

audience
AUDIENCE ANALYTICS LIMITED
 (Company Registration No.: 202113626W)
 (Incorporated in the Republic of Singapore on 16 April 2021)

PLACEMENT OF 26,000,000 PLACEMENT SHARES (COMPRISING 18,200,000 NEW SHARES AND 7,800,000 VENDOR SHARES) IN THE CAPITAL OF AUDIENCE ANALYTICS LIMITED AT S\$0.30 EACH, PAYABLE IN FULL ON APPLICATION

Prior to making a decision to purchase the Placement Shares, you should carefully consider all the information contained in the offer document dated 14 September 2021 issued by Audience Analytics Limited (our “Company”) in respect of the Placement (the “Offer Document”). This Product Highlights Sheet should be read in conjunction with the Offer Document. You will be subject to various risks and uncertainties, including the potential loss of your entire principal amount invested. If you are in doubt as to investing in the Placement Shares, you should consult your legal, financial, tax or other professional adviser. You are responsible for your own investment choices.

This Product Highlights Sheet¹ is an important document.

- It highlights the key information and risks relating to the offer of the Placement Shares contained in the Offer Document. It complements the Offer Document².
- You should not purchase the Placement Shares if you do not understand the nature of an investment in our Shares, our business or are not comfortable with the accompanying risks.
- If you wish to purchase the Placement Shares, you will need to make an application in the manner set out in the Offer Document. If you do not have a copy of the Offer Document, please contact our Company or the Sponsor and Issue Manager or the Placement Agent.

Issuer	Audience Analytics Limited	Place of incorporation	Singapore
Details of this offer	Placement of 26,000,000 Placement Shares (comprising 18,200,000 New Shares and 7,800,000 Vendor Shares)	Total amount to be raised in this offer	Gross proceeds of approximately S\$7.80 million and net proceeds of approximately S\$6.39 million, of which: (a) approximately S\$4.12 million of the net proceeds is attributable to our Company; and (b) approximately S\$2.27 million of the net proceeds is attributable to the Vendor.
Issue Price	S\$0.30 for each Placement Share	Listing status of Issuer and the Securities	Acceptance of applications for the Placement Shares will be conditional upon, <i>inter alia</i> , the issue of the Placement Shares and permission being granted by the SGX-ST for the listing and quotation of all our existing issued Shares (including the Vendor Shares), the New Shares, the Award Shares and the Option Shares on Catalist. The Shares are expected to be listed on 30 September 2021.
Sponsor and Issue Manager	ZICO Capital Pte. Ltd.	Placement Agent	Stirling Coleman Capital Limited

¹ This Product Highlights Sheet does not constitute, or form any part of any offer for sale or subscription of or purchase of, or solicitation of any offer to buy or subscribe for or purchase for, any securities nor shall it or any part of it form the basis of, or be relied on in connection with, any contract or commitment whatsoever. The information in this Product Highlights Sheet is based on information found in the Offer Document. Any decision to subscribe for and/or purchase the Placement Shares must be made solely on the basis of information contained in the Offer Document. Capitalised terms used in this Product Highlights Sheet, unless otherwise defined, shall bear the meanings as defined in the Offer Document.

² An electronic copy of the Offer Document (together with this Product Highlights Sheet) is accessible on the SGX-ST website: <http://www.sgx.com>.

OVERVIEW

WHO ARE WE AND WHAT DO WE DO?

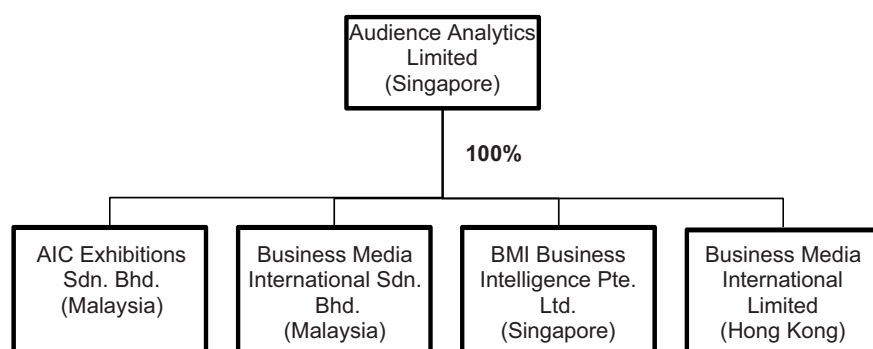
Our Company was incorporated in Singapore on 16 April 2021 as a private company limited by shares under the name “Audience Analytics Pte. Ltd.” Our Company serves as the holding company for the entire business of our Company and our subsidiaries (“**Group**”). On 23 July 2021, our Company changed our name to “Audience Analytics Limited” in connection with our conversion to a public company limited by shares.

We are an enabler and growth partner to businesses. Through a wide portfolio of awards, exhibitions, conferences, digital and print media and business analytics, we help businesses in multiple sectors better understand their businesses, make better decisions, promote their businesses, and partner with them to grow their businesses.

Our Group’s business are broadly categorised into the following 4 business segments:

- conducting business impact assessments on companies which apply for or are invited by our Group to apply for the business awards organised by our Group, including but not limited to the SME100 Awards, HR Asia Best Companies to Work for in Asia Award (“**HR Asia Awards**”), Golden Bull Award (“**Business Impact Assessment and Recognition Segment**”);
- organisation of large-scale exhibitions, including but not limited to the Malaysia Career & Training Fair, Post Graduate Education Fair and Mega Career Fair (“**Exhibitions Segment**”);
- offering business media services, including B2B digital and print business media brands which provide informative and timely intelligence for business professionals across Asia, and offering a comprehensive range of business media solutions to our customers through, *inter alia*, our Digital Platforms, print publications and organising networking events and conferences (“**Business Media Segment**”); and
- our new business intelligence and analytics services to be offered via a software-as-a-service (SaaS) model, which will include the use of our Group’s proprietary “Total Engagement Assessment Model” (“**TEAM**”) and is expected to be launched as a SaaS in the third quarter of 2021. TEAM has been used by our Group to assess the nominations for the HR Asia Awards and will be put to market and offered as a separate service to provide accurate and timely data to HR professionals to better understand their workforce (“**Business Intelligence and Growth Analytics Segment**”).

The structure of our Group as at the date of the Offer Document is as follows:



Refer to the section entitled “General Information on our Group – History of our Group” on page 95 of the Offer Document for more information on our history, the section entitled “General Information of our Group – Business Overview” on pages 98 to 104 of the Offer Document for more information on our background and business segments, the section entitled “Group Structure” on pages 70 and 71 of the Offer Document for information on our group structure and the section entitled “Restructuring Exercise” on pages 68 and 69 of the Offer Document for information on the restructuring exercise.

WHO ARE OUR DIRECTORS AND KEY EXECUTIVE?

Our Board of Directors comprise the following:

- (a) Datuk William Ng (Chairman and Managing Director)
- (b) Dato' Ryan Ooi (Executive Director)
- (c) Datuk Alexandra Chin @ Fui Lin (Independent Director)
- (d) Mr. Chan Wan Siew @ Paul (Independent Director)
- (e) Ms. Elaine Beh Pur-Lin (Independent Director)

Our Executive Officer is Mr. Yong Chee Choong, the Financial Controller of our Company.

Refer to the section entitled "Directors, Executive Officer and Staff" on pages 142 to 153 of the Offer Document for more information on our Directors and Executive Officer.

WHO ARE OUR CONTROLLING SHAREHOLDERS?

Our controlling shareholders are Bain Equity Sdn. Bhd. ("**Bain Equity**"), Datuk William Ng and Dato' Ryan Ooi. Bain Equity is held by Datuk William Ng (60%) and Dato' Ryan Ooi (40%). Accordingly, Datuk William Ng and Dato' Ryan Ooi are deemed interested in the Shares held by Bain Equity. Immediately after the Placement, Bain Equity is expected to have a direct interest in approximately 84.54% of the issued and paid-up share capital of our Company.

Refer to the section entitled "Shareholders" on pages 61 to 64 of the Offer Document for more information on our Controlling Shareholders.

HOW WAS OUR HISTORICAL FINANCIAL PERFORMANCE AND WHAT IS OUR CURRENT FINANCIAL POSITION?

Key profit and loss information

	Year ended 31 December		
	← Audited →		
	FY2018	FY2019	FY2020
	S\$		
Revenue	7,185,434	8,351,056	7,619,761
Profit before tax	2,498,111	2,777,671	3,662,596 ⁽¹⁾
Profit for the financial year	2,106,360	2,286,255	2,947,675 ⁽¹⁾
Profit attributable to equity holders of the Company	2,106,360	2,286,255	2,947,675 ⁽¹⁾
Pre-Placement EPS (cents) ⁽²⁾	1.40	1.52	1.97
Post-Placement EPS (cents) ⁽³⁾	1.25	1.36	1.75

Notes:

- (1) Excluding the one-off listing expenses amounting to S\$0.60 million, our Group's profit before tax, profit for the financial year and profit attributable to equity holders of the Company for FY2020 would have been S\$4.26 million, S\$3.54 million and S\$3.54 million respectively.
- (2) For comparative purposes, our pre-Placement EPS for the Period Under Review have been computed based on the profit attributable to equity holders of the Company and our pre-Placement share capital of 150,000,000 Shares.
- (3) For comparative purposes, our post-Placement EPS for the Period Under Review have been computed based on the profit attributable to equity holders of the Company and our post-Placement share capital of 168,200,000 Shares.

Refer to the sections entitled "Offer Document Summary – Financial Highlights" on pages 35 to 36, and "Management's Discussion and Analysis of Results of Operations and Financial Position" on pages 75 to 94, of the Offer Document for more information on our financial position and financial performance.

Key cash flows information

	Year ended 31 December		
	← Audited →		
	FY2018	FY2019	FY2020
	S\$		
Net cash generated from operating activities	1,380,431	3,756,167	3,746,339
Net cash (used in)/generated from investing activities	(270,279)	122,938	119,957
Net cash used in financing activities	(147,612)	(3,130,348)	(1,563,146)
Net increase in cash and cash equivalents	962,540	748,757	2,303,150
Cash and cash equivalents at beginning of the financial year	2,049,443	2,998,030	3,688,129
Effect of exchange rate changes on cash and cash equivalents	(13,953)	(58,658)	(111,725)
Cash and cash equivalents at end of the financial year	2,998,030	3,688,129	5,879,554

Key balance sheet information

	Year ended 31 December		
	← Audited →		
	FY2018	FY2019	FY2020
	S\$		
Non-current assets	582,502	445,191	337,585
Current assets	6,491,906	5,120,089	6,948,145
Total assets	7,074,408	5,565,280	7,285,730
Non-current liabilities	215,461	103,357	41,504
Current liabilities	2,456,933	1,786,273	4,075,592
Total liabilities	2,672,394	1,889,630	4,117,096
Total equity	4,402,014	3,675,650	3,168,634
NAV per Share ⁽¹⁾	2.93	2.45	2.11

Note:

(1) The NAV per Share as at 31 December 2018, 31 December 2019 and 31 December 2020 have been computed based on our pre-Placement share capital of 150,000,000 Shares.

The most significant factors contributing to our financial performance in FY2019 as compared to FY2018 are as follows:

- Revenue for FY2019 increased by S\$1.16 million or 16.2%, from S\$7.19 million in FY2018 to S\$8.35 million in FY2019, mainly due to an increase in revenue from our Business Impact Assessment and Recognition Segment, Exhibitions Segment and Business Media Segment.
- Revenue from our Business Impact Assessment and Recognition Segment increased by S\$0.88 million mainly due to an increase in revenue from awards in existing markets, and introduction of awards in new markets.
- Cost of sales for FY2019 increased by S\$0.85 million or 22.1%, from S\$3.85 million in FY2018 to S\$4.70 million in FY2019, mainly due to an increase in venue cost, production cost, performance cost, audio and visual fees, awards and marketing collateral cost and staff costs.
- Gross profit for FY2019 increased by S\$0.32 million or 9.5%, from S\$3.34 million in FY2018 to S\$3.66 million in FY2019. Gross profit margin decreased by 2.7 percentage points from 46.5% in FY2018 to 43.8% in FY2019 mainly due to the higher staff costs, attributable mainly to increments and higher commissions paid to sales staff.
- Administrative expenses increased by S\$0.12 million or 16.31%, from S\$0.72 million in FY2018 to S\$0.84 million in FY2019 mainly due to an increase in audit fee and staff costs inclusive of directors' remuneration.

The most significant factors contributing to our financial performance in FY2020 as compared to FY2019 are as follows:

- Revenue for FY2020 decreased by S\$0.73 million or 8.8%, from S\$8.35 million in FY2019 to S\$7.62 million in FY2020, mainly due to a decrease in revenue from our Exhibitions Segment and Business Media Segment, and partially offset by an increase in revenue from our Business Impact Assessment and Recognition Segment.
- Revenue from Exhibitions Segment decreased by S\$0.67 million mainly due to postponement of the Malaysia Career & Training Fair in Malaysia from FY2020 to FY2021 due to the COVID-19 pandemic.
- Cost of sales for FY2020 decreased by S\$2.08 million or 44.3%, from S\$4.70 million in FY2019 to S\$2.62 million in FY2020, mainly due to a decrease in venue cost, production cost, performance cost, audio and visual fees, awards and marketing collateral cost, and other cost of sales.
- Gross profit for FY2020 increased by S\$1.34 million or 36.9%, from S\$3.66 million in FY2019 to S\$5.00 million in FY2020. Gross profit margin increased by 21.9 percentage points from 43.8% in FY2019 to 65.7% in FY2020 mainly due to the higher margins attributable to the virtual events held in FY2020 as compared to the physical events held in FY2019.
- Administrative expenses increased by S\$0.50 million or 60.3%, from S\$0.84 million in FY2019 to S\$1.34 million in FY2020 mainly due to an increase in audit fees and professional fees related to the Listing.

The above factors are not the only factors contributing to our financial performance in FY2018, FY2019, and FY2020. Please refer to the other factors set out in the section entitled "Management's Discussion and Analysis of Results of Operations and Financial Position" on pages 75 to 94 of the Offer Document.

INVESTMENT HIGHLIGHTS

WHAT ARE OUR BUSINESS STRATEGIES AND FUTURE PLANS?

Our business strategies and future plans are as follows:

Enhance our business analytics capabilities: Our Group intends to invest in and enhance our capabilities under our Business Intelligence and Growth Analytics Segment by incorporating AI technology, including predictive analytics and ML into our TEAM methodology. AI technology will be used to analyse big data collected from various HR activities such as employee acquisition, attendance, performance management and engagement, to develop tools and enhance our TEAM product. We also intend to introduce a new business assessment and analytics product called Velocity to our clients for in-depth understanding of their customers' experience. This real-time analytic tool will generate a set of performance metrics which will provide our clients a global, 'satellite' view of their customer experience performance, identify choke points and take effective and rapid corrective measures to enhance customer experience, promote loyalty and encourage customer evangelism.

Expansion into new geographic markets and new industry verticals and functional specialisations: We currently hold our HR Asia Awards in 11 jurisdictions and our Group intends to replicate the success of the HR Asia Awards in new markets in Asia, for our SME100 Awards, Golden Bull Award, EA Awards and CXP Awards. We also intend to introduce new awards within and outside our existing industry verticals and functional specialisations and will selectively, and progressively introduce brand extensions of our existing awards or new brands into other markets. We also plan to hire a product team to drive the expansion of our Business Impact Assessment and Recognition Segment, exploring and entering new markets through acquisitions, joint ventures and strategic alliances, and developing community mobile applications for our customers.

Acquisitions, joint ventures and strategic alliances to expand our business: Our Group intends to grow and build its business through acquisitions, joint ventures and strategic alliances as part of its long-term growth strategy, and may also consider strategic partnerships or alliances with parties which are synergistic with our existing businesses.

Optimising our sales strategies by leveraging on our existing customer base: With a track record of more than 10 years in each of our Business Impact Assessment and Recognition Segment, Exhibitions Segment and Business Media Segment, we maintain an extensive database of customers in different geographic markets in which we operate. We can leverage on our existing customer base, and offer complementary products and services to our customers across all our business segments and different geographic markets.

Digitalisation of our existing business operations to tap new growth channels: We plan to fully digitise our B2B media products, notably our publications, which will enable us to grow our subscriber base. We will establish a paywall to allow third party contributors to publish their content on our Digital Platforms. We will also plan to move to more dynamic and engaging mediums of delivery of content such as podcasts and establish our various portals as industry-leading and go-to destinations for business intelligence in the various verticals we are in.

Refer to the section entitled "General Information on Our Group – Business Strategies and Future Plans" on pages 124 to 126 of the Offer Document for more information on our strategies and future plans.

WHAT ARE THE KEY TRENDS, UNCERTAINTIES, DEMANDS, COMMITMENTS OR EVENTS WHICH ARE REASONABLY LIKELY TO HAVE A MATERIAL EFFECT ON US?

As at the Latest Practicable Date and barring unforeseen circumstances (including any prolonged or resurgence of COVID-19 pandemic outbreak in our operating jurisdictions), our Directors have observed the following trends which may have an impact on our Group's business and financial prospects for the next twelve (12) months from the Latest Practicable Date:

- (a) the COVID-19 pandemic has resulted in a general slowdown of economic activities, and this i) may have a negative impact on the discretionary spending of our clients to participate in our events or exhibitions; and ii) has affected our Group's ability to organise physical events due to various lockdowns and movement control measures in the countries in which we operate. Accordingly, our Group has transited from organising physical events to virtual events in FY2020. We expect a transitional mix of virtual and physical events in FY2021 before physical events are fully restored in FY2022 but there is no assurance of sustained demand for virtual events;
- (b) revenue is expected to remain relatively stable on the assumption of the successful roll-out of COVID-19 vaccine programmes and/or the expected gradual lifting of lockdowns and easing of movement control measures in Singapore, Malaysia, China, Hong Kong, Taiwan and Vietnam which are our key operating markets;
- (c) the cost of conducting virtual events is generally lower compared with physical events, mainly attributable to cost savings from venue rental, production and performance costs. Assuming the continuance of a mix of virtual and physical events in FY2021 and the successful roll-out of COVID-19 vaccine programmes and/or the expected gradual lifting of lockdowns and easing of movement control measures in key jurisdictions, we expect to resume physical events in FY2022. Accordingly, our gross profit margin in FY2021 is expected to be lower vis-à-vis FY2020, while our gross profit margin in FY2022 is expected to be generally in line with that in FY2019;
- (d) administrative expenses are expected to increase in FY2021 vis-à-vis FY2020, mainly due to expenses in connection with the Listing and Directors' remuneration pursuant to the Service Agreements. Administrative expenses are expected to decrease in FY2022 vis-à-vis FY2021, mainly due to the absence of expenses in connection with the Listing and partially offset by an increase in staff-related costs arising from an increase in headcount, a full 12-month period for Directors' remuneration pursuant to the Service Agreements as well as a full 12-month period of compliance costs for a public listed company; and
- (e) we are in the process of developing a new business segment to offer business intelligence and analytics service via a software as a service model which will include the use of TEAM software. We do not expect to incur significant development or investment costs. There is no assurance that such business expansion will have any material impact on the profitability of our Group in FY2021.

Based on the foregoing, there is no assurance that our Group can maintain the same level of profit before tax for FY2021 as compared to FY2020.

The above are not the only trends, uncertainties, demands, commitments or events that could affect us. Please refer to the other factors set out in the section entitled "Risk Factors" on pages 40 to 52, "Management's Discussion and Analysis of Results of Operations and Financial Position" on pages 75 to 94, "General Information on our Group – Prospects" on pages 127 to 131 and "General Information on our Group – Trend Information" on pages 131 to 132 of the Offer Document.

Refer to the section entitled "General Information on our Group – Trend Information" on pages 131 and 132 of the Offer Document for more information on the key trends, uncertainties and events that are likely to have a material effect on the Company.

WHAT ARE THE KEY RISKS WHICH HAD MATERIALLY AFFECTED OR COULD MATERIALLY AFFECT US AND YOUR INVESTMENT IN OUR SECURITIES?

We consider the following to be the most important key risks which had materially affected or could materially affect our business operations, financial position and results, and your investment in the Placement Shares:

- **We are exposed to risks of outbreaks of communicable diseases such as the recent COVID-19 pandemic:** Lockdown measures introduced as a result of the COVID-19 pandemic have made attendance at our events in many jurisdictions impracticable and we have had to postpone our physical exhibitions and events, which have led to a decline in our revenue. We are unable to assure that we would be able to maintain our costs and not incur additional costs due to the change in manner of operations resulting from COVID-19 in the future.
- **Our business may be adversely affected due to changes to the terms of the licences or if any of our licences are terminated or not renewed:** Our Group has procured non-exclusive licences from Enterprise Asia Association Limited and Enterprise Asia Association Pte. Ltd. to organise and operate the EA Awards and utilise the relevant trademarks in certain jurisdictions. We have also entered into a partnership agreement with Sphere for the right to use the trademarks pertaining to the Golden Bull Award. Revenue contributed from these licences amounted to approximately 42.0%, 35.4% and 37.2% of our Group's revenue in FY2018, FY2019 and FY2020 respectively. If there is a pre-mature termination or non-renewal of the licences (where applicable) with our licensors, our operations and our financial performance may be materially adversely affected.
- **Our business is dependent on the reputation of our brands:** Our business is dependent on the reputation of our brands and maintaining our brand reputation is essential to enable us to preserve our existing customer base and attract new customers. Negative comments or publicity about our awards, our business operations and management, regardless of veracity, may have a material adverse effect on our business and financial performance.

The above are not the only risk factors that had a material effect or could have a material effect on our business operations, financial position and results of operations, and your investment in the Placement Shares. Please refer to the section entitled "Risk Factors" of the Offer Document on pages 40 to 52 for a discussion on other risk factors and for more information on the above risk factors. Prior to making a decision to invest in our Shares, you should consider all the information contained in the Offer Document.

Refer to the section entitled "Risk Factors" on pages 40 to 52 of the Offer Document for more information on risk factors.

WHAT ARE THE RIGHTS ATTACHED TO THE SECURITIES OFFERED?

As of the date of the Offer Document, the total issued and paid-up share capital of our Company is S\$1,619,346 comprising 150,000,000 Shares. We have only one (1) class of shares, and the Placement Shares will have the same rights as our other existing issued and paid-up Shares, including voting rights. Subject to the Constitution, Shareholders will be entitled to all rights attached to their Shares in proportion to their shareholding, such as any cash dividends declared by the Company and any distribution of assets upon liquidation of the Company. There is no restriction on the transfer of fully paid Shares except where required by law or the Catalist Rules or the Constitution.

Refer to "Appendix C – Description of our Shares" on pages C-1 to C-8 of the Offer Document, for more information on the Placement Shares.

HOW WILL THE PROCEEDS OF THE OFFER BE USED?

The estimated net proceeds to be raised by our Company and the Vendor from the Placement, after deducting the estimated expenses in relation to the Placement of approximately S\$1.41 million, will be approximately S\$6.39 million.

The net proceeds attributable to the Vendor from the sale of the Vendor Shares, after deducting the placement commission in respect of the Vendor Shares of approximately S\$0.07 million, will be approximately S\$2.27 million.

The net proceeds to be raised by our Company from the issue of the New Shares, after deducting our share of the estimated expenses to be borne by us of approximately S\$1.34 million, will be approximately S\$4.12 million. We intend to utilise our gross proceeds from the issue of New Shares as follows:

- Approximately S\$0.5 million to develop the Group's Business Intelligence and Growth Analytics Segment;
- Approximately S\$0.5 million to expand into new geographical markets and new industry verticals and functional specialisations;
- Approximately S\$0.5 million to digitalise our existing business operations; and
- Approximately S\$2.6 million for general working capital purposes.

Refer to the section entitled "Use of Proceeds and Listing Expenses" on pages 53 and 54 of the Offer Document for more information on our use of proceeds.

WILL WE BE PAYING DIVIDENDS AFTER THE OFFER?

Our Company was incorporated on 16 April 2021 and has not declared or paid any dividends since incorporation.

We do not have a fixed dividend policy. The form, frequency and amount of future dividends that our Directors may recommend or declare in respect of any particular financial year or period will depend on: (i) the level of our cash and retained earnings, (ii) our actual and projected financial performance, (iii) our projected levels of capital expenditure and other investment plans, (iv) our working capital requirements and general financing condition, (v) restrictions on payment of dividends imposed on us by our financing arrangements (if any), and (vi) the general economic and business conditions in countries in which we operate.

Subject to the above, our Directors intend to recommend and distribute dividends of 50.0 per cent. of our profit attributable to equity holders of the Company in respect of FY2021 and FY2022 (the "**Proposed Dividends**"). However, investors should note that all the foregoing statements, including the statements on the Proposed Dividends, are merely statements of our present intention and shall not constitute legally binding statements in respect of our future dividends which may be subject to modification (including reduction or non-declaration thereof) at our Directors' sole and absolute discretion.

Refer to the section entitled "Dividend Policy" on pages 55 and 56 of the Offer Document for more information on our dividend policy.

DEFINITIONS

General

“AI”	:	Artificial intelligence
“Award Shares”	:	The new Shares which may be allotted and issued from time to time pursuant to the vesting of the Awards granted under SPRINT
“B2B”	:	“Business-to-business”, a business model where businesses primarily or exclusively sell to and/or do business with, other businesses
“Bain Equity” or “Vendor”	:	Bain Equity Sdn. Bhd.
“Controlling Shareholder”	:	As defined in the Catalist Rules: (a) person who directly or indirectly has an interest of 15.0% or more of the nominal amount of all the voting shares in our Company (unless otherwise determined by the SGX-ST); or (b) a person who in fact exercises control over our Company
“CXP Awards”	:	The awards recognition programme named “CXP Best Customer Experience Awards” organised by our Group
“Digital Platforms”	:	Include the websites accessible at https://sme.asia , https://hrasiamedia.com , http://capital.asia , https://cxp.asia , https://energy.asia , https://logistics.asia and https://真相.tv and third party social media platforms
“EA Awards”	:	The awards recognition programmes named “Asia Pacific Entrepreneurship Awards”, “Asia Responsible Enterprise Awards” and “International Innovation Awards” organised by our Group
“EPS”	:	Earnings per Share
“FY”	:	Financial year ended or ending 31 December, as the case may be
“Golden Bull Award”	:	The business awards named “Golden Bull Award (《金牛奖》)” organised by our Group
“Group ESOS”	:	The employee share option scheme of our Company known as the “Group ESOS”, the details of which are set out in the section entitled “Group ESOS” and “Appendix F – Rules of the Group ESOS” of the Offer Document
“Latest Practicable Date”	:	16 June 2021, being the latest practicable date prior to the lodgement of the Offer Document with the SGX-ST, acting as agent on behalf of the Monetary Authority of Singapore
“ML”	:	Machine learning
“NAV”	:	Net asset value
“New Shares”	:	The 18,200,000 new Shares for which our Company invites applications to subscribe for pursuant to the Placement, subject to and on the terms and conditions set out in the Offer Document
“Option Shares”	:	The Shares which may be allotted and issued and/or transferred upon the exercise of the Options granted pursuant to the Group ESOS
“Placement Shares”	:	The New Shares and Vendor Shares which are the subject of the Placement
“SGX-ST”	:	The Singapore Exchange Securities Trading Limited
“Shares”	:	Ordinary shares in the capital of our Company
“SME100 Awards”	:	The awards recognition programme named “SME100 Awards” organised by our Group
“Sphere”	:	Sphere Exhibits Pte Ltd
“SPRINT”	:	The performance share plan of our Company known as the “Shared Purpose and Prosperity Incentive Plan”, the details of which are set out in “Appendix E – Rules of SPRINT” of the Offer Document
“Vendor Shares”	:	The 7,800,000 Shares (after the Share Split) to be offered by the Vendor pursuant to the Placement

CONTACT INFORMATION

WHO CAN YOU CONTACT IF YOU HAVE ENQUIRIES RELATING TO OUR OFFER?

The Issuer	:	Audience Analytics Limited
Registered Office	:	80 Raffles Place, #32-01, UOB Plaza 1, Singapore 048624
Telephone No./Facsimile No.	:	+603 7803 8692/+603 7880 8695
Website	:	http://audience.asia (Information contained in our website does not constitute part of the Offer Document)
Sponsor and Issue Manager	:	ZICO Capital Pte. Ltd.
Address	:	8 Robinson Road, #09-00 ASO Building, Singapore 048544
Telephone No.	:	+65 6636 4201

