



**SERIAL SYSTEM LTD**  
新擘科技有限公司

(Registration No. 199202071D)  
(Incorporated in the Republic of Singapore on 22 April 1992)  
(the "Company", and together with its subsidiaries, the "Group")

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## **ACQUISITION OF 49% SHAREHOLDING IN SERIAL MULTIVISION (THAILAND) COMPANY LIMITED**

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The board of directors of the Company ("Board") wishes to announce that its 65% owned Singapore subsidiary, Serial Multivision Pte. Ltd. ("SMV"), has acquired 4,900 ordinary shares with a par value of Thai Baht (THB) 100 each in Serial Multivision (Thailand) Company Limited ("SMVTH"), a private limited company incorporated in Thailand for a total cash consideration of THB 490,000 (S\$20,000). SMV holds 49% of the total issued and paid up share capital of SMVTH, with the remaining 51% being held by two other Thai nationals, Mr Natapun Boribalburibhand and Ms Arunee Sukdanon. The total issued share capital of SMVTH is THB 1,000,000 comprising 10,000 shares with a par value of THB 100 each. As at the date of this announcement, all issued shares of SMVTH are fully paid-up in cash.

SMVTH is principally engaged in providing integrated hardware and software solutions under its registered trademark i-Connect to hotels, hospitals and retail industry. Software solutions include Digital Signage, In-Room Infotainment System (IRIS), Content management (IPTV and VOD) and Product Maintenance Services.

The investment will be funded through internal resources and is not expected to have any material impact on the earnings per share and net tangible assets of the Company and the Group for financial year ending 31 December 2011.

The investment constitutes a non-discloseable transaction of the Company within the meaning of Chapter 10 of the Listing Manual and is therefore not subject to the approval of the Company's shareholders.

None of the Directors or controlling shareholders (as defined in the Listing Manual) of the Company has any interest, direct or indirect, in the investment.

BY ORDER OF THE BOARD

**Derek Goh Bak Heng**  
Executive Chairman and Group CEO  
15 November 2011