

NEWS RELEASE

For immediate release

Audience Analytics Delivers Revenue Growth in Core Segments; Bolsters Net Cash Position to S\$23.6 Million

- **Group Revenue grew to S\$16.0 million**, driven by a 5.3% increase in the Business Impact Assessment and Recognition segment.
- **Net Cash Position strengthens by 9.9%** to S\$23.6 million, representing approximately 38% of the Group’s market capitalization.
- **Maintains Dividend at 1.50 Singapore cents per share**, representing a significantly higher payout ratio of 78%.
- **Strategic Initiative:** Completion of VeecoTech acquisition in January 2026 to accelerate digital capabilities.

Singapore, 27 February 2026

Audience Analytics Limited (“**Audience Analytics**” or the “**Company**”, and together with its subsidiaries, the “**Group**”), is pleased to announce its financial results for the six months and 12 months ended 31 December 2025 (“**2H2025**” and “**FY2025**” respectively).

Financial Highlights

S\$ (million) except for per-share item	2H2025	2H2024	y-o-y % change	FY2025	FY2024	y-o-y % change
Revenue	12.48	11.31	10%	15.96	15.57	2%
Gross Profit	7.12	6.81	5%	8.33	9.16	(9%)
Gross Profit Margin	57.1%	60.2%		52.2%	58.8%	
Net Profit	4.30	4.62	(7%)	4.42	5.97	(26%)
Net Profit Margin	34.4%	40.8%		27.7%	38.3%	
Diluted Earnings Per Share * (Singapore cents)	1.87	2.02	(7%)	1.93	2.61	(26%)

** Based on the weighted average number of shares on issue which has been adjusted to include the bonus issue of 56,926,410 shares of the Company (“**Shares**”) allotted and issued in January 2025 and new Shares allotted and issued pursuant to the vesting of the share awards granted under the Shared Purpose and Prosperity Plan.*

Resilient Performance Amidst Strategic Reinvestment

The Group recorded a total revenue of S\$15.96 million for FY2025, a marginal increase from S\$15.57 million in FY2024. This growth was driven by the Business Impact Assessment and Recognition segment, which saw revenue rise by 5.3% to S\$15.26 million. This was attributed to steady participant demand for existing events and the successful execution of additional recognition events during the year.



The Group's revenue in 2H2025 has increased by 10% compared to 2H2024. Excluding the foreign exchange differences, the Group's profit before tax would have grown by 7.8% y-o-y from S\$5.65 million in 2H2024 to S\$6.10 million in 2H2025.

While the Group remained profitable with a net profit of S\$4.42 million in FY2025, the bottom line was impacted by higher direct operating costs, including venue and production fees, and unrealized foreign exchange losses due to the weakening of the United States Dollar against the Singapore Dollar and Ringgit Malaysia.

Fortified Balance Sheet and Shareholder Returns

Despite the challenging macro-environment, the Group's cash-generative model remained robust. Cash and cash equivalents rose to **S\$23.6 million** as of 31 December 2025. This strong liquidity provides the Group with significant flexibility to pursue its mergers and acquisitions ("M&A") agenda without compromising its commitment to shareholders.

In line with this commitment, the Board has proposed a final tax-exempt dividend of **1.50 Singapore cents per share**. This represents a dividend payout ratio of approximately 78%, a substantial increase from the 58% payout in the previous year.

Strategic Outlook: The Digital Leap

The Group enters 2026 with a strengthened growth platform following the completion of its 30% stake acquisition in VeecoTech Holdings Sdn. Bhd. ("**VeecoTech**") on 2 January 2026. This move is expected to enhance the Group's digital capabilities.

Datuk William Ng, Chairman and Managing Director of Audience Analytics, said:

"We delivered stable revenue and further strengthened our balance sheet in FY2025, even as we navigated a higher-cost environment. Our strong net cash position - equivalent to nearly 38% of our market cap - is a testament to the resilience of our business model. Moving forward, the integration of VeecoTech will be a catalyst for our digital transformation, allowing us to offer more data-driven solutions to our growing regional audience".

Management continues to evaluate several potential M&A opportunities, remaining selective in pursuing transactions that align with the Group's long-term financial objectives and business focus.

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About Audience Analytics Limited

Audience Analytics is a regional business enabler and growth platform in Asia, providing business impact assessment and recognition award programs, organising trade and consumer exhibitions and delivering digital and print business media. The Group has a presence in over 15 markets including Singapore, Malaysia, China and Vietnam. Its portfolio includes flagship brands such as SME



Magazine, HR Asia, SME100 Award and the Golden Bull Award. For more information, please visit <https://audience.asia/>.

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This press release has been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. ("Sponsor").

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