

IMMEDIATE RELEASE

**Audience Analytics Increases Proposed Dividend By 43%
After Closing the Year With a 35% Jump In Net Profit**

- 2022 net profit jumped 35.2% y-o-y on the back of a 43.1% increase in revenue
- The Group ended the year with a strong net cash position of S\$17.30 million (or S\$0.103/share), underpinned by robust operating cashflow generation
- The Group proposed a final dividend of 1.80 Singapore cents, marking a 42.9% increase y-o-y

Singapore, 23 February 2023 – 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 twelve months for the year ended 31 December 2022 (“2H2022” and “FY2022”). FY2022 net profit jumped 35.2% y-o-y to S\$5.69 million on the back of a 43.1% increase in revenue.

Financial Highlights

S\$ (million) except for per share item	2H2022	2H2021	y-o-y % change	FY2022	FY2021	y-o-y % change
Revenue	12.20	8.96	36.2%	14.13	9.88	43.1%
Gross Profit	8.36	6.41	30.4%	9.10	6.51	39.7%
<i>Gross Profit Margin</i>	<i>68.5%</i>	<i>71.6%</i>		<i>64.4%</i>	<i>66.0%</i>	
Net Profit	5.62	4.66	20.7%	5.69	4.21	35.2%
<i>Net Profit Margin</i>	<i>46.1%</i>	<i>52.0%</i>		<i>40.2%</i>	<i>42.6%</i>	
Earnings per share (Singapore cents)	3.34	2.77	20.6%	3.38	2.50	35.2%

	FY2022	FY2021	y-o-y % change
Dividend per share (Singapore cents)	1.80*	1.26	42.9%
Payout ratio	53.2%	50.4%	

*The proposed dividend is subject to shareholders’ approval at the forthcoming annual general meeting of the Company.

The surge in revenue was mainly due to an increase in sales contributions from the Group’s Business Impact Assessment and Recognition segment which saw a significant increase in

the number of participants. The segment continued to be the main revenue driver for the Group, contributing to 94.4% of total revenue in FY2022. Revenue from the Group's Exhibitions segment also rose following the easing of the COVID-19 pandemic restrictions.

On the back of the Group's stellar performance in FY2022, the Group has proposed a first and final dividend of 1.80 Singapore cents, representing a dividend growth of 42.9% y-o-y and a payout ratio of 53.2% of the Group's net profit for FY2022.

Chairman and Managing Director of Audience Analytics, Datuk William Ng, commented "**2022 was another year of strong growth for the Group, as we continued to experience increased traction in our Business Impact Assessment and Recognition segment. We resumed our physical events in Thailand, Singapore and Taiwan, and were delighted to see the overwhelmingly positive response from corporates and program participants. Despite the transition from virtual to physical events, our gross margins have remained relatively stable, thanks to the scalability of our business model and the strength of our brands.**"

Audience Analytics generated a positive net operating cashflow of S\$7.2 million in FY2022 as the Group's net cash position swelled to S\$17.3 million (or S\$0.103/share) during the period.

S\$ (million)	FY2022	FY2021
Cashflows generated from operating activities	7.19	3.73
Cashflows (used in)/ generated from investing activities	(0.28)	0.05
Cashflows (used in)/ generated from financing activities	(2.17)*	3.13*
Net increase in cash and cash equivalents	4.74	6.91
S\$ (million) except for per share item	31-Dec-22	31-Dec-21
Cash and cash equivalents	17.41	12.80
Less borrowings**	(0.10)	(0.14)
Net cash and cash equivalents	17.30	12.66
<i>Net cash/share*** (Singapore cents)</i>	<i>10.28</i>	<i>7.53</i>

* S\$2.12 million and S\$1.97 million were paid as dividends to shareholders in FY2022 and FY2021 respectively.

** Includes lease liabilities

***Net cash/share is computed based on 168.2 million shares as at 31 December 2022 and 31 December 2021.

Looking Ahead

Following the relaxation of pandemic restrictions across the globe, the Group's key operating markets such as Singapore and Malaysia, are experiencing rapid recovery. In particular, Malaysia saw its GDP hit 8.7%¹ - the highest level in 22 years. Alongside the reopening of Chinese borders, the Group is optimistic that a positive surge in business activity will be seen in Greater China and other regions.

“The healthy growth in participation in our business recognition programs (including from Fortune 500 companies) over the years and across markets is a testament of our established reputation in assessment programs. As economies re-open regionally, we find ourselves in a position to expand our business recognition portfolio into new markets and attract new participation from leading corporates.” Ng said.

“Over the past 20 years, we have accumulated a database of over 500,000 engaged business owners and decision makers. Many of these businesses have grown with us, across markets and throughout business cycles. This represents a significant opportunity for us to tap into our existing and upcoming brands. We are excited with the runway this represents.” Ng added.

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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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[https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=100&bul_id=RkhsOGEwclM4T1UxZ1Vmb0pwL1JIQT09&menu_id=TE5CRUZCb1h4ZTZMODZlbnk2aWRRQT09#:~:text=Overall%2C%20Malaysia's%20economic%20performance%20boosted,years%20\(2000%3A%208.9%25\).](https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=100&bul_id=RkhsOGEwclM4T1UxZ1Vmb0pwL1JIQT09&menu_id=TE5CRUZCb1h4ZTZMODZlbnk2aWRRQT09#:~:text=Overall%2C%20Malaysia's%20economic%20performance%20boosted,years%20(2000%3A%208.9%25).)

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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 Catalist.*

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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