



FOR IMMEDIATE RELEASE

Audience Analytics Completes Acquisition of 30% Stake in VeecoTech

Singapore, 2 January 2026

1. Audience Analytics Limited ("**Audience Analytics**", or the "**Company**", and together with its subsidiaries, the "**Group**") is pleased to announce the successful completion of the Group's acquisition of a 30% equity interest in VeecoTech Holdings Sdn. Bhd. ("**Acquisition**") ("**VeecoTech**"). VeecoTech is now an associated company of the Group.

2. In accordance with the share purchase agreement dated 11 July 2025 ("**SPA**"), the first tranche of the consideration for the Acquisition will be satisfied by the allotment and issuance of new ordinary shares in the Company amounting to RM2,695,287.95 to the vendors of VeecoTech within 60 days from the date falling within seven days from the day on which the last of the conditions precedent in the SPA is fulfilled or waived or such other date as may be mutually agreed by the parties to the SPA in writing ("**Completion Date**"). A separate announcement will be made by the Company when these shares are allotted and issued.

Advancing Technology Capabilities Through Strategic Integration

3. VeecoTech is an investment holding company with subsidiaries engaged in software and applications development, AI-driven web portals and digital solutions, as well as advertising and content production. Its diversified portfolio of technology businesses provides end-to-end digital capabilities and technical expertise that complement the Group's long-term digitalisation strategy.

4. Based on the latest unaudited financial statements for the 12-month financial period ended 31 December 2024, the VeecoTech Group recorded a profit before tax of RM3.45 million (equivalent to S\$1.01 million), and a net asset value and net tangible asset value of RM7.14 million (equivalent to S\$2.17 million) as at 31 December 2024.

5. The completion of the acquisition represents a significant milestone in strengthening Audience Analytics' digital transformation roadmap, enhancing its technology infrastructure and expanding its presence in the growing technology solutions sector. With VeecoTech's technical expertise and innovation-led capabilities,



the Group expects to unlock operational synergies through joint development initiatives, integrated digital offerings and cross-selling opportunities across its client network.

Call Option for Additional Stake

6. In addition to the 30% equity stake, the Group has a call option to acquire up to an additional 21% of the issued share capital of VeecoTech within 36 months from the Completion Date. If exercised, this would increase the Group's total shareholding in VeecoTech to 51%, providing flexibility to scale its investment based on performance and future strategic priorities.

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About Audience Analytics

Audience Analytics is a well-established business enabler with a presence in Singapore, Cambodia, China, Hong Kong, India, Indonesia, Macau, Malaysia, the Philippines, South Korea, Sri Lanka, Taiwan, Thailand, United Arab Emirates and Vietnam. With products ranging from printed publications and online portals to exhibitions and business award programs, Audience Analytics partners with business owners to grow their businesses. The Group's portfolio includes SME Magazine, HR Asia, Capital Asia, CXP Asia, Energy Asia, Logistics Asia, Malaysia Career & Training Fair, Post Graduate Education Fair, SME 100 Award, Golden Bull Award, HR Asia Best Companies to Work for in Asia Award, CXP Best Customer Experience Award and Happiest Workplace Certification.

For more information, please visit <https://audience.asia/>

This press release has been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "Sponsor").

This press release 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 press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

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.