

IMMEDIATE RELEASE

Audience Analytics Debuts Vietnam Career & Training Fair

Singapore, 18 June 2025 – Audience Analytics Limited (“Audience Analytics” and together with its subsidiaries, the **“Group”**) is pleased to announce the debut of the Vietnam Career & Training Fair (**“VCTF”**), a large-scale annual career and training fair designed for professionals and graduates, held on 14 and 15 June 2025. The event aims to become Vietnam’s premier platform for career development, recruitment, and training, connecting employers, job seekers, and educational institutions.

The VCTF is part of the Group’s expansion into Vietnam, leveraging on its established track record in organising similar events in Malaysia, such as the Malaysia Career & Training Fair and Mega Career Fair.

Event Highlights

- **Annual Event:** VCTF 2025 marks the launch of Vietnam’s pioneering annual career and training fair, backed by leading partners such as the Central and Eastern European Chamber of Commerce in Vietnam (CEEC), the Italian Chamber of Commerce in Vietnam (ICHAM), HR Asia, Cake.me, and Aniday.com. The event attracted a footfall of over 3,000.
- **Top Employers:** VCTF features participation from leading companies across multiple industries, including those recognised as the “Best Companies to Work for in Asia”.
- **Sustainability Focus:** The event’s theme was “Sustainable Career Path”, emphasising opportunities and programs aligned with Environmental, Social, and Governance (**“ESG”**) standards and the United Nations Sustainable Development Goals.

Key Activities

- **Interview Booths:** Direct on-site interviews with recruiters from top companies.
- **International Career Summit:** A forum featuring expert panels and talks on career development trends, personal finance, and skills-building for future opportunities.
- **Workshops and Seminars:** Sessions on career growth, skills enhancement, and leveraging platforms like LinkedIn.

- **Panel Discussions:** In-depth discussions on sustainable career development, personal finance management, and lifelong learning.
- **CV Consultation Zone:** Professional curriculum vitae review and consultation services.
- **University Workshops:** Pre-event workshops at universities to connect students and graduates with employers and provide essential career insights.

The VCTF is designed for a diverse range of participants, including multinational corporations, leading local firms, universities, and career consulting organisations. It also welcomes professionals who are exploring new career opportunities, graduates eager to upskill, and students planning their future career paths. By bringing together employers, job seekers, and training providers, VCTF aims to create an inclusive environment for networking, recruitment, and professional development.

The event aims to connect talent with leading employers, promote sustainable career growth, and support ongoing professional development. The event also aspires to foster long-term, future-proof career paths by emphasising sustainability and lifelong learning. Additionally, the VCTF serves as a platform for companies to enhance their employer branding and demonstrate their commitment to responsible business practices, while strengthening collaboration across Vietnam's workforce ecosystem.

Datuk William Ng, Chairman and Managing Director of Audience Analytics, commented: ***"We're delighted to bring the Vietnam Career & Training Fair to Ho Chi Minh, marking an important milestone in our Group's regional expansion strategy. As a leading organiser of career fairs in Malaysia, we hope to tap into Vietnam's dynamic workforce and growing demand for quality career development opportunities. VCTF reflects our commitment to connecting talented professionals with leading employers whilst promoting sustainable career paths that align with today's ESG priorities. This inaugural event is more than just recruitment – it's about building Vietnam's future workforce through meaningful partnerships between industry, education, and job seekers."***

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About Audience Analytics

Audience Analytics is a leading 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, Mega Career Fair, SME Solutions Expo, Malaysia Career & Training Fair, Post Graduate Education Fair, ITX Asia, SME 100 Award, Golden Bull Award, HR Asia Best Companies to Work for in Asia Award and CXP Best Customer Experience Award.

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

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