

NOTICE OF A DIRECTOR'S (INCLUDING A DIRECTOR WHO IS A SUBSTANTIAL SHAREHOLDER) INTEREST AND CHANGE IN INTEREST *

* Asterisks denote mandatory information

Name of Announcer *	SERIAL SYSTEM LTD
Company Registration No.	199202071D
Announcement submitted on behalf of	SERIAL SYSTEM LTD
Announcement is submitted with respect to *	SERIAL SYSTEM LTD
Announcement is submitted by *	Wui Heck Koon
Designation *	Company Secretary
Date & Time of Broadcast	05-Sep-2011 18:45:10
Announcement No.	00099

>> ANNOUNCEMENT DETAILS

The details of the announcement start here ...

>> PART I

1.	Date of notice to issuer *	05-09-2011
2.	Name of <u>Director</u> *	Goh Bak Heng
3.	Please tick one or more appropriate box(es): *	
	<ul style="list-style-type: none"> • Notice of a Director's (including a director who is a substantial shareholder) Interest and Change in Interest. [Please complete Part II and IV] 	

>> PART II

1.	Date of change of <u>Interest</u>	05-09-2011
2.	Name of Registered Holder	Goh Bak Heng
3.	Circumstance(s) giving rise to the interest or change in interest	Open Market Purchase
	# Please specify details	
4.	Information relating to shares held in the name of the Registered Holder	
	No. of <u>Shares</u> held before the change	303,815,698
	As a percentage of issued share capital	36.99 %
	No. of Shares which are subject of this notice	195,000
	As a percentage of issued share capital	0.02 %
	Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0.14805
	No. of Shares held after the change	304,010,698

	As a percentage of issued share capital	37.02 %
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>> PART III

1.	Date of change of [Select Option]	
2.	The change in the percentage level	From % To %
3.	Circumstance(s) giving rise to the interest or change in interest	[Select Option]
	# Please specify details	
4.	A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	

>> PART IV

1.	Holdings of <u>Director</u> , including direct and deemed interest :	
	Direct	Deemed
No. of shares held before the change	303,815,698	0
As a percentage of issued share capital	36.99 %	0 %
No. of shares held after the change	304,010,698	0
As a percentage of issued share capital	37.02 %	0 %
Footnotes	The percentage of issued share capital before and after the change is computed based on number of shares held before and after the change divide by 821,304,914 total shares in issue.	
Attachments	Total size = 0 (2048K size limit recommended)	