

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

(I) APPOINTMENT OF INDEPENDENT DIRECTOR

(II) RECONSTITUTION OF THE BOARD AND BOARD COMMITTEES

The Board of Directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”) wishes to announce the following changes:-

- (i) The appointment of Mr. Yeoh Chen Chow (“**Mr. Yeoh**”) as an independent director of the Company (“**Independent Director**”) with effect from 16 July 2025.

Mr. Yeoh shall be appointed as Chairman of the Nominating Committee, and a member of the Audit Committee and the Remuneration Committee of the Company.

The Board considers Mr. Yeoh to be independent for purposes of Rule 704(7) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited (the “**Catalist Rules**”).

The details of the appointment of Mr. Yeoh as an Independent Director as required under Rule 704(6) of the Catalist Rules are set out in a separate announcement released today.

- (ii) Further thereto, the Board and Board Committees have accordingly been re-constituted as follows, with effect from 16 July 2025:-

Board of Directors

Datuk William Ng Yan Meng (Chairman and Managing Director)
Dato’ Ryan Ooi Keim Fung (Executive Director)
Ms. Elaine Beh Pur-Lin (Lead Independent Director)
Datuk Alexandra Chin (Independent Director)
Mr. Yeoh Chen Chow (Independent Director)

Audit Committee

Datuk Alexandra Chin (Chairman)
Ms. Elaine Beh Pur-Lin (Member)
Mr. Yeoh Chen Chow (Member)

Nominating Committee

Mr. Yeoh Chen Chow (Chairman)
Datuk William Ng Yan Meng (Member)
Ms. Elaine Beh Pur-Lin (Member)

Remuneration Committee

Ms. Elaine Beh Pur-Lin (Chairman)
Datuk Alexandra Chin (Member)
Mr. Yeoh Chen Chow (Member)

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
16 July 2025

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

*This announcement 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 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, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone (65) 6636 4201.