

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

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

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 the SPRINT, in accordance with Rule 704(32) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited:-

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|-----|---|---|--|
| (a) | Date of grant of Awards | : | 25 April 2025 |
| (b) | Number of Shares which are the subject of the Awards | | 770,300 Shares

No Awards were granted to directors and controlling shareholders (and their associates) of the Company |
| (c) | Market price of Shares on the date of grant of Awards (based on last done price per Share on 25 April 2025) | : | S\$0.285 per Share |
| (e) | Vesting period of Awards | : | 770,300 Shares will vest on 28 April 2025 |

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
25 April 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.