

## **IMMEDIATE RELEASE**

# **Audience Analytics Acquires IP Rights for Golden Bull Award as it Ramps Up Expansion Strategy**

- Audience Analytics purchases the intellectual property (“IP”) rights for the Golden Bull Award, gaining greater control over its revenue
- The Company intends to expand the awards brand across Asia, while capitalising on cross-selling opportunities derived from its position as an established regional awards organiser

Singapore, 27 June 2022 – Audience Analytics Limited (“Audience Analytics” or the “Company”, and together with its subsidiaries, the “Group”) is pleased to announce that it has entered into an agreement to purchase the IP rights for the prestigious Golden Bull Award. The acquisition complements the Company’s existing award programs IP portfolio that includes the notable HR Asia Best Companies to Work for in Asia and SME100. With experience spanning 15 markets in Asia, Audience Analytics intends to leverage on cross-selling opportunities to expand the Golden Bull Award brand and gain greater control over its revenue.

Launched and first organised in 2003 by a Malaysian Chinese newspaper 《南洋商報》 (Nanyang Siang Pau), the Golden Bull Award is one of Malaysia’s first and most representative annual business awards that honors top-performing businesses for their achievements. The Golden Bull Award comprises three different categories, namely Emerging SMEs, Outstanding SMEs, and the coveted Super Golden Bull Award, categorised according to the annual turnover of participating companies. Winners often capitalise on the award’s esteemed reputation and receive greater credibility and recognition for their work. In 2013, the award was subsequently acquired by a subsidiary of Singapore Press Holdings Limited.

Through its wholly owned subsidiary, Business Media International Sdn. Bhd., Audience Analytics has entered into a partnership agreement in February 2016, with Sphere Exhibits Pte. Ltd. (“Sphere”), a subsidiary of Singapore Press Holdings Limited, for the rights to use the trademarks pertaining to Golden Bull Award. Audience Analytics has since been the



primary organiser of the Golden Bull Award, successfully holding the awards ceremony in Malaysia in 2017. Since then, Audience Analytics has expanded the Golden Bull Award to Singapore in 2018 and Taiwan in 2020.

To date, over 4,000 corporates across Malaysia, Singapore and Taiwan have participated in the Golden Bull Award program since 2017.

Chairman and Managing Director of Audience Analytics, Datuk William Ng, commented ***“We are thrilled to acquire the full IP rights of the Golden Bull Award as it not only gives the Group greater control over its revenue but also the full ownership of an established and coveted business award for businesses in the region. With the acquisition, the Group plans to aggressively expand the Golden Bull Award to other markets, growing the brand further in Pan Asia.”***

None of the directors or substantial shareholders of the Company and their respective associates has any interest, direct or indirect, in the acquisition of the IP rights (save for their interests arising from their shareholdings and/ or directorships in the Company).

The acquisition of the IP rights does not have any material impact on the earnings per share and net tangible assets per share of the Group for the financial year ending 31 December 2022.

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### **About Audience Analytics**

Audience Analytics is a well-established business enabler with 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/>

### **About Golden Bull Award**

Since 2003, the Golden Bull Award has served as the ultimate award for successful businesses: a crowning glory for years of growth and building innate strength. The award aims to benchmark successful businesses, inspiring more businesses, both SMEs and corporates, to strive for greater excellence. Many of the past recipients of the Golden Bull Award have gone on to become industry leaders and listed entities. Many of them are today true examples of what the Golden Bull represents: strength and growth.

For more information, please visit <https://goldenbullaward.com/>



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### **Disclaimer**

*This press release has been prepared by Audience Analytics Limited (“Company”) and its contents have been reviewed by the Company’s sponsor, ZICO Capital Pte. Ltd. (“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 press release has not been examined or approved by 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.*

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