

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

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**ALLOTMENT AND ISSUANCE OF NEW SHARES PURSUANT TO THE VESTING OF AWARDS  
GRANTED UNDER THE SHARED PURPOSE AND PROSPERITY INCENTIVE PLAN (“SPRINT”)**

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The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”) refers to the Company’s announcements dated 28 April 2023 and 26 April 2024 in relation to the grant of awards (“**Awards**”) of ordinary shares in the capital of the Company (“**Shares**”) pursuant to the SPRINT.

The Board is pleased to announce that the Company has allotted and issued an aggregate of 1,479,500 new Shares (“**New Shares**”) on 29 April 2024 pursuant to the vesting of the Awards. The New Shares shall rank *pari passu* in all respects with the existing issued Shares.

Upon the aforesaid allotment and issue of the New Shares, the total number of issued Shares has increased from 169,300,000 Shares to 170,779,500 Shares.

The New Shares are expected to be listed and quoted on the Catalist Board of the Singapore Exchange Securities Trading Limited on 2 May 2024.

**BY ORDER OF THE BOARD**

Datuk William Ng  
Chairman and Managing Director  
29 April 2024

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*This announcement has been prepared by the Company and its contents have been reviewed by the Company’s sponsor, ZICO Capital Pte. Ltd. (the “**Sponsor**”), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) Listing Manual Section B: Rules of Catalist.*

*This announcement has not been examined or approved by 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, Director, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone (65) 6636 4201.*