

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

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**PROPOSED BONUS ISSUE – RECEIPT OF IN-PRINCIPLE APPROVAL**

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*Unless otherwise defined, all capitalised terms used herein shall bear the meanings ascribed thereto in the Company's announcement dated 20 December 2024 in relation to the Proposed Bonus Issue.*

The board of directors (the "**Board**") of Audience Analytics Limited (the "**Company**") refers to the Company's announcement on 20 December 2024 in relation to the Proposed Bonus Issue.

The Board is pleased to inform that the Company has on 7 January 2025 received the in-principle approval from the SGX-ST for the listing and quotation of up to 56,926,500 Bonus Shares on the Catalist Board of the SGX-ST, subject to:

- (a) compliance with the SGX-ST's listing requirements; and
- (b) submission of a written confirmation that the Proposed Bonus Issue is in compliance with the relevant Companies Act (or equivalent).

The in-principle approval of the SGX-ST is not to be taken as an indication of the merits of the Bonus Shares, the Company and/or its subsidiaries.

The Company will announce the details of the Record Date for the purpose of determining Shareholders' entitlements to the Bonus Shares in due course.

**BY ORDER OF THE BOARD**

Datuk William Ng  
Chairman and Managing Director  
8 January 2025

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*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.*