

IMMEDIATE RELEASE

The Edge Singapore Signs On as Official Media Partner of the Golden Bull Award 2023 in Singapore

- Audience Analytics and The Edge Singapore have reached an agreement whereby The Edge Singapore will come onboard as the official media partner for the Golden Bull Award 2023
- The Golden Bull Award serves as a platform to benchmark excellence in business, inspiring more businesses, both SMEs and corporates, to strive for greater excellence
- The Golden Bull Award will be scheduled in November 2023

Singapore, 19 January 2023 – Audience Analytics Limited (“Audience Analytics” or the “Company”, and together with its subsidiaries, the “Group”) is pleased to announce that Business Media Intelligence Pte Ltd (“BMI”), the wholly owned subsidiary of Audience Analytics has entered into an agreement with The Edge Singapore (“TES”), a leading independent media and news publication, whereby TES has been appointed as the official media partner for the Golden Bull Award 2023 in Singapore. As one of Asia's premier business awards platform for SMEs and corporates, the Golden Bull Award aims to celebrate excellence in business and inspire more businesses to think global and innovate together.

This year's Singapore's Golden Bull Award is scheduled for November. Businesses will be able to put forth their nominations now. The entire judging and auditing process will take place from October to November 2023, following the nomination deadline in September 2023.

Chairman and Managing Director of Audience Analytics, Datuk William Ng, commented, “***We are delighted to join forces with The Edge Singapore for this year's highly-anticipated Golden Bull Award. Having the widely respected media organization on board as our official media partner not only cements our standing as the region's leading business enabler, but also gives this year's nominees exposure to The Edge Singapore's vast readership base. Through their coverage of this year's event, we are excited to shed light on the breakthroughs being made by businesses in Singapore.***”



The Golden Bull Award itself has a heritage of international co-operation. It was founded by Malaysian newspaper Nanyang Siang Pau in 2002, before being acquired by a subsidiary of Singapore Press Holdings Limited in 2013. The brand changed hands again with a partnership and subsequent ownership by the Group in 2015 and 2022 respectively.

The Golden Bull Award has since expanded rapidly, hosting its prestigious events in some of Asia's most prominent economic hubs, including Singapore, Taiwan and Mainland China. As a result of its efforts, the Company has helped bridge the business communities across the region.

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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/>

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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.*



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