

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

PROPOSED BONUS ISSUE – ADJUSTMENTS TO SHARE AWARDS

*Unless otherwise defined, all capitalised terms used herein shall bear the meanings ascribed thereto in the Company’s announcements dated 20 December 2024, 8 January 2025 and 21 January 2025 in relation to the Proposed Bonus Issue (the “**Announcements**”).*

The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the Announcements and wishes to announce that following the allotment and issue of additional Shares in the capital of the Company pursuant to the Proposed Bonus Issue, adjustments had been made to the unvested share awards granted under the Shared Purpose and Prosperity Incentive Plan pursuant to its rules (the “**Adjustment**”), as follows:

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|-----|---|---|
| (a) | Total number of Shares comprised in unvested share awards ⁽¹⁾ before Adjustment | 1,100,000 Shares |
| (b) | Date of Adjustment | 24 January 2025 |
| (c) | Increase in number of Shares comprised in unvested share awards following Adjustment | 366,666 Shares |
| (d) | Total number of Shares comprised in unvested share awards following Adjustment | 1,466,666 Shares |
| (e) | Market price of each Share on date of Adjustment ⁽²⁾ | S\$0.295 per Share |
| (f) | Increase in number of Shares comprised in unvested share awards granted to each Director and controlling shareholder (and each of their associates), if any | Datuk Ng Yan Meng, Chairman and Managing Director, and controlling shareholder of the Company
200,000 Shares

Dato’ Ooi Keim Fung, Executive Director and controlling shareholder of the Company
133,333 Shares |

Notes:

- (1) The share awards will vest two years from the date of the grant of the awards (being 28 April 2023), subject to the Group achieving a pre-determined financial performance target for the financial year ending 31 December 2024.
- (2) Based on the closing price of the Shares on 23 January 2025, being the last market day on which the Shares were traded prior to the Adjustment.

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
24 January 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.