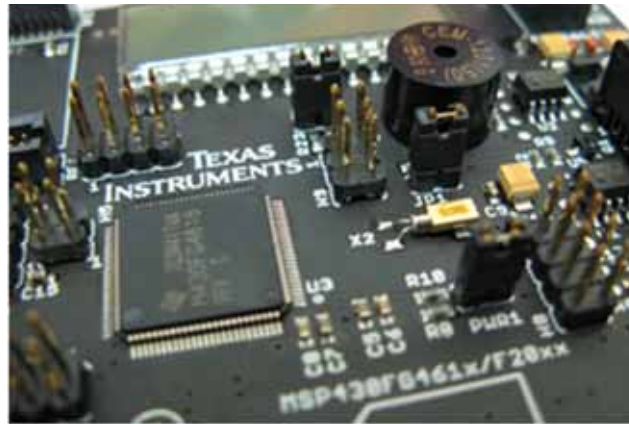


Analyst Briefing 14 October 2010



www.serialsystem.com



SERIAL SYSTEM LTD
新暉科技有限公司

Important Notice



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Outline

- Serial Mission
- Serial At A Glance
- Serial Strategies Remain Unchanged
- Financial Highlights
- Attractive Dividend
- Serial Revenue Growth And Profitability



We will continue to create a corporate environment committed to delivering service and product quality excellence, achieving continual success in performance and profitability, and be a leading semiconductors/components distributor in the Asia Pacific region.

Serial Mission



“ To be the leading regional demand creation based distributor creating values for our customers, suppliers, employees and shareholders through focused dedicated teams to all tiers of the Semiconductor and PEMCO business”

Mr Derek Goh Bak Heng

*Founder, Executive Chairman and Group CEO
Serial System Ltd*

Serial At A Glance



Footnote : Current share price as at 13 October 2010
Current PE is computed based on annualised 1H2010 unaudited announced results

Serial Strategies Remain Unchanged



Capitalise on our Competitive Strengths

**Asian Market Focus : Greater China,
Korea, Taiwan
& India**

**Strengthen Risk management on
Debts, Inventories and Cash**



Our Competitive Strengths



Extensive Distribution Network



Rank among market leaders in Korea and Greater China

Strong Product Line Cards



Serial Strengths

Supply Chain Excellence

- 7 Product Distribution Centers
- Warehousing & Logistic Support
- ERP & Advanced Planning Tools
- Integrated Materials Supply Chain Solution
- Same SAP Platform across the Group.

R&D Design Capabilities

1.5 Sales Staff = 1 FAE Ratio

Customers Spanning Across Various Industries

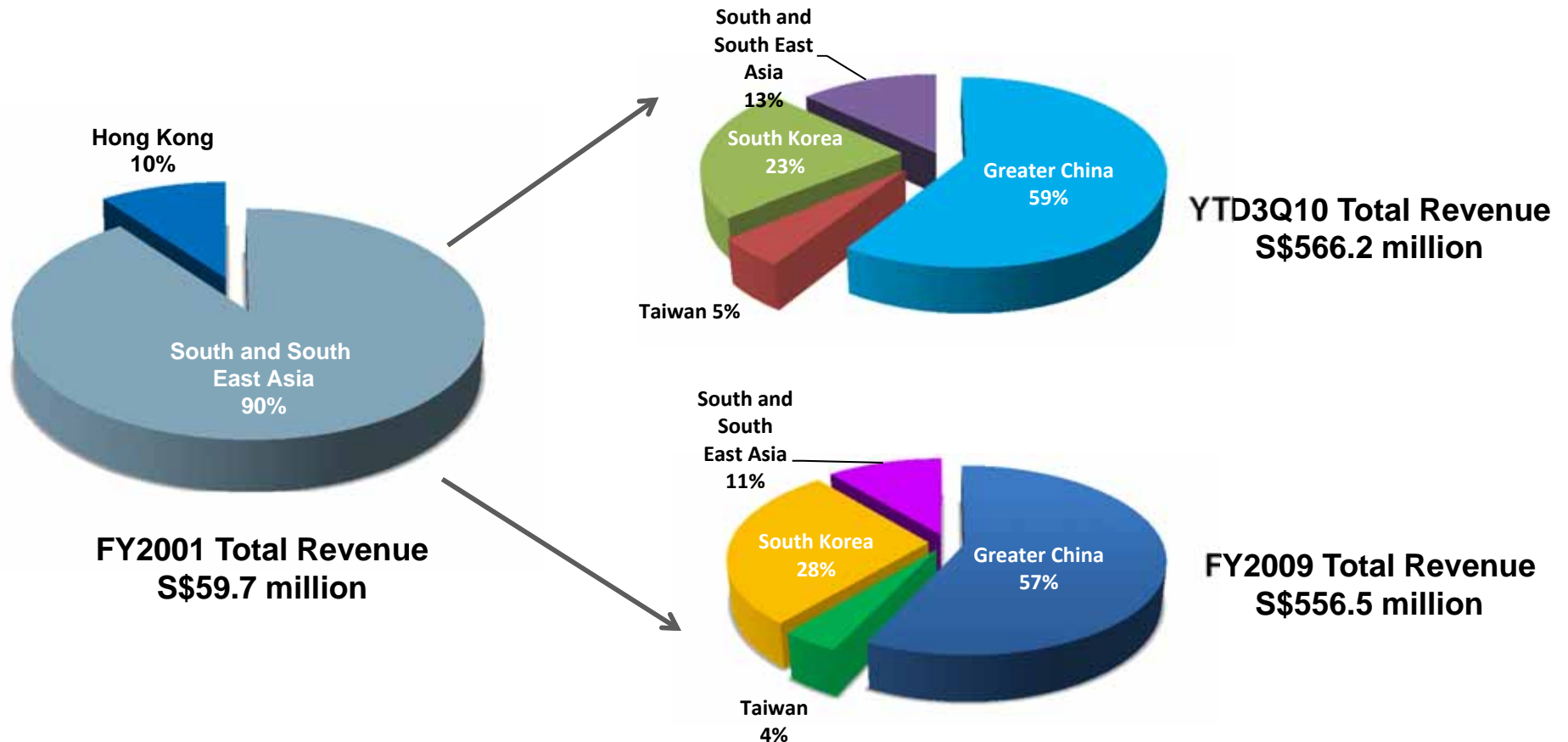
- Consumer Electronics
- Security
- Automotives
- Industrial
- Medical Devices
- OEM/EMS/Traders



Asian Market Focus



- *Maintain market leader position in Korea and Greater China*
- *Focus on Growing Low Base Businesses in Taiwan and India market*
- *Maintain Healthy Growth in South East Asia*
- *Consider adding Japan to the Asian equation*



Serial Distribution Network



Total 46 Sales Offices & + 560 employees in Asia Pacific to serve + 4,000 customers.



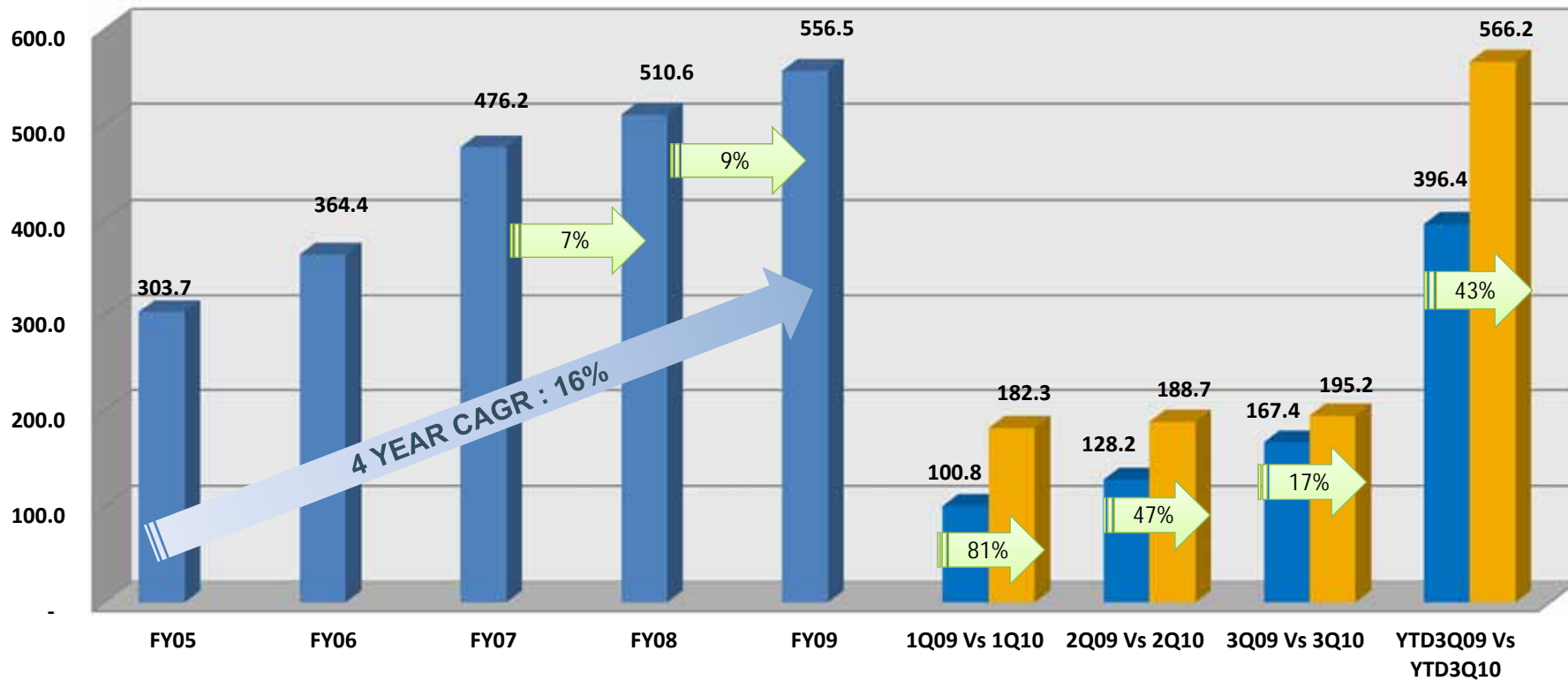
One of the largest Asian geographical presence (in term of offices) in the electronic distribution industry

Financial Highlights

Revenue Growth



Serial Revenue Growth (\$\$' million)

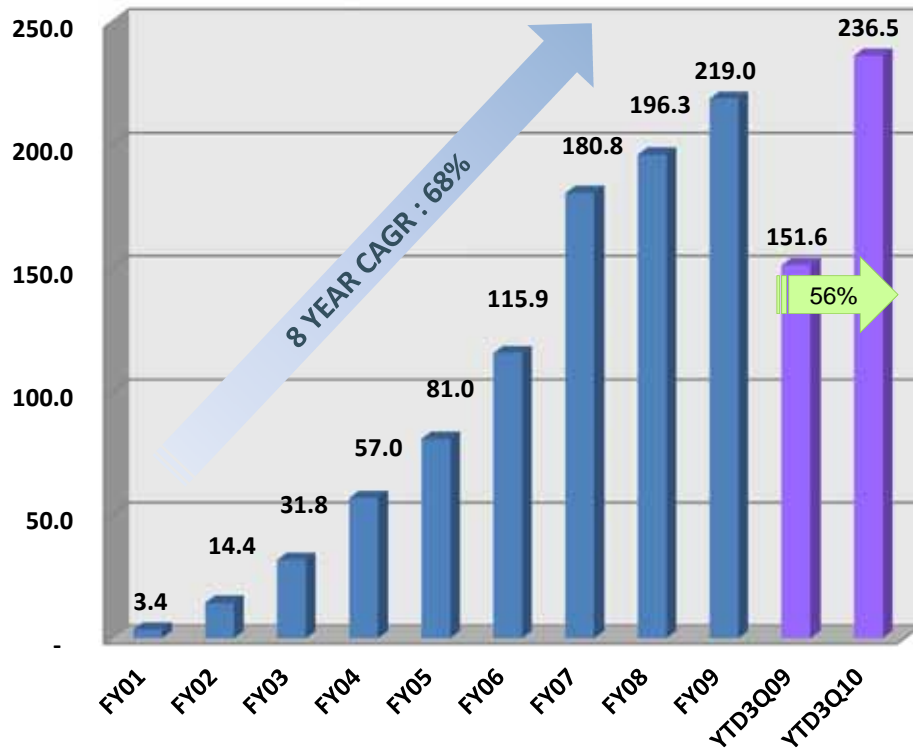


Figures for 2010 are unaudited

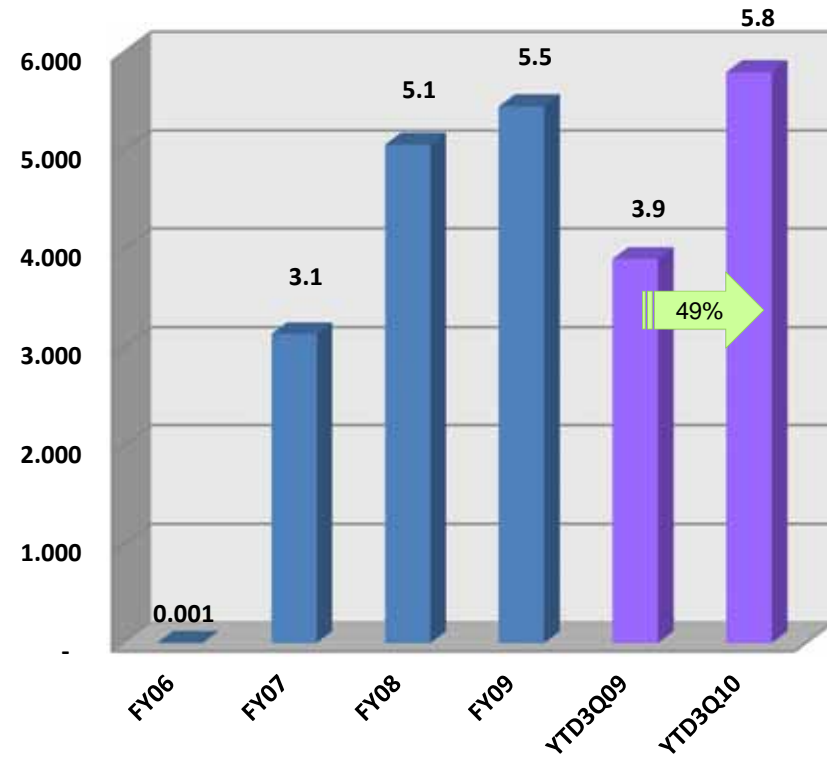
Revenue Growth



Greater China (US\$' million)



India Revenue (US\$' million)

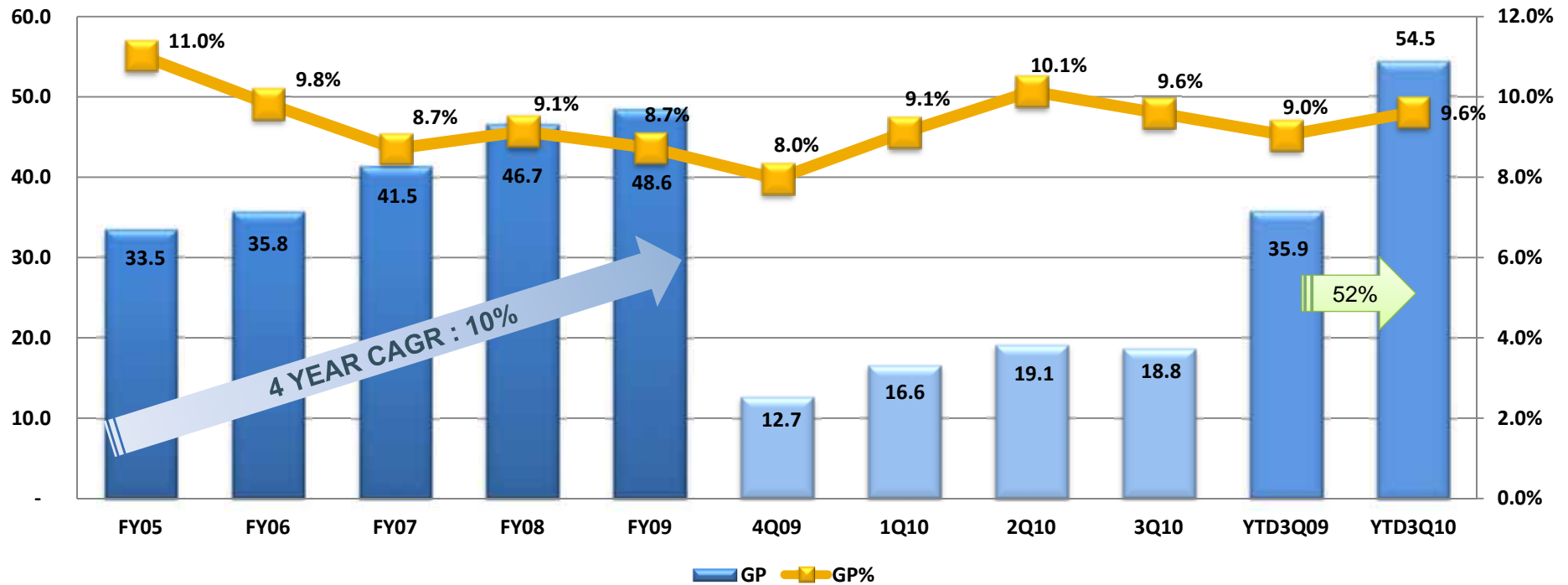


Figures for 2010 are unaudited

Profitability Potential



Gross Profit & Gross Profit Margin (S\$' million)

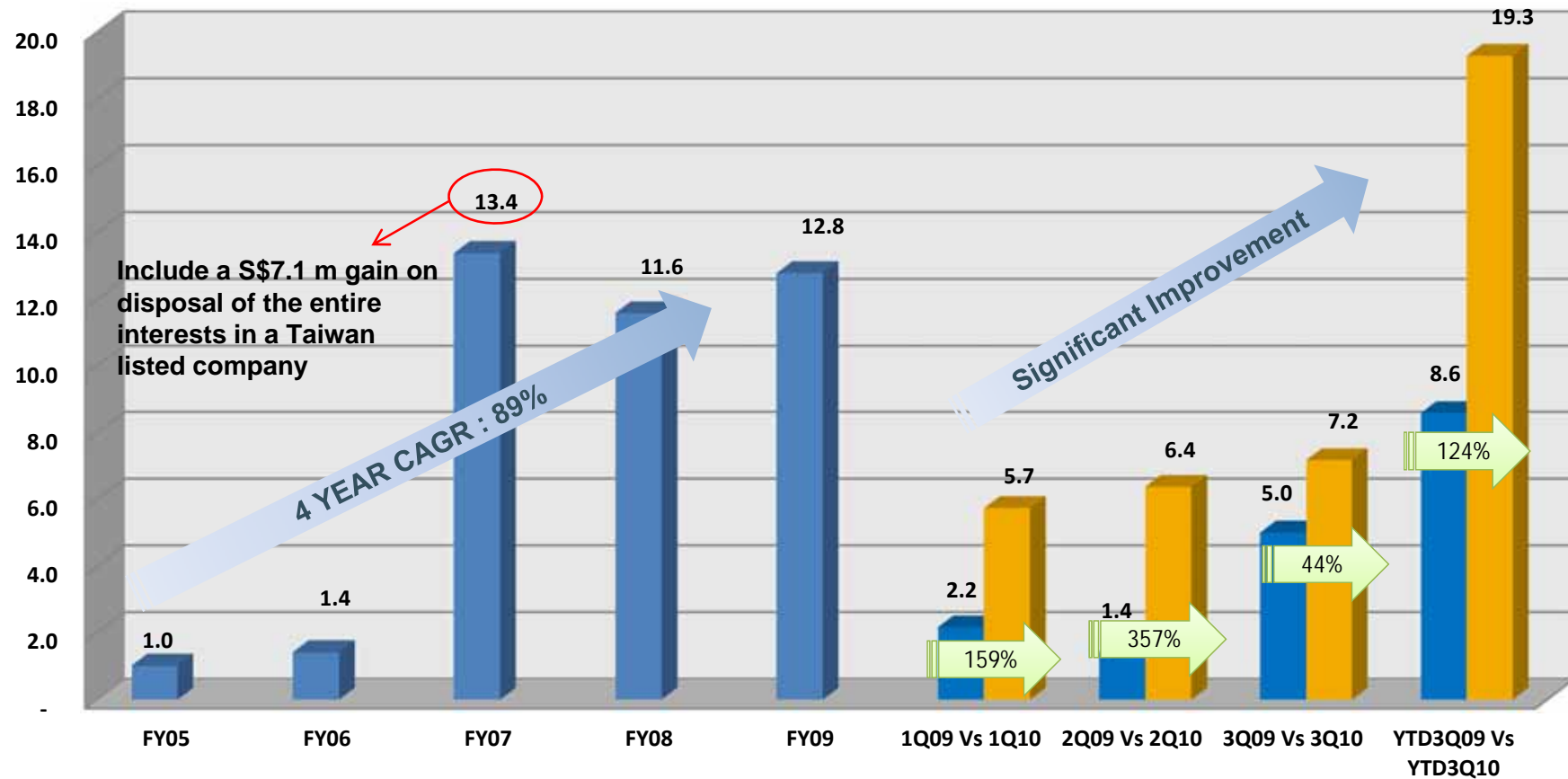


Figures for 2010 are unaudited

Profitability Potential



EBITDA (S\$' million)

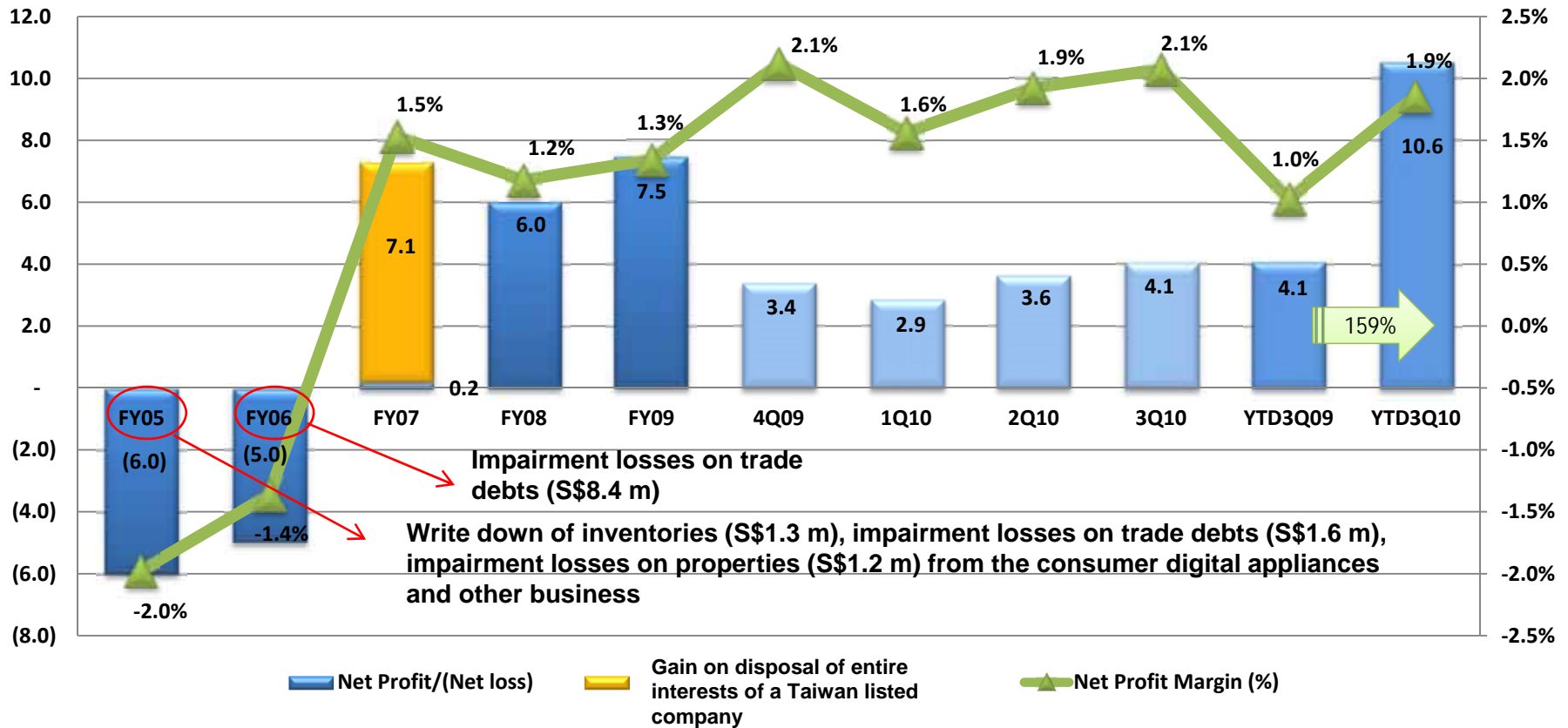


Figures for 2010 are unaudited

Profitability Potential



Net Profit/(loss) & Net Profit/(loss) Margin (S\$' million)



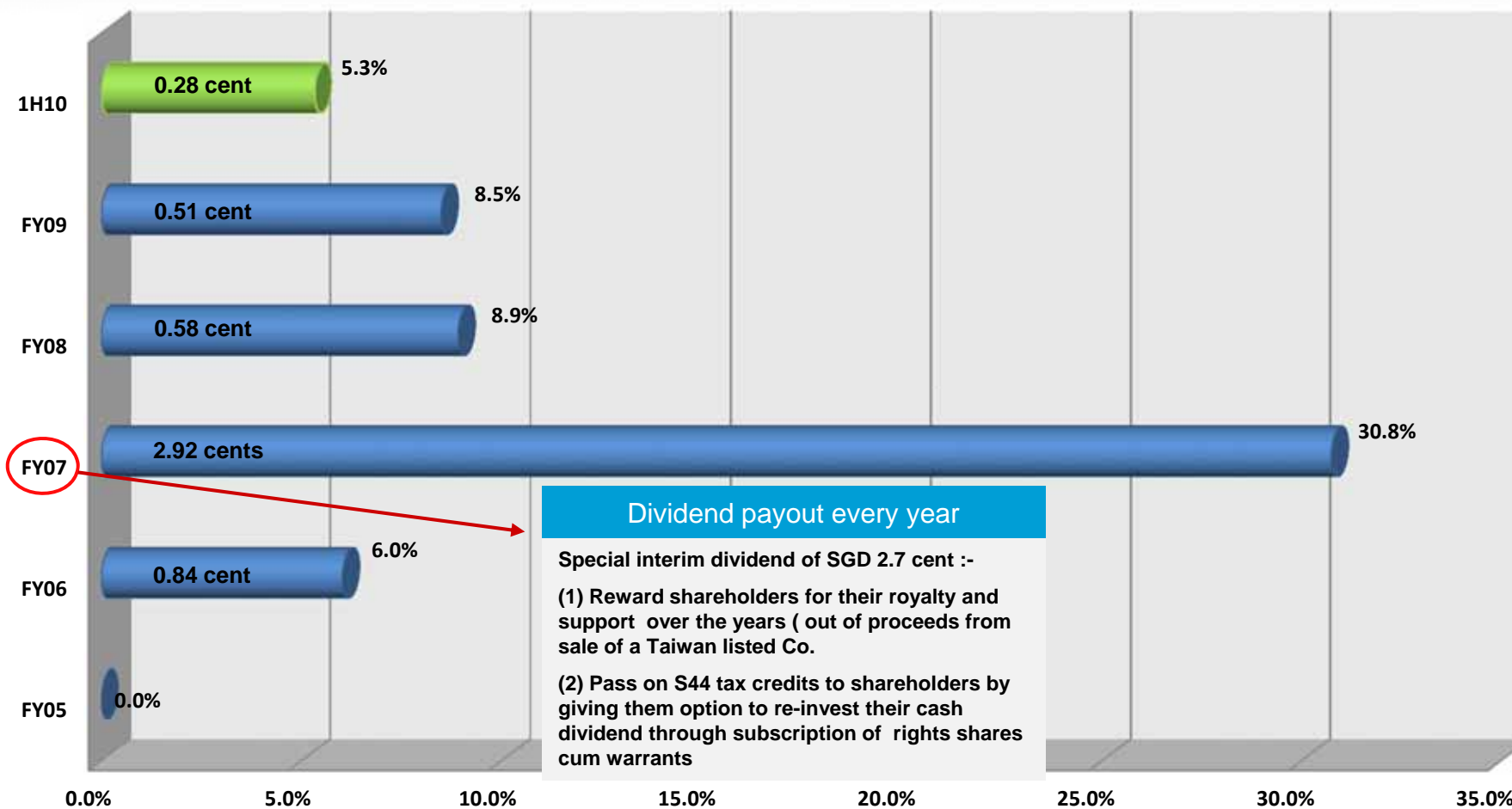
Figures for 2010 are unaudited

Attractive Dividend

Attractive Dividend



Dividend Yield (%)



Serial Revenue Growth And Profitability



Revenue Growth

- Organic growth from value-added M&A, new and existing product lines
 - Extension of existing lines from local to regional
 - New product lines / customer base
- Continue to grow lucrative markets, such as China and Korea
- Focus on growing low base businesses in Taiwan and India
- Continued focus on 2nd and 3rd Tier customers

Improve GP Margin

- Improved value-added designs and solutions to customers
- Demand creation for suppliers and customers

Operational Efficiency & Enhanced Risk Management

- Staff productivity and efficiency
- Business simplification (ERP)
- Cost efficiency
- Strengthen controls on Debts, Inventories and Cash

Grow Revenue & Bottomline

Q&A



Thank you