

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

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**PROPOSED BONUS ISSUE – NOTICE OF RECORD DATE**

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*Unless otherwise defined, all capitalised terms used herein shall bear the meanings ascribed thereto in the Company's announcements dated 20 December 2024 and 8 January 2025 in relation to the Proposed Bonus Issue.*

**NOTICE IS HEREBY GIVEN** that the share transfer books and register of members of the Company will be closed at 5.00 p.m. on 16 January 2025 (the "**Record Date**") for the purpose of determining Shareholders' entitlements to the Bonus Shares under the Proposed Bonus Issue.

Shareholders whose Shares are deposited with The Central Depository (Pte) Ltd ("**CDP**") and whose securities accounts with CDP are credited with Shares as at the Record Date, will be allotted Bonus Shares on the basis of the number of Shares standing to the credit of their securities accounts with CDP as at the Record Date.

Duly completed registrable transfers in respect of Shares not registered in the name of CDP together with all relevant documents of title thereto received by the Company's Share Registrar, Boardroom Corporate & Advisory Services Pte Ltd, at 1 Harbourfront Avenue #14-07 Keppel Bay Tower, Singapore 098632, up to 5.00 p.m. on the Record Date will be registered to determine Shareholders' entitlements to the Bonus Shares under the Proposed Bonus Issue.

The Company will make a further announcement upon the allotment and issuance of the Bonus Shares.

**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.*