



audience
ANALYTICS

EMPOWERING GROWTH TOGETHER

ANNUAL GENERAL MEETING
21 APRIL 2025 | 2:00 P.M.

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The contact person for the Sponsor is Ms. Leong Huey Miin, ZICO Capital Pte. Ltd. at 77 Robinson Road, #06-03 Robinson 77, Singapore 068896, telephone (65) 6636 4201.

Board of Directors

Board Of Directors



Datuk William Ng
Chairman & Managing Director



Dato' Ryan Ooi
Executive Director



Elaine Beh
Lead Independent Director



Adj. Prof. Paul W Chan
Independent Director



Datuk Alexandra Chin
Independent Director

Agenda

01 — Financial Highlights

02 — Proposed Resolutions

PRESENTATION
AGENDA

FINANCIAL HIGHLIGHTS - OVERVIEW

Established in 2002, Audience Analytics is a well-established business enabler, with a presence in Singapore, Cambodia, China, Hong Kong, India, Indonesia, Macau, Malaysia, Philippines, South Korea, Taiwan, Thailand, United Arab Emirates and Vietnam.

3 MAIN BUSINESS SEGMENTS:



Exhibitions

Connecting corporates with future talents



Business Impact Assessment and Recognition

Recognising best practices and celebrating the achievements of corporates



Business Media

Content research and raising awareness of corporates



15

Markets across Asia, and growing



\$S\$0.015 | 5.5%

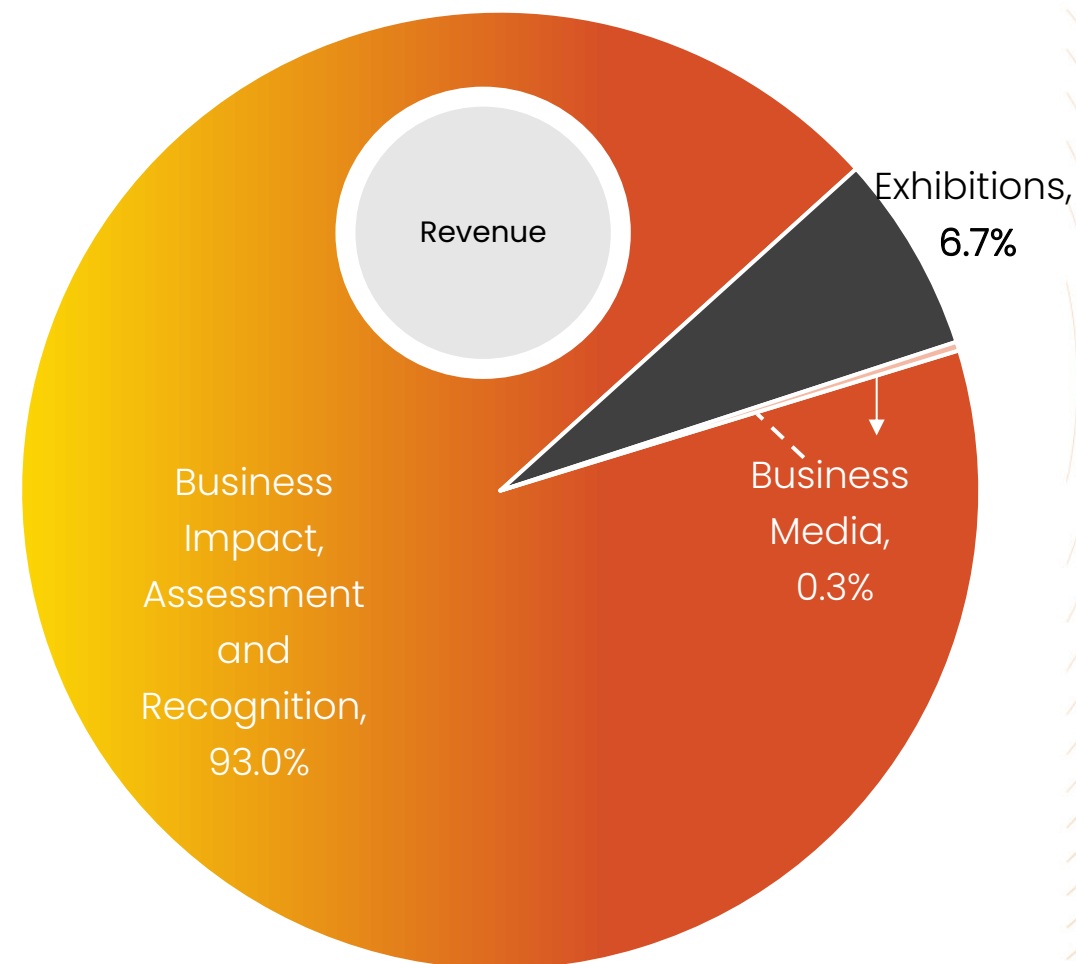
Proposed Dividend per share and Yield as of 4 April 2025



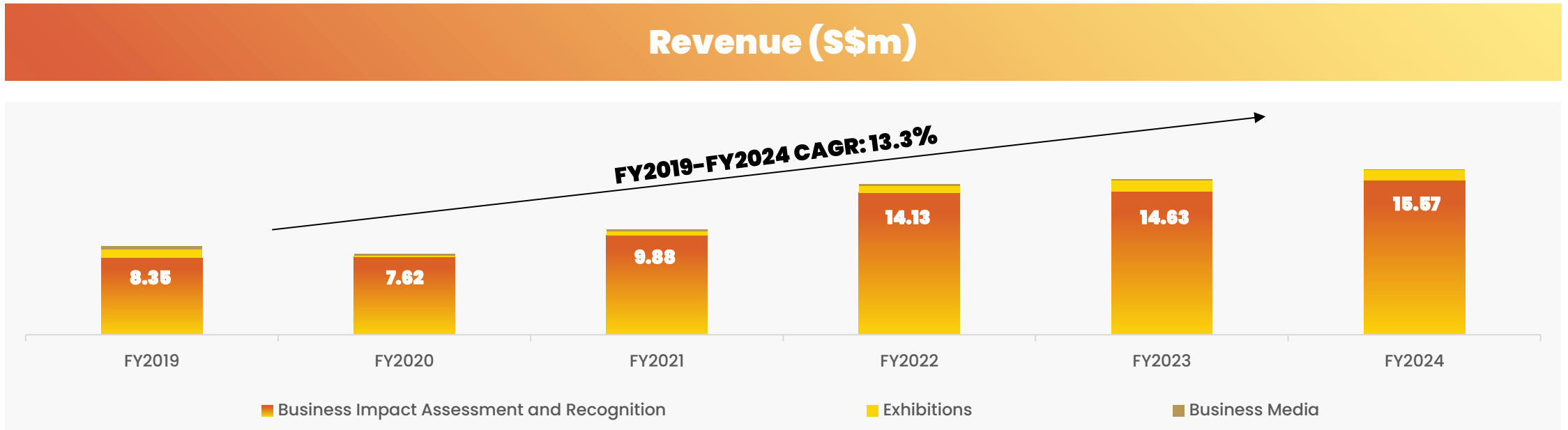
20%

FY2020-FY2024 Net Profit CAGR

FY2024 AT A GLANCE



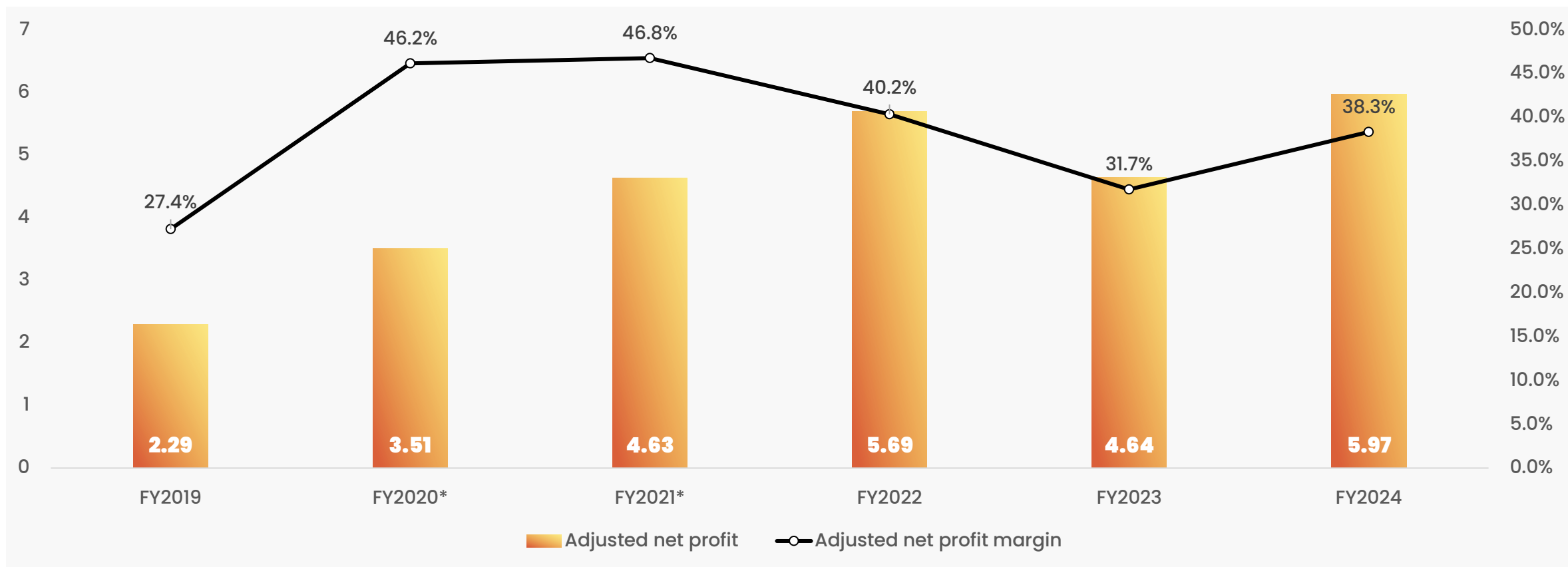
FY2024 FINANCIAL HIGHLIGHTS – CONTINUED GROWTH



Revenue by Segment (\$m)	FY2023	FY2024	% Change
Business Impact Assessment and Recognition	13.45	14.49	7.7%
Exhibitions	1.11	1.04	(6.6%)
Business Media	0.07	0.05	(31.0%)
Total	14.63	15.57	6.5%

FY2024 FINANCIAL HIGHLIGHTS – RECORD PROFITS

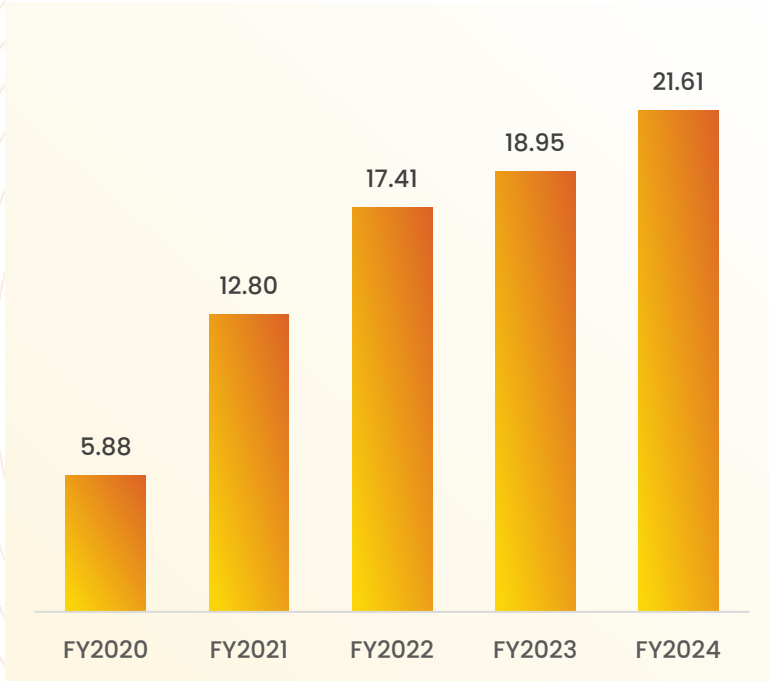
Adjusted Net Profit (S\$m)



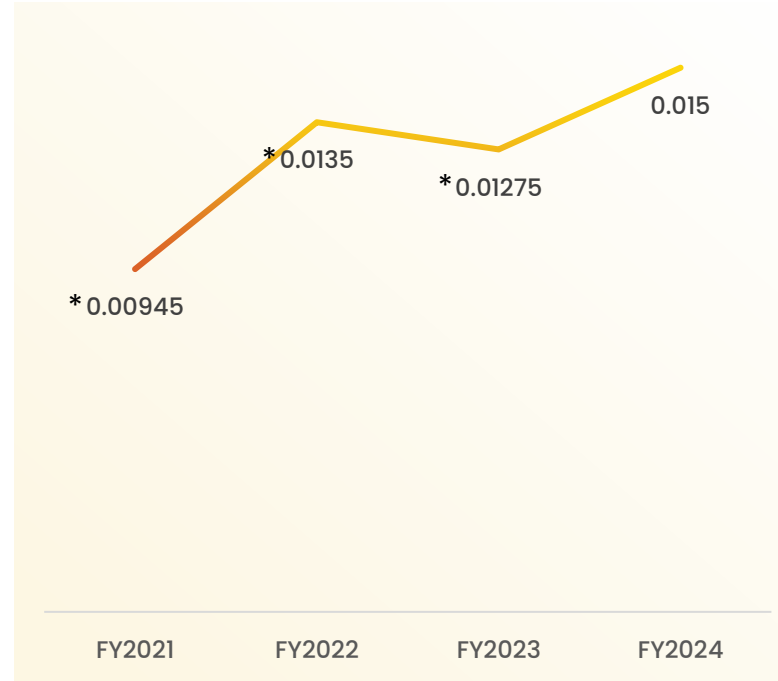
* Excluding one-off listing expenses of S\$0.6 million and S\$0.4 million in FY2020 and FY2021 respectively.

FY2024 FINANCIAL HIGHLIGHTS – GROWING CASH & DIVIDENDS

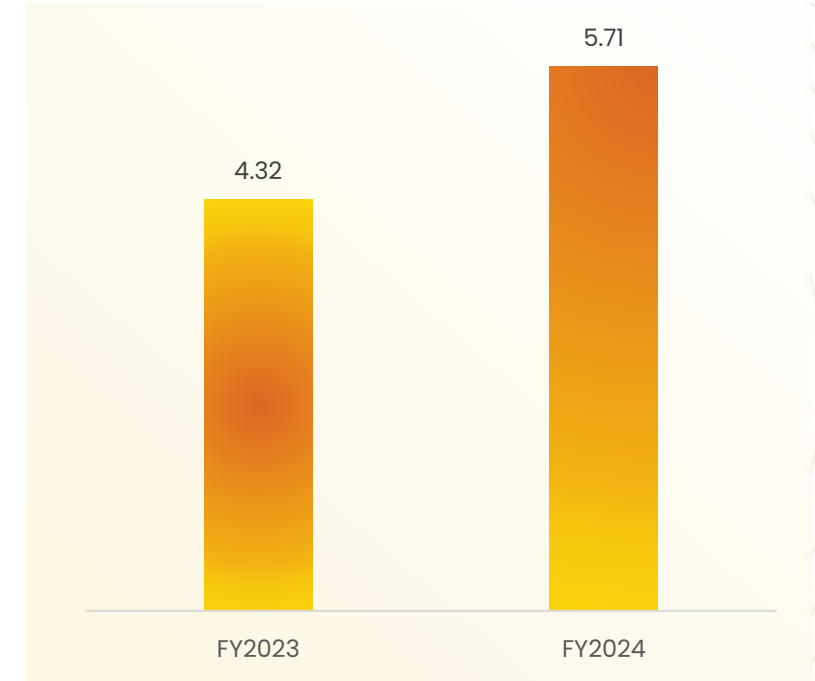
Cash (S\$m)



Dividends (S\$)



Free Cash Flow** (S\$m)



Cash position as at 31 December 2024 forms 34.5% of the Group's total market capitalization as at 4 April 2025

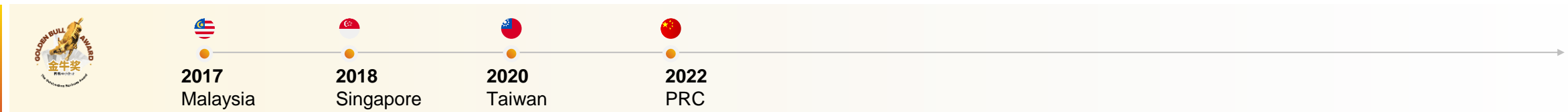
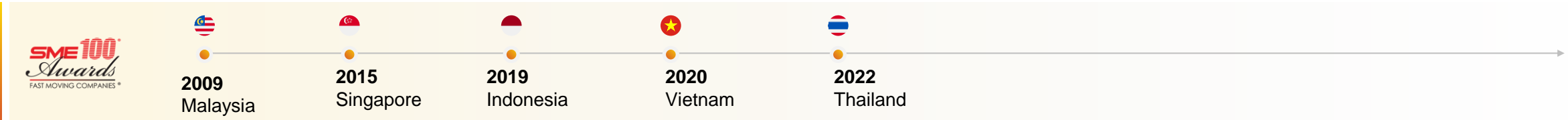
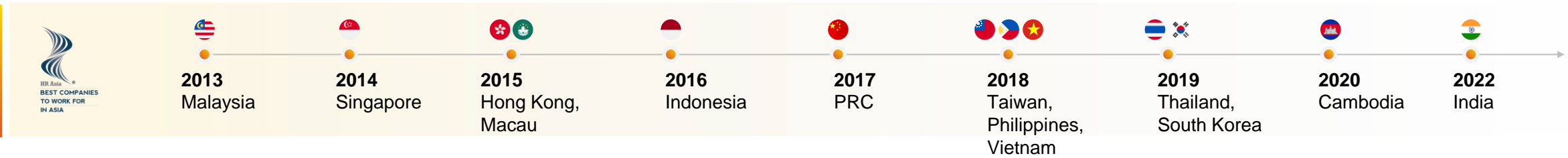
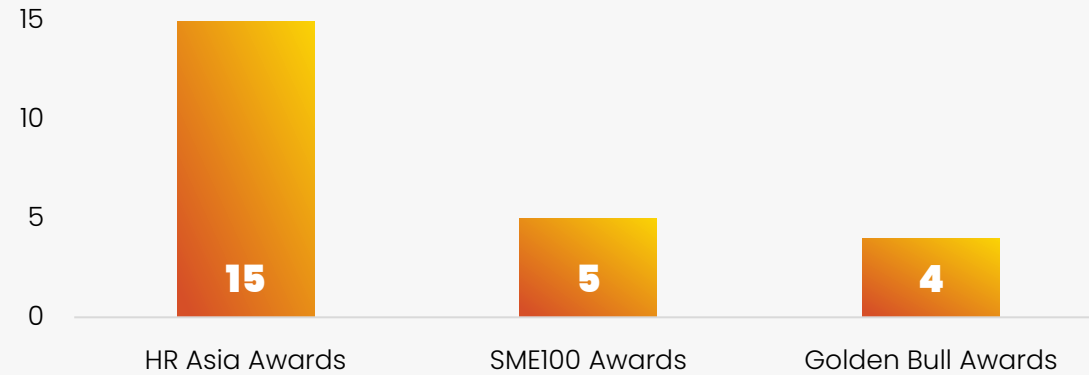
*Adjusted based on 227,705,910 shares post 3-for-1 bonus share issue on 21 January 2025

**Free cash flow generated = Net cash from operating activities – purchase of PPE

2025 & BEYOND - GROWTH STRATEGIES

Deepening Our Presence In Key Markets

Deepen the presence (and margins) of our Business Recognition and Impact Assessment brands within their key markets



2025 & BEYOND – GROWTH STRATEGIES

Brand Extension



Happiest Workplace Certification

Recognition of workplaces that strive to create a positive culture.



Monetising Brand Presence

Further monetising the potential of our strong brand presence across key markets.



Adjacent Categories

Extending into adjacent categories on the back of already well-established brands.

2025 & BEYOND - GROWTH STRATEGIES

Strategic Acquisitions And Investments



1. Adjacent Sectors

Expand into complementary business areas.



2. Leverage Geography

Benefit from strong regional presence



3. Brand Recognition

Utilize established reputation



4. Financial Strength

Deep reserves to drive inorganic growth





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PROPOSED RESOLUTIONS

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AS ORDINARY BUSINESS

Resolution 1

To receive and adopt the Directors' Statement and the Audited Financial Statements of the Company and of the Group for the financial year ended 31 December 2024 ("FY2024"), together with the Independent Auditor's Report thereon.

Resolution 2

To declare and approve the payment of a first and final tax exempt (one-tier) dividend of S\$0.015 per ordinary share in respect of FY2024.

Resolution 3

To re-elect Dato' Ooi Keim Fung, who is retiring by rotation pursuant to Regulation 100 of the Constitution of the Company, as a Director of the Company ("Director").

PROPOSED RESOLUTIONS

AS ORDINARY BUSINESS

Resolution 4

To re-elect Ms. Elaine Beh Pur-Lin, who is retiring by rotation pursuant to Regulation 100 of the Constitution of the Company, as a Director.

Resolution 5

To approve the payment of Directors' fees of S\$74,000 for the financial year ending 31 December 2025 ("FY2025"), to be paid half yearly in arrears (FY2024: S\$54,000).

Resolution 6

To re-appoint Messrs Baker Tilly TFW LLP as the Independent Auditors of the Company to hold office until the next AGM and to authorise the Directors to fix their remuneration.

PROPOSED RESOLUTIONS

AS SPECIAL BUSINESS

Resolution 7

Authority to allot and issue shares in the capital of the Company.

Resolution 8

Authority to offer and grant awards, and to allot and issue Shares under the Shared Purpose and Prosperity Incentive Plan ("**SPRINT**").

Resolution 9

Authority to offer and grant options, and to allot and issue Shares under the Group Employee Share Option Scheme ("**Group ESOS**").



Thank You!

Investor Relations Contacts



Emily Choo

emily@gem-comm.com



Renfred Tay

renfred@gem-comm.com