

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

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**COMPLETION OF ACQUISITION OF 30% OF THE SHARES IN  
VEECOTECH HOLDINGS SDN. BHD.**

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The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the announcements on 11 July 2025 and 13 October 2025 in relation to the proposed acquisition by the Company’s wholly-owned subsidiary, Business Media International Sdn. Bhd., of 30% of the issued and paid-up share capital of VeecoTech Holdings Sdn. Bhd. (the “**Acquisition**”). All capitalised terms herein shall, unless otherwise defined herein, bear the meanings ascribed to them in the announcement dated 11 July 2025.

The Board wishes to announce that completion of the Acquisition under the SPA has taken place, and the Purchaser has been registered as the holder of the Sale Shares. Accordingly, VeecoTech has become an associated company of the Group and the Shareholders’ Agreement has taken effect.

The Initial Consideration Shares shall be allotted and issued to the Vendors within 60 days from the Completion Date. The Company will make the necessary announcement upon the allotment and issuance of the Initial Consideration Shares.

**BY ORDER OF THE BOARD**

Datuk William Ng  
Chairman and Managing Director  
2 January 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.*