FOR IMMEDIATE RELEASE

Audience Analytics Delivers Strong 1H2026 Growth as Net Profit Increases to $0.64 Million

- *Revenue increased 12.6% y-o-y to S$3.91 million*
- *Gross profit margin expanded to 43.1% from 34.8% in 1H2025*
- *Net profit increased to S$0.64 million*
- *Robust financial position supported by cash balance of S$19.81 million*
- *Strategic investments in VeecoTech and Snowball strengthen digital capabilities and regional footprint*

Singapore, 12 August 2026 – 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 2026 ("1H2026").

Financial Highlights

S$ (million)	1H2026	1H2025	y-o-y % change
Revenue	3.91	3.47	12.6%
Gross Profit	1.69	1.21	39.5%
Gross Profit Margin	43.1%	34.8%	+8.3 ppt
Net Profit	0.64	0.13	409.6%
Net Profit Margin	16.4%	3.6%	+12.8 ppt

For 1H2026, Audience Analytics recorded revenue of S$3.91 million, representing a 12.6% increase from S$3.47 million in the corresponding period last year ("1H2025"). The increase in revenue was mainly due to the higher fulfilment of contracted services in 1H2026.

Gross profit margin increased from 34.8% to 43.1%, attributable mainly to effective cost management and operational efficiencies, reflected in the lower cost of sales. Accordingly, net profit rose to S$0.64 million, representing a 409.6% increase from S$0.13 million recorded in 1H2025.

The Group maintained a strong financial position with cash and cash equivalents of S$19.81 million as at 30 June 2026, despite returning S$3.50 million to shareholders through dividends during the period. The Group's healthy balance sheet provides financial flexibility to support strategic investments, regional expansion and future business growth.

Outlook

The Group remains positive on the outlook for its businesses as demand for business impact assessment and recognition, exhibitions and business networking platforms continues to be supported by organisations seeking to enhance brand visibility, talent development and business growth. While the operating environment remains competitive, the Group believes that its established brands and heathy financial position provide a strong foundation to pursue growth opportunities.

The Group will continue to strengthen its core Business Impact Assessment and Recognition and Exhibitions businesses by expanding its programmes and events, enhancing customer engagement, and maintaining cost management and operational efficiency.

The Group also expects to leverage its strategic investment in VeecoTech Holdings Sdn. Bhd. (“VeecoTech”) to accelerate the development of its in-house CRM and digital platforms, improve operational efficiency and strengthen the Group's digital capabilities.

In addition, the Group’s investment in Snowball Joint Stock Company (“Snowball”) is expected to create new business opportunities and strengthen the Group's presence in Vietnam.

The Group will continue to improve its productivity and capabilities through digitalisation and the adoption of artificial intelligence ("AI") initiatives.

In line with its growth strategy, the Group will continue to evaluate suitable merger and acquisition opportunities that are expected to strengthen its capabilities and expand its market presence.

"We are pleased to report a strong recovery in our first-half performance, underpinned by higher fulfilment of contracted services and improved profitability. At the same time, our strategic investments in VeecoTech and Snowball have strengthened the Group's digital capabilities and regional presence, positioning us to capture new growth opportunities in technology-enabled solutions and in Vietnam respectively. Together with our healthy balance sheet and pipeline of events in the second half of the year, we remain confident in delivering sustainable long-term value for our shareholders,” said Datuk William Ng, chairman and managing director of the Group.

– END –

About Audience Analytics

Audience Analytics Limited (SGX: 1AZ) is an Asia-wide business enabler driving corporate growth through business impact assessments, recognition award programs, trade exhibitions, and digital business media. Present in key markets across Asia, including Singapore, Malaysia, China, and Vietnam, the Group builds and operates premier market-leading brands, including SME Magazine, HR Asia, SME100 Award, and the Golden Bull Award. For more information, please visit https://audience.asia/.

Media contact: ir@audience.asia

---

*This press release has been reviewed by the Company's sponsor, ZICO Capital Pte. Ltd. ("**Sponsor**").*

*This press release has not been examined or approved by the Singapore Exchange Securities Trading Limited (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.*

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.