

**IMMEDIATE RELEASE**

## **Audience Analytics Records 1H2022 Profits as Revenue More than Doubles**

- Earnings turnaround with 1H2022 net profit of S\$0.06m despite a seasonally weaker first half; the Group is cautiously optimistic of its half year ended 31 December 2022 (“2H2022”) performance
- Generated 1H2022 positive operating cashflow of S\$1.7m, as net cash stands at S\$12.1m (S\$0.072/share)
- More than 80% of the Group’s full year revenue was contributed from the second half of the financial year in the last two financial years ended 31 December 2020 and 31 December 2021

Singapore, 3 August 2022 – Audience Analytics Limited (“Audience Analytics” or the “Company”, and together with its subsidiaries, the “Group”) (Stock Code: SGX:1AZ) is pleased to announce its financial results for the half year ended 30 June 2022 (“1H2022”). The Group recorded an earnings turnaround with a net profit of S\$0.06 million for 1H2022 as revenue more than doubled and margins expanded.

**Financial Highlights**

<b>S\$ (million)</b>	<b>1H2022</b>	<b>1H2021</b>	<b>y-o-y % change</b>
<b>Revenue</b>	1.93	0.92	110.4%
<b>Gross Profit</b>	0.74	0.10	628.5%
<i>Gross Profit Margin</i>	<i>38.4%</i>	<i>11.1%</i>	
<b>Net Profit</b>	0.06	(0.45)	NM
<i>Net Profit Margin</i>	<i>3.2%</i>	<i>N/A</i>	

*NM: Not meaningful; 1H2021 refers to financial results for half year ended 30 June 2021.*

The Group’s revenue more than doubled to S\$1.93 million in 1H2022, driven by robust growth in its Business Impact Assessment and Recognition segment and Exhibitions segment. Revenue from the Business Impact Assessment and Recognition segment increased 76.6% y-o-y to S\$1.59 million in 1H2022, mainly due to an increase in the number of events held in 1H2022. The rise in revenue from the Exhibitions segment is attributed to the Malaysia Career

& Training Fair held in 1H2022, after all exhibitions were cancelled in 1H2021 due to the COVID-19 pandemic.

Coupled with an expansion in gross profit margin from 11.1% in 1H2021 to 38.4% in 1H2022, the Group saw a significant jump in gross profit by more than 6 times to S\$0.74 million. Consequently, the Group recorded an earnings turnaround of S\$0.06 million from a loss of S\$0.45 million just a year ago.

Chairman and Managing Director of Audience Analytics, Datuk William Ng, commented ***“Despite a seasonally weaker first half for the Group with most events being held in the latter half of the year, the Group has achieved a feat of being profitable. The jump in revenue and the turnaround to profitability is a testament to the scalability of the Group’s business, and the growing presence of the Group in the region.”***

In 1H2022, the Group generated a positive operating cashflow of S\$1.73 million, with a net cash position of S\$12.13 million (or S\$0.072/share) as of 30 June 2022.

<b>S\$ (million)</b>	<b>1H2022</b>	<b>1H2021</b>
<b>Cashflows from operating activities</b>	1.73	(0.13)
<b>Cashflows from investing activities</b>	(0.18)	0.09
<b>Cashflows from financing activities</b>	(2.14)*	(2.03)*
<b>Net decrease in cash and cash equivalents</b>	(0.59)	(2.07)
<b>S\$ (million) except for per share figures</b>	<b>30-Jun-22</b>	<b>31-Dec-21</b>
<b>Cash and cash equivalents</b>	12.24	12.80
<b>Less borrowings**</b>	(0.11)	(0.14)
<b>Net cash and cash equivalents</b>	12.13	12.66
<i>Net cash/share*** (S\$ cents)</i>	<i>7.2</i>	<i>7.5</i>

\* S\$2.12 million and S\$1.97 million were paid as dividends to shareholders in 1H2022 and 1H2021 respectively.

\*\* Relates to lease liabilities of motor vehicles

\*\*\*Net cash/share is computed based on 168.2 million shares as at 30 June 2022 and 31 December 2021.

### **Looking Ahead**

In the past few months, governments around the world have steadily begun to ease quarantine measures and social distancing restrictions. However, the pandemic situation is still largely fluid. In response, the Group is keeping a close eye on the situation and will take appropriate and timely measures to minimise the impact of another outbreak on its operations.

***“With the economy rebounding strongly across the region, the Group is in an excellent position to take advantage of that growth, given our presence in 15 markets across Asia.”*** Ng said. Revenue from second half of the financial year has contributed to more than 80% of the Group’s total revenue in the last two financial years ended 31 December 2020 and 31 December 2021.

**“The steady growth in participation in our award programs (including from Fortune 500 companies) over the years and across markets is a testament of the rising reputation of our assessment programs. Looking ahead, the Group intends to enter new markets and ramp up cross-selling efforts to identify new revenue streams and expand our portfolio.”** 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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*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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