

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

**GRANT OF AWARD OF SHARES
PURSUANT TO THE SHARED PURPOSE AND PROSPERITY INCENTIVE PLAN (“SPRINT”)**

The board of directors (the “**Board**”) of Audience Analytics Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) wishes to announce the following grant of awards (“**Awards**”) of ordinary shares in the capital of the Company (“**Shares**”) pursuant to SPRINT, in accordance with Rule 704(32) of the Listing Manual Section B: Rules of Catalist of the Singapore Exchange Securities Trading Limited:

- (a) Date of grant of Awards : 28 April 2023
- (b) Number of Shares which are the subject of the Awards : 3,300,000 Shares
- (c) Market price of Shares on the date of grant of Awards (based on last done price per Share on 28 April 2023) : S\$0.285 per Share
- (d) Number of Shares which are the subject of the Awards granted to each director and controlling shareholder (and each of their associates), if any :
- | | |
|---|------------------|
| Datuk Ng Yan Meng, Chairman and Managing Director, and controlling shareholder of the Company | 1,800,000 Shares |
| Dato’ Ooi Keim Fung, Executive Director and controlling shareholder of the Company | 1,200,000 Shares |
- (e) Number of Shares which are the subject of the Awards granted to another employee of the Group : 300,000 Shares
- (f) Vesting period of Awards : 1,100,000 Shares will vest immediately upon the grant of Awards
- 1,100,000 Shares will vest one year from the date of the grant of Awards, subject to the Group achieving a predetermined financial performance target for the financial year ending 31 December 2023
- 1,100,000 Shares will vest two years from the date of the grant of Awards, subject to the Group achieving a predetermined financial performance target for the financial year ending 31 December 2024

BY ORDER OF THE BOARD

Datuk William Ng
Chairman and Managing Director
28 April 2023

*This announcement has been prepared by the Company and its contents have been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. (the "**Sponsor**"), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited ("**SGX-ST**") Listing Manual Section B: Rules of Catalyst.*

This announcement has not been examined or approved by 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, Director, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone (65) 6636 4201.