

## **IMMEDIATE RELEASE**

# **Audience Analytics announces minimum 50% Dividend Payout Policy**

- **Targets annual dividend payout of at least 50% of Group’s profit attributable to equity holders of the Company for FY2025, FY2026 and FY2027**
- **New dividend policy aims to balance shareholder returns with potential reinvestment opportunities**

**Singapore, 8 January 2025 – Audience Analytics Limited (“AAL” or the “Company”, and together with its subsidiaries, the “Group”) (Stock Code: SGX:1AZ) is pleased to announce that it has adopted a dividend policy (“Dividend Policy”) that aims to provide shareholders of the Company (“Shareholders”) with a target annual dividend payout of a minimum of 50% of the Group’s profit attributable to equity holders of the Company (“profit attributable to equity holders”) as dividends in respect of the next three financial years ending 31 December 2025, 31 December 2026 and 31 December 2027.**

The Dividend Policy provides guidelines for distribution of profits to Shareholders, whilst balancing the Group’s financial health, working capital requirements, capital expenditure, and growth prospects.

### **Rationale and Merits of the Dividend Policy**

1. **Balanced Shareholder Returns and Reinvestment:** The decision to pay out a minimum of 50% of profit attributable to equity holders as dividends, represents a balanced approach between providing immediate returns to Shareholders whilst retaining enough earnings to fund future growth.
2. **Predictability and Stability:** A defined minimum 50% dividend payout ratio helps in setting clear expectations for Shareholders, in particular, income-focused investors, which can enhance investor confidence. This stability is attractive, especially in uncertain or volatile market conditions.

3. **Attracting Long-Term Investors:** Dividends can attract investors looking for stable returns. This may appeal to investors who rely on dividends for income, such as retirees or pension funds. Long-term investors are likely to appreciate this commitment to delivering steady returns.
  
4. **Flexibility and Capital Retention:** Retaining minimum 50% of profit attributable to equity holders provides the Group with flexibility in managing future cash flows and funding potential opportunities, such as acquisitions, expansion plans, or capital expenditures.

The declaration and payment of dividends in respect of each financial year shall be determined at the discretion of the Board of Directors of the Company (the “**Board**”). The Board may declare an interim dividend without requiring the approval of the Shareholders. However, the declaration and payment of a final dividend shall be subject to the approval of the Shareholders.

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

- (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 payment 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 endeavours to maintain a balance between meeting Shareholders’ expectations and prudent capital management. The Board will continually review the dividend policy and reserves the right to update, amend, modify and/or cancel the dividend policy at any time. Shareholders and investors 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 Group or the Board on its future financial results and performance.

***“Our new dividend policy reflects AAL’s strong commitment to delivering sustainable value to our shareholders whilst maintaining the financial flexibility needed to drive***

***long-term growth,” commented Chairman and Managing Director Datuk William Ng. “By establishing a minimum 50% dividend payout ratio over the next three financial years, we are providing our investors with greater clarity and predictability on returns, while preserving our ability to reinvest in potential opportunities. This balanced approach aligns with our strategic priorities and demonstrates our confidence in the Group’s future earnings potential.”***

**– END –**

### **About Audience Analytics**

Audience Analytics is a well-established business enabler with a presence in Singapore, Cambodia, China, Hong Kong, India, Indonesia, Macau, Malaysia, the Philippines, South Korea, Sri Lanka, Taiwan, Thailand, United Arab Emirates and Vietnam. With products ranging from printed publications and online portals to exhibitions and business award programs, Audience Analytics partners with business owners to grow their businesses. The Group’s portfolio includes SME Magazine, HR Asia, Capital Asia, Mega Career Fair, SME Solutions Expo, Malaysia Career & Training Fair, Post Graduate Education Fair, ITX Asia, SME 100 Award, Golden Bull Award, HR Asia Best Companies to Work for in Asia Award and CXP Best Customer Experience Award.

For more information, please visit <https://audience.asia/>

### **Investor Relations/ Media Contact**

Emily Choo

E: [emily@gem-comm.com](mailto:emily@gem-comm.com)

M: +65 9734 6565

Royston Tan

E: [royston@gem-comm.com](mailto:royston@gem-comm.com)

M: +65 9766 4836

---

*This press release has been reviewed by the Company’s sponsor, ZICO Capital Pte. Ltd. (“Sponsor”).*

*This press release 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 press release, including the correctness of any of the statements or opinions made or reports contained in this press release.*

*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.*