

AUDIENCE ANALYTICS LIMITED
(Incorporated in Singapore)
(Company Registration No.: 202113626W)

ADOPTION OF DIVIDEND POLICY FOR FINANCIAL YEARS ENDING 31 DECEMBER 2025, 31 DECEMBER 2026 AND 31 DECEMBER 2027

The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce the adoption of a dividend policy that aims to provide shareholders of the Company (“**Shareholders**”) with a target annual dividend payout of 50% of the Group’s profit attributable to equity holders of the Company as dividends in respect of the next three financial years ending 31 December 2025, 31 December 2026 and 31 December 2027. Such declaration and payment of dividends shall be determined at the sole discretion of the Board. Any recommendation for final dividends to be paid will be tabled for Shareholders’ approval at the Company’s annual general meetings.

In proposing any dividend payout, the Board shall take into account, inter alia:-

- (a) the level of the Group’s cash and retained earnings;
- (b) the Group’s financial performance;
- (c) the Group’s projected levels of capital expenditure and other investment plans;
- (d) the Group’s working capital requirements and general financing conditions;
- (e) restrictions on payments of dividends imposed on the Group by its financial arrangements (if any);
- (f) the general economic and business conditions in countries in which the Group operates; and
- (g) any other factors the Board may deem relevant.

The Board endeavors to maintain a balance between meeting Shareholders’ expectations and prudent capital management with a sustainable dividend policy. The Board will continually review the dividend policy and reserves the right in the sole and absolute discretion to update, amend, modify and/or cancel the dividend policy at any time.

Shareholders and investors of the Company should note that the dividend policy is not indicative in any way of, and should not be construed in any manner as, a forecast statement or projection made by the Company or the Board, on the future financial results and performance of the Group. In particular, no inference should or can be made from any of the foregoing statements as to the actual future profitability of the Group, or the ability of the Company to pay dividends. The dividend policy shall in no way constitute a binding commitment by the Company in respect of its future dividends.

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
8 January 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.