



audience
ANALYTICS

BUSINESS ENABLER AND GROWTH PARTNER

CORPORATE PRESENTATION 2026

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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.

AUDIENCE ANALYTICS: AN OVERVIEW

Established in 2002, Audience Analytics is a regional business enabler and growth platform in Asia, with a presence in Singapore, Cambodia, China, Hong Kong, India, Indonesia, Macau, Malaysia, the Philippines, South Korea, Sri Lanka, Taiwan, Thailand, UAE and Vietnam.

3 MAIN BUSINESS SEGMENTS:



Business Impact Assessment and Recognition

SME100, HR Asia Best Companies to Work for, Golden Bull Award, CXP Most Trust Brand



Exhibitions

Malaysia Career & Training Fair



Business Media

Online portals, magazines, business conferences



15

Markets across Asia,
and growing



S\$0.015 | 5.7%

Proposed
Dividend per
share and Yield
(27 Feb 26)



11.4%

7-year Revenue
CAGR
(FY2019-FY2025)

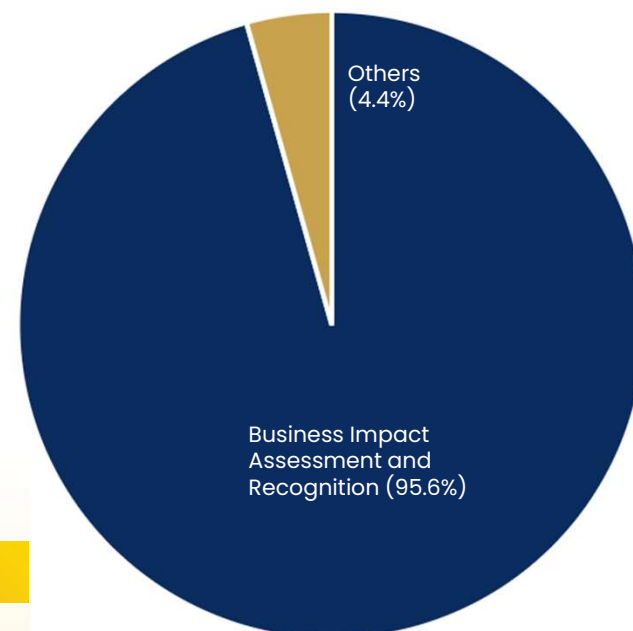


38%

Cash as % of
Market Cap
(27 Feb 26)

FY2025 AT A GLANCE

Revenue Breakdown



DIVERSE CLIENTELE, FROM SMEs TO FORTUNE 500



Retail

HEINEKEN Kraft Heinz

watsons Coca-Cola EUROPA PACIFIC PARTNERS INDONESIA

CYCLE & CARRIAGE Exceptional Journeys Nestlé Good food, Good life

L'ORÉAL COACH NEW YORK



Others

ORACLE CrimsonLogic Solutions. Simplified.

hp MAERSK

FedEx Express TDCX

foodpanda CITY DEVELOPMENTS LIMITED



Healthcare & Insurance

gsk Pfizer

Medtronic Manulife

Johnson & Johnson P&G

Cigna PRUDENTIAL



Finance

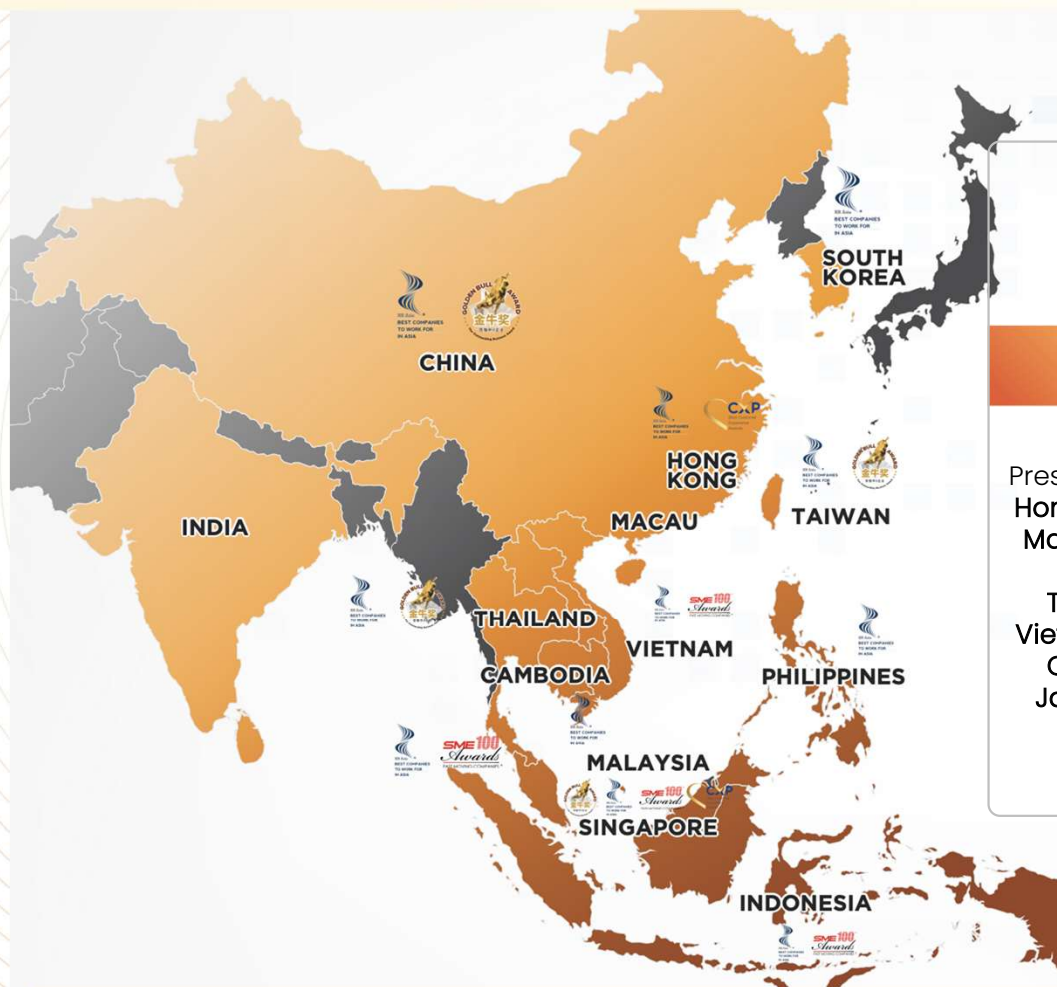
海通國際 HAITONG 領展 LINK

BLACKROCK BCA

DBS RHB

UOB 大華銀行

LEADING AWARD BRANDS IN ASIA



HR Asia Best Companies

Presence in 15 markets:
Hong Kong, Indonesia,
Malaysia, Philippines,
PRC, Singapore,
Taiwan, Thailand,
Vietnam, South Korea,
Cambodia, India,
Japan, UAE, Macau



SME100 Awards

Presence in Malaysia,
Singapore, Indonesia,
Vietnam, Thailand



Golden Bull Awards

Presence in Malaysia,
Singapore, Taiwan PRC

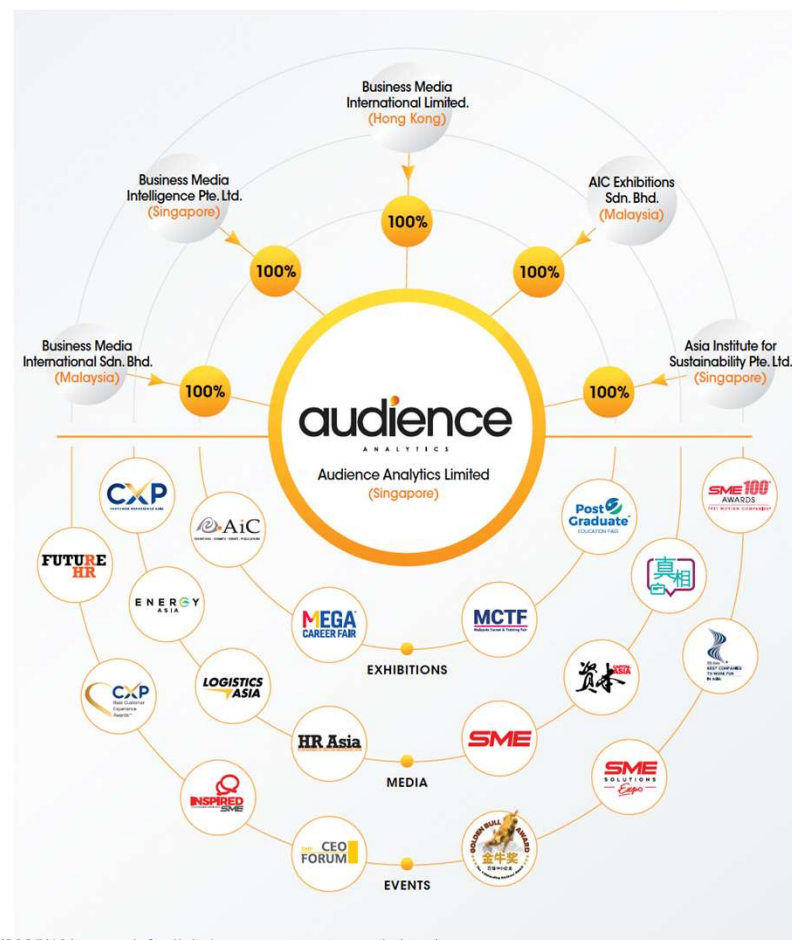
FY2025 FINANCIAL HIGHLIGHTS

- Revenue **increased** from S\$15.57 million to S\$15.96 million despite geopolitical uncertainties
- Core Business Impact Assessment and Recognition segment **grew 5.3%**
- Excluding **unrealised forex loss** (due to weaker USD), group's PAT would have **grown by 7.8%** y-o-y for 2H2025
- 1.5 cents dividend** proposed (same as 2024) = 5.7% of share price on 27/2/26
- Cash grew to **S\$ 23.6 million** = 38% of market cap as at 27/2/26

S\$ (million) except for per-share item	2H2025	2H2024	y-o-y % change	FY2025	FY2024	y-o-y % change
Revenue	12.48	11.31	10%	15.96	15.57	2%
Gross Profit	7.12	6.81	5%	8.33	9.16	(9%)
Gross Profit Margin	57.1%	60.2%		52.2%	58.8%	
Net Profit	4.30	4.62	(7%)	4.42	5.97	(26%)
Net Profit Margin	34.4%	40.8%		27.7%	38.3%	
Diluted Earnings Per Share * (Singapore cents)	1.87	2.02	(7%)	1.93	2.61	(26%)

GROWTH PARTNER FOR ASIA'S NEXT DECADE OF GROWTH

- Asia-Pacific accounts for almost 60% of global growth.¹
- By 2030, ASEAN is projected to be **4th largest economy** in the world.
- By 2030, two-thirds of the world's global middle class would live in Asia.²
- Southeast Asia's digital economy is projected to hit **\$1 trillion by 2030**.³

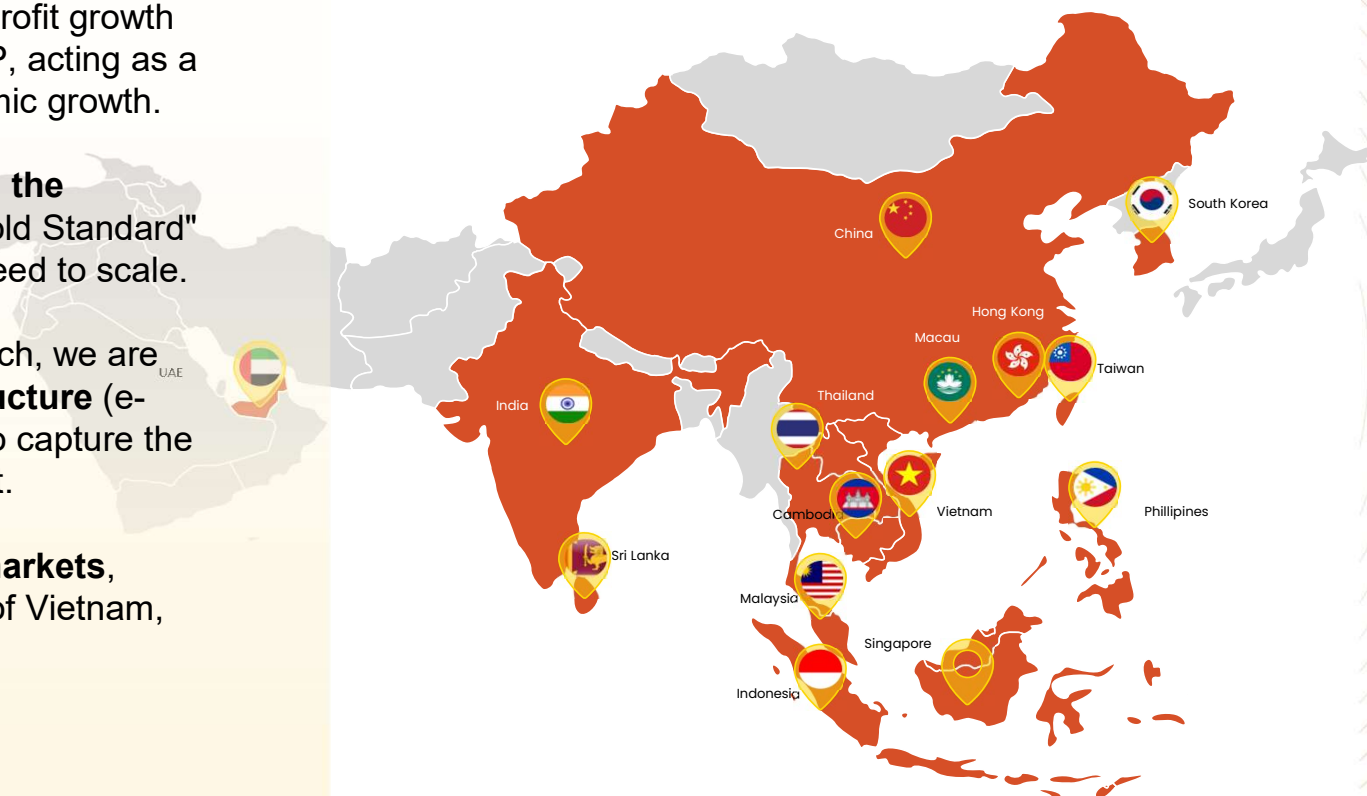


1. <https://www.visualcapitalist.com/who-is-powering-global-economic-growth-in-2026/>

2. <https://www.weforum.org/stories/2025/12/asean-global-growth-digital-economy-wef/> 3. <https://www.weforum.org/stories/2025/10/asean-defa-digital-economy-pact-negotiations/>

GROWTH PARTNER FOR ASIA'S NEXT DECADE OF GROWTH

- Our historical revenue and net profit growth consistently outpace Asia's GDP, acting as a **growth proxy** for Asia's economic growth.
- In a fragmented market; **trust is the currency**. AAL provides the "Gold Standard" of recognition that companies need to scale.
- With our acquisition of VeecoTech, we are tapping into the **digital infrastructure** (e-commerce, software) required to capture the \$1 trillion Southeast Asia market.
- We already operate in **15 key markets**, including the high-growth hubs of Vietnam, Indonesia, India, and China.



THE DIGITAL LEAP



1. Digital Transformation

From awards powerhouse to providing digital tools and data insights to businesses



2. Market Dominance in High Growth Markets

Continue to grow our business in China, India, Vietnam and Indonesia, as well as home-country Malaysia



3. Scale Products and Market

Our asset-light strategy allow us to introduce new products and markets with minimal capex.



4. Strategic Acquisitions

Actively evaluating strategic deals to deploy our substantial cash-hoard



INVESTMENT MERITS



Strong Growth & Dividend

- 11.4% average annual growth since 2019
- Min. 50% dividend policy



Cash Generation

- 38% of Market Cap is back by cash



Asset-Light Model

- Scalable without incurring heavy capex



Acquisition Potential

- Substantial cash balance for acquisition





Thank You!

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