

**AUDIENCE ANALYTICS LIMITED**  
(Incorporated in the Republic of Singapore)  
(Company Registration No.: 202113626W)

---

**ANNUAL GENERAL MEETING TO BE HELD ON 22 APRIL 2024**  
**RESPONSES TO SUBSTANTIAL AND RELEVANT QUESTIONS RECEIVED FROM**  
**SHAREHOLDERS**

---

The board of directors (the “**Board**” or the “**Directors**”) of Audience Analytics Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) would like to thank all shareholders who submitted their questions in advance of the Annual General Meeting (“**AGM**”) to be held at 600 North Bridge Road, #05-01 Parkview Square, Singapore 188778 on Monday, 22 April 2024 at 2.00 p.m..

The deadline for shareholders to submit any questions was 2.00 p.m. on 12 April 2024 (the “**Deadline for Questions**”). Please refer to the Company’s responses to the substantial and relevant questions received from shareholders before the Deadline for Questions as set out in the Appendix to this announcement.

**BY ORDER OF THE BOARD**

Ng Yan Meng  
Chairman and Managing Director  
17 April 2024

---

*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 notice, 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.*

**APPENDIX – RESPONSES TO SUBSTANTIAL AND RELEVANT QUESTIONS RECEIVED FROM SHAREHOLDERS**

Questions	Responses
<p>What led to the decrease in revenue from the Malaysian market in FY2023? Can you give us an overview of the plans for the Malaysian market in FY2024?</p>	<p>The decrease in revenue from our Malaysian market in FY2023 as compared to FY2022 was mainly due to the impact of the depreciation of the Malaysian Ringgit (“MYR”) against the Singapore Dollar (“SGD”). The MYR weakened against the SGD by approximately 6% during FY2023, resulting in a corresponding decrease in revenue when converted into our reporting currency, being the SGD. Additionally, the absence of one of our events in FY2023, which contributes around 5% of the Malaysian market’s revenue, further explained the decrease in revenue from the Malaysian market in FY2023.</p> <p>We remain focused on strengthening our brands and enhancing our events in Malaysia in FY2024, leveraging on our strengths and competitive edge. We believe the continual investments in branding and event innovation will enrich the experiences of our customers. However, we will continue to monitor potential geopolitical risks that could impact the overall outlook for the regional economy. Our team is prepared to navigate these uncertainties in the broader business environment while delivering quality offerings that drive success in this market.</p>
<p>How do the attendance figures for our major awards events in FY2023 compare against the numbers in FY2022 and pre-Covid?</p>	<p>The Group’s awards events maintained robust attendance in FY2023, with attendance figures (based on the number of awards packages sold to its customers) within a 5% difference from FY2022. Notably, FY2022 and FY2023 marked the highest and second highest attendance in our Company’s history, respectively, underscoring the reputation of our flagship events. This exemplifies our ability to effectively handle challenges in delivering exceptional experiences, further enhancing our reputation for curating high quality awards events.</p>
<p>Were there adjustments to nomination fees for our main awards events in FY2023, and are there plans for adjustments in FY2024?</p>	<p>The Company has made incremental adjustments to the nomination fees for our HR Asia Best Companies to Work for in Asia events in FY2023, and such adjustments did not significantly impact the Group’s overall revenue. Our management team will conduct market analyses to gauge responses from respective events before determining any fee adjustments for FY2024. We remain committed to delivering exceptional value to the participants of our awards while ensuring our fees align with market dynamics and customer expectations.</p>