification which was announced on SGXNet (the "Initial Announcement"):

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

|  |
|--|
|  |
|--|

[illegible]

The percentage of shareholding before the transaction is based on the total issued share capital of the Company of 229,942,876 shares. The percentage of shareholding after the transaction is based on the total issued share capital of the Company of 232,661,763 shares. The Company did not have any treasury shares or subsidiary holdings before and after the transaction.

## Part IV - Transaction details

1. Type of securities which are the subject of the transaction (*more than one option may be chosen*):

- ☒ Voting shares/units
- ☐ Rights/Options/Warrants over voting shares/units
- ☐ Convertible debentures over voting shares/units (*conversion price known*)
- ☐ Others (*please specify*):

2. Number of shares, units, rights, options, warrants and/or principal amount of convertible debentures acquired or disposed of by Substantial Shareholders/Unitholders:

Not applicable

3. Amount of consideration paid or received by Substantial Shareholders/Unitholders (*excluding brokerage and stamp duties*):

Not applicable

4. Circumstance giving rise to the interest or change in interest:

Acquisition of:

- ☐ Securities via market transaction
- ☐ Securities via off-market transaction (*e.g. married deals*)
- ☐ Securities via physical settlement of derivatives or other securities
- ☐ Securities pursuant to rights issue
- ☐ Securities via a placement
- ☐ Securities following conversion/exercise of rights, options, warrants or other convertibles

Disposal of:

- ☐ Securities via market transaction
- ☐ Securities via off-market transaction (*e.g. married deals*)

Other circumstances:

- ☐ Acceptance of take-over offer for the Listed Issuer
- ☒ Corporate action by the Listed Issuer which Substantial Shareholders/Unitholders did not participate in (*please specify*):

Pursuant to the acquisition of 30% issued and paid-up share capital of VeecoTech Holdings Sdn. Bhd. ("VeecoTech"), Audience Analytics Limited (the "Company") had on 19 January 2025 allotted and issued 2,718,887 new ordinary shares in the capital of the Company ("Initial Consideration Shares") to the vendors of VeecoTech. Following the allotment and issuance of the Initial Consideration Shares, the total number of issued shares of the Company has increased from 229,942,876 shares to 232,661,763 shares.

- ☐ Others (*please specify*):

Item 5 is to be completed by an individual submitting this notification form on behalf of the Substantial Shareholders/Unitholders.

5. Particulars of Individual submitting this notification form to the Listed Issuer:

(a) Name of Individual:

Ng Yan Meng

(b) Designation (if applicable):

Chairman and Managing Director

(c) Name of entity (if applicable):

Audience Analytics Limited

Transaction Reference Number (auto-generated):

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 9 | 1 | 9 | 3 | 3 | 3 | 6 | 4 | 0 | 3 | 3 | 8 | 5 | 8 | 3 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|