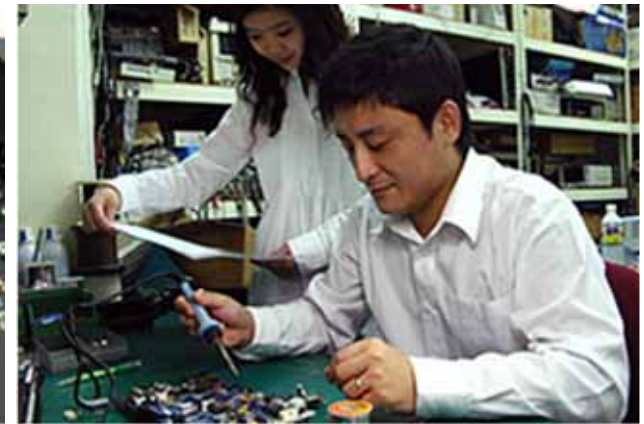
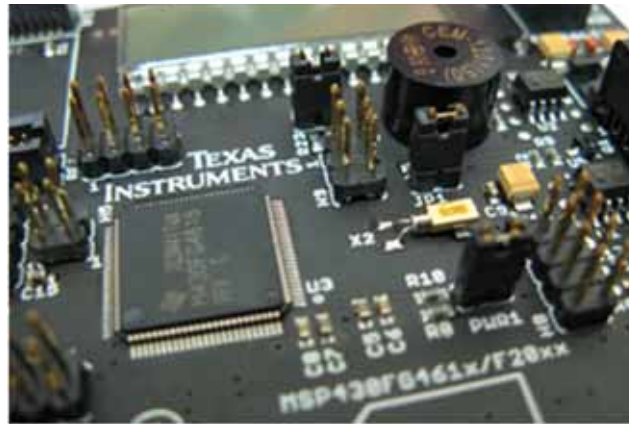


CIMB Presentation 14 September 2010



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SERIAL SYSTEM LTD
新暉科技有限公司

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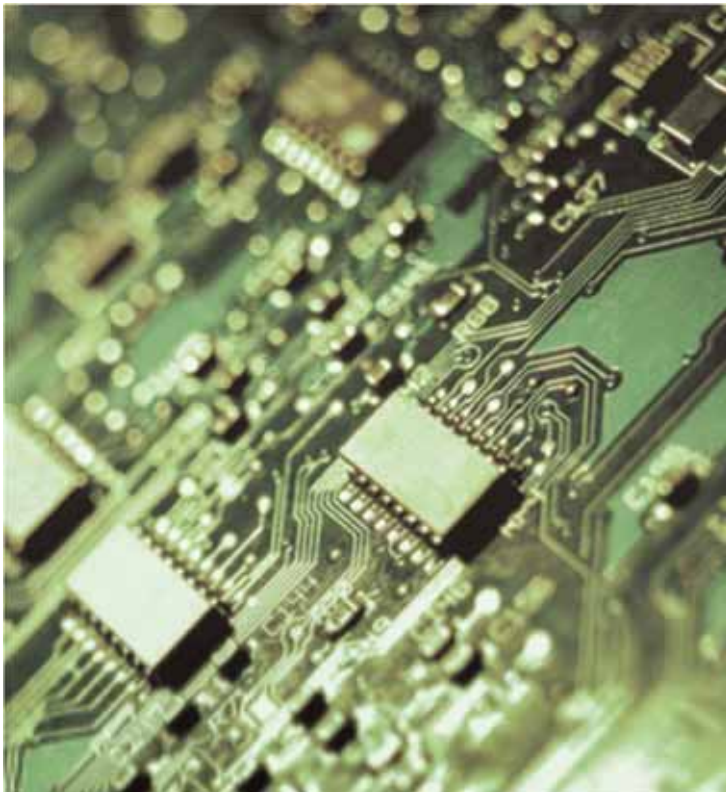
Outline

- Serial Mission
- Serial At A Glance
- Serial Business Model And Strengths
- Semiconductor Industry
- Financial Highlights
- Serial Strategies
- 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



Sustainable Business Model



Suppliers

- Extensive reach
- Access to 2nd & 3rd tier customers which they find difficult to work with
- Market Intelligence
- R&D & new products introduction capabilities

Distributor

Risk Management
Debts
Inventories
Cash

Customers

- Access to broad technologies through strong and wide product line cards
- Shorter time-to-market for their products
- Market Intelligence
- Lower cost on product development
- Lower cost in supply chain
- Financing

Value - Add

Serial 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



Serial Strengths



Total 45 Sales Offices & + 560 employees in Asia Pacific to serve + 4,000 customers.

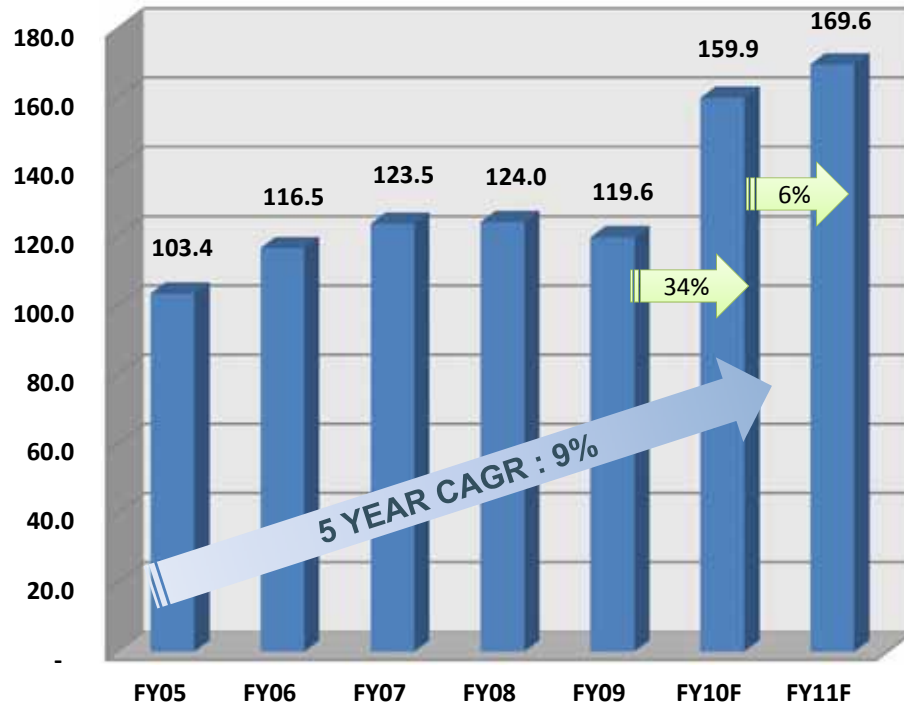


One of the largest Asian geographical presence (in term of offices) in the electronic distribution industry

Semiconductor Industry



Asia Pacific Semiconductor Revenue (US\$' billion)



Source : World Semiconductor Trade Statistics

Serial (\$\$' million)



While Asia Pacific Semiconductor Industry declined in FY2008 and FY2009 amidst the financial and economic crisis, Serial continued to grow at commendable 7% and 9%.

Semiconductor Industry



Revenue (USD Billions)	2006	2007	2008	2009
Worldwide	262	270	249	228
Asia Pacific	117	124	124	120
Asia Pacific DTAM	42	44	37	36
*Serial	0.228	0.331	0.354	0.381
Serial Asia Pacific DTAM %	0.54%	0.75%	0.96%	1.06%

Source : Gartner, Inc, WSTS (World Semiconductor Trade Statistics) May 2010 update
 *Serial's Revenue in SGD is converted to USD using the respective years' average exchange rates

- Consistently beating both Worldwide and Asia Pacific Semiconductor growth numbers
- Double DTAM Asia Pacific market share in 4 years in the fastest growing market geographic for Semiconductors
- Continued Year-on-Year growth in 2008 and 2009 even when total Semiconductor market saw the First dual year decline on record
- Serial's Asia Pacific DTAM share in 2009 is only 1.06%. There is significant room for Serial to grow**

Financial Highlights



Financial Highlights

Revenue Growth



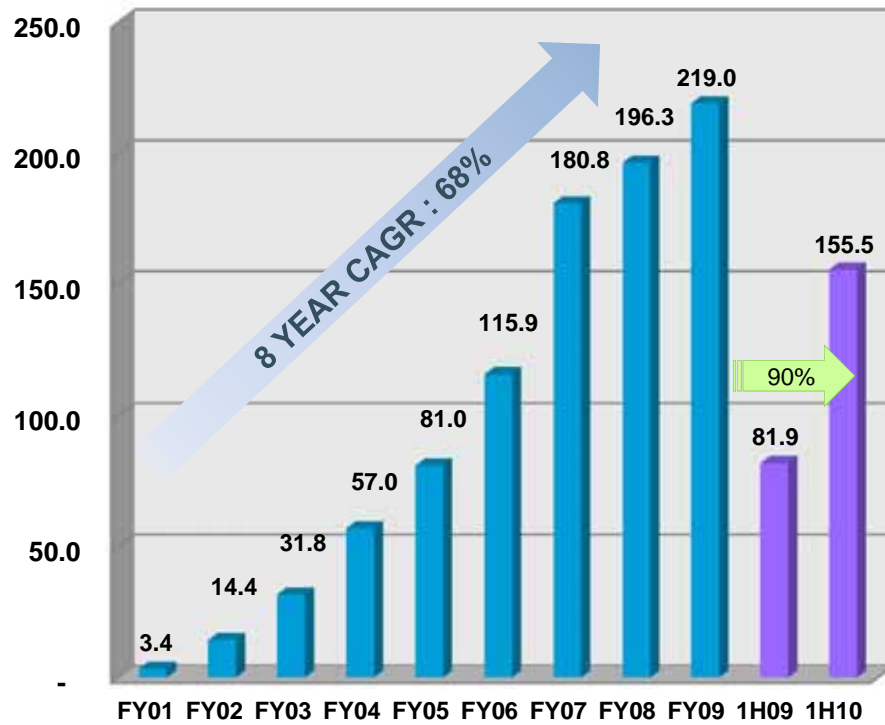
Serial Revenue Growth (S\$' million)



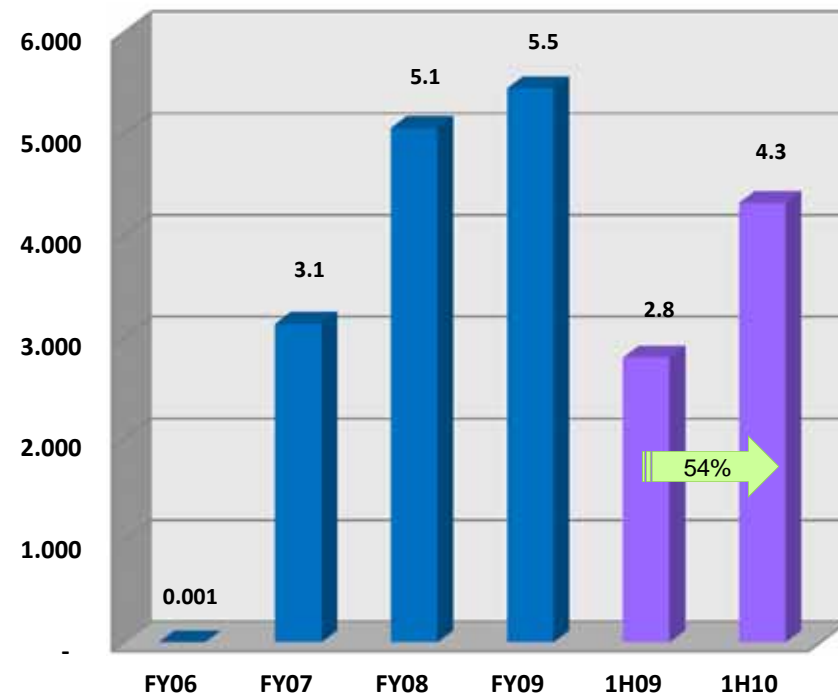
Revenue Growth



Greater China (US\$' million)



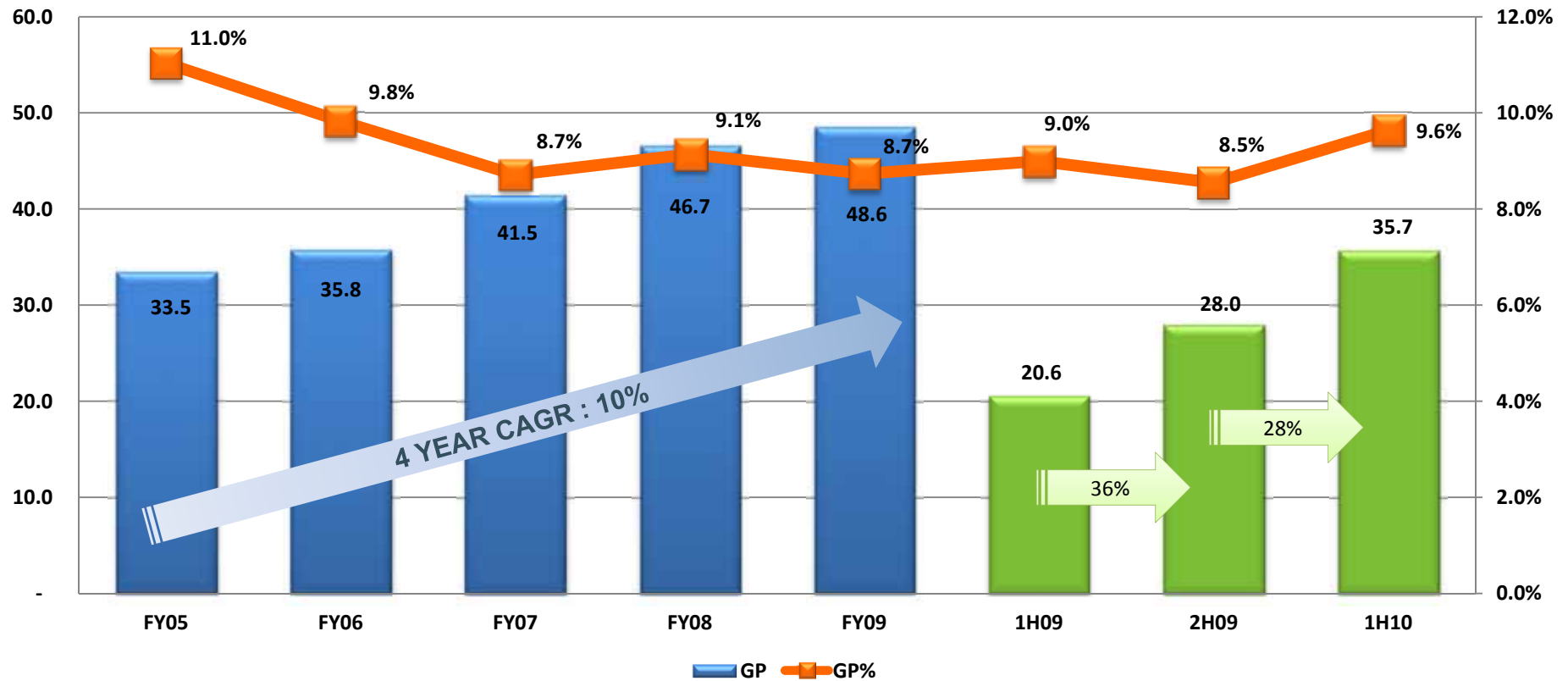
India Revenue (US\$' million)



Profitability Potential



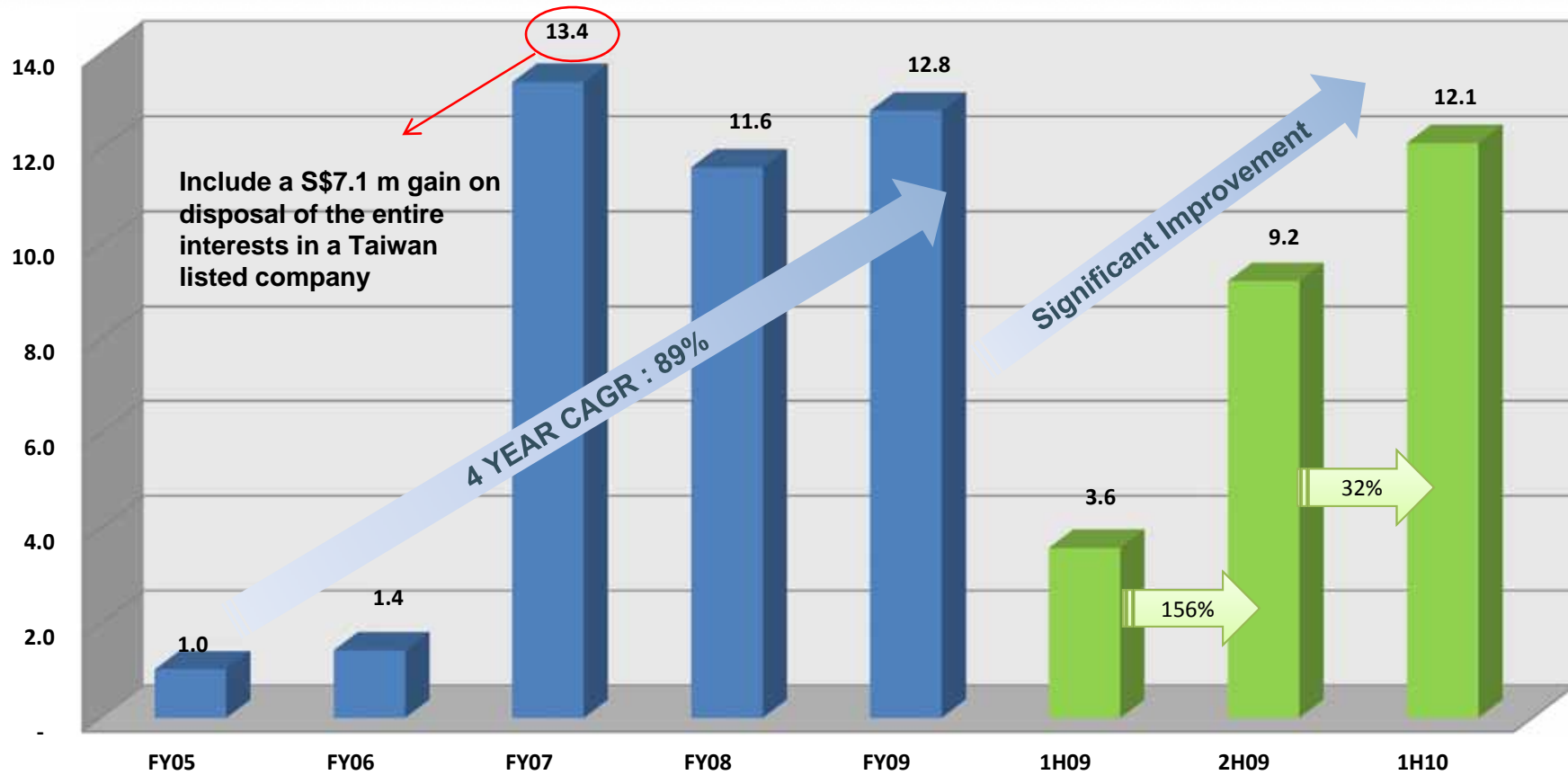
Gross Profit & Gross Profit Margin (S\$' million)



Profitability Potential



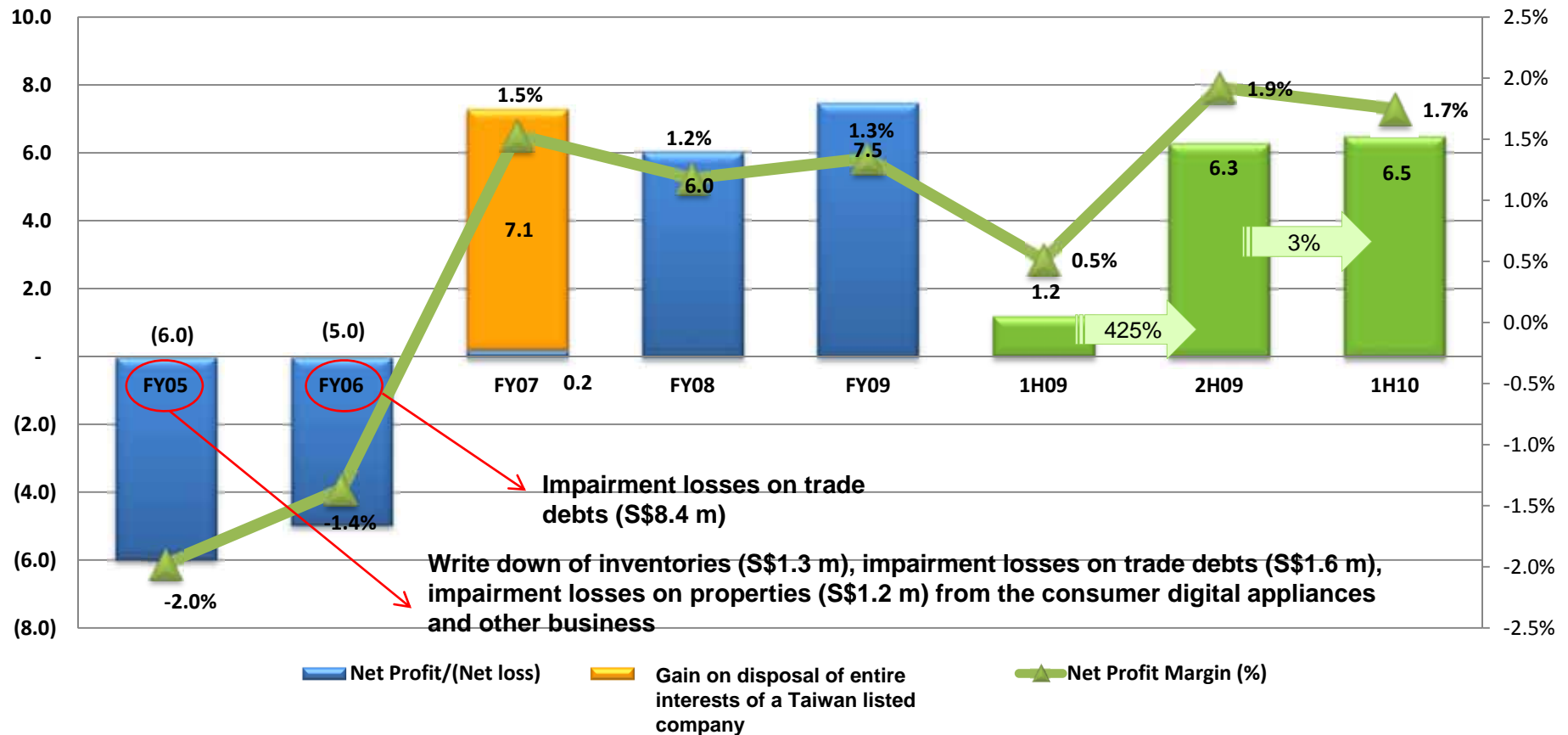
EBITDA (S\$' million)



Profitability Potential



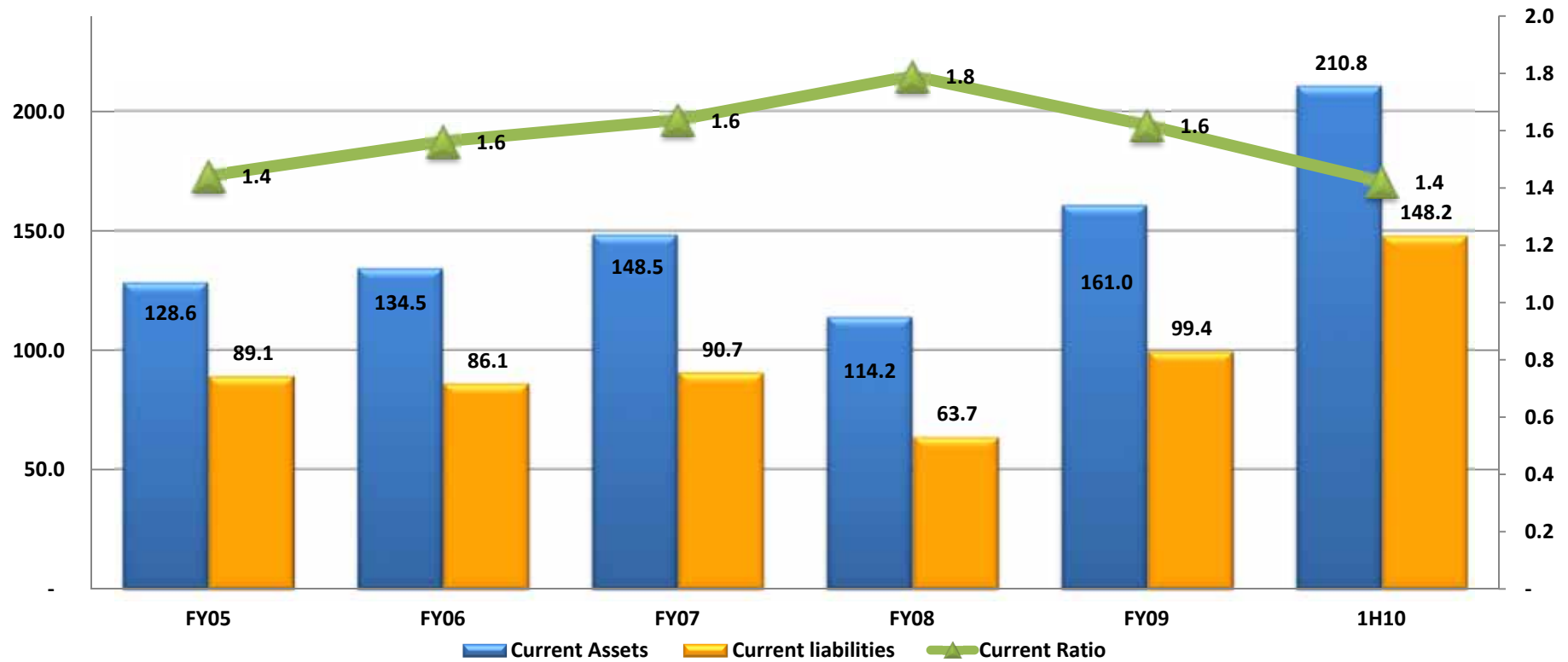
Net Profit/(loss) & Net Profit/(loss) Margin (S\$' million)



Healthy Balance Sheet



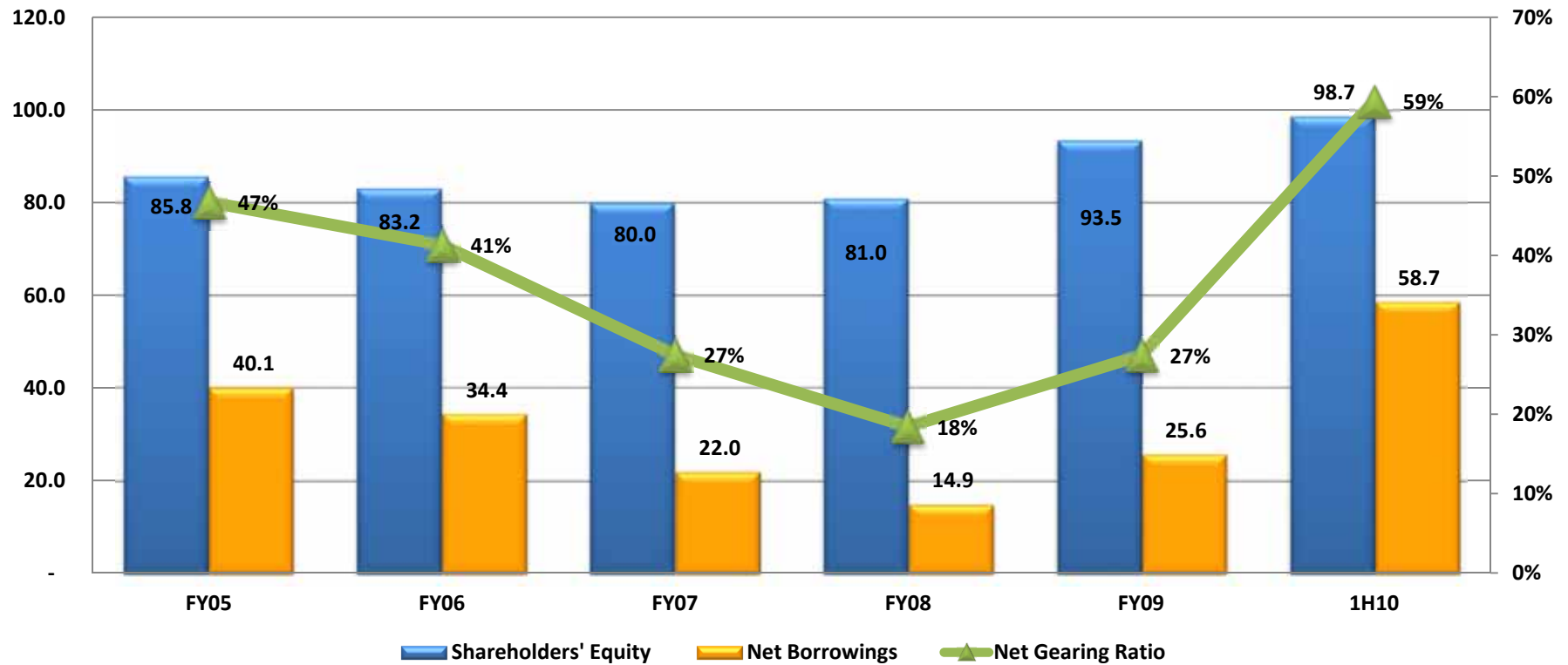
Maintaining Healthy Current Ratio



Healthy Balance Sheet



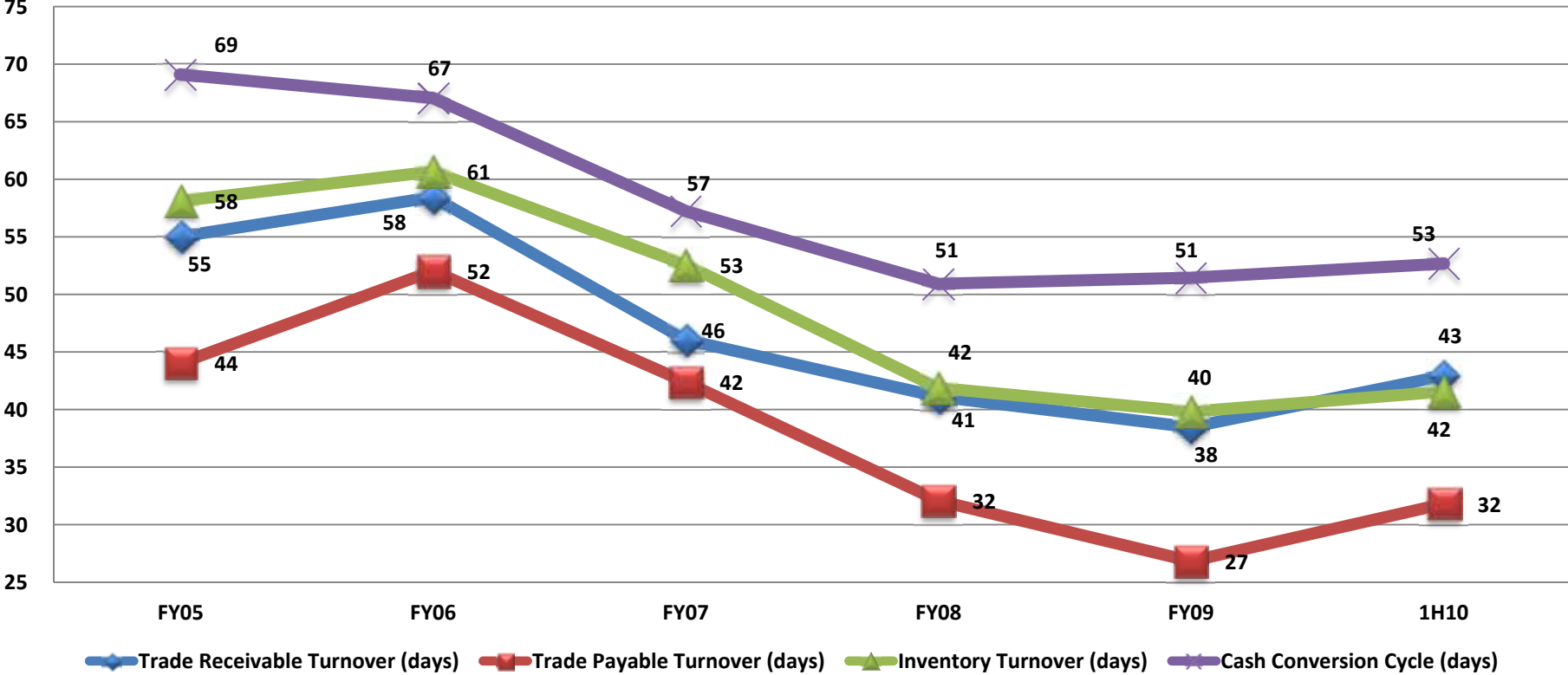
Net Gearing Ratio



Healthy Balance Sheet



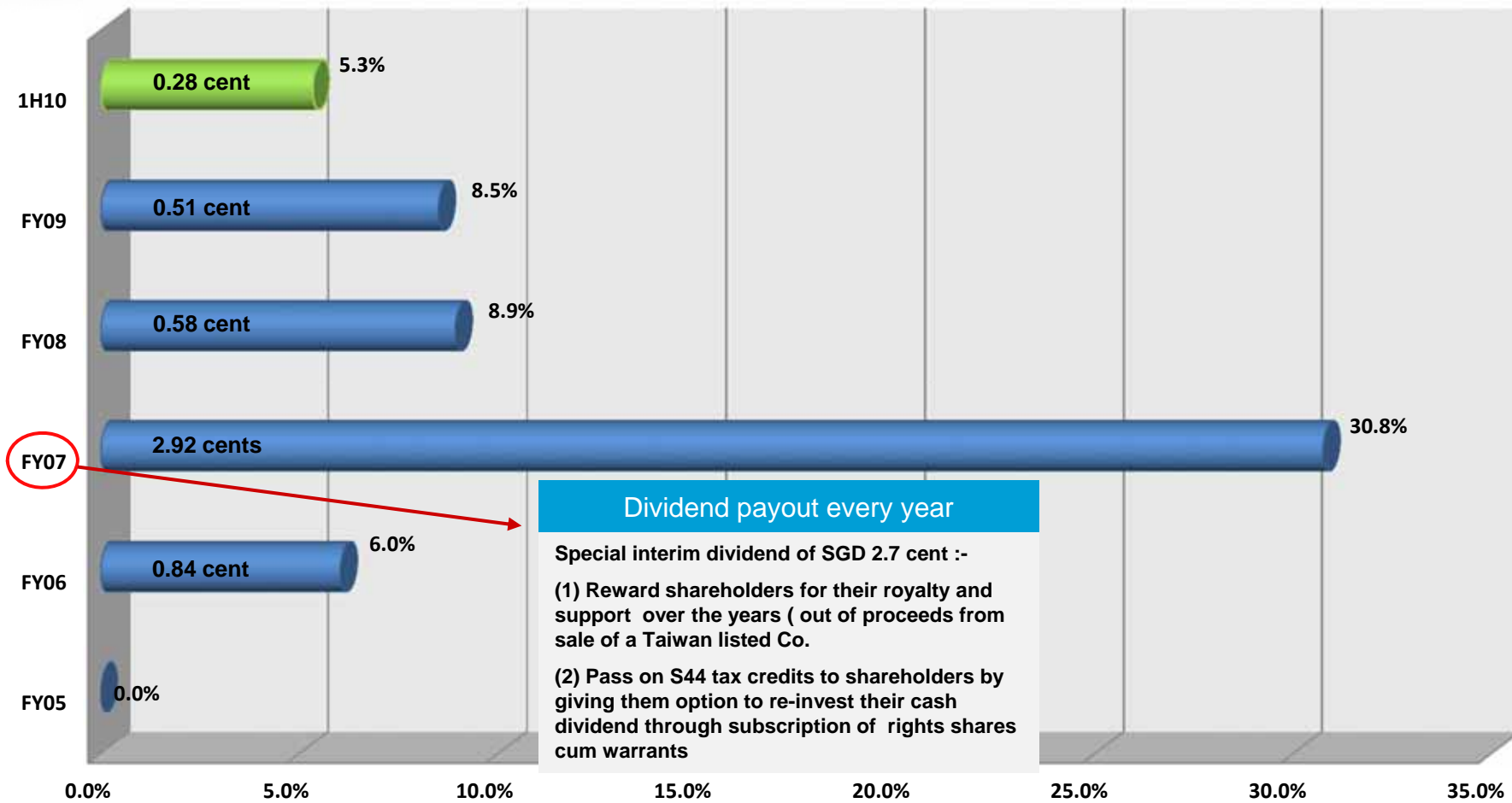
Cash Conversion Cycle (days)



Attractive Dividend Yield



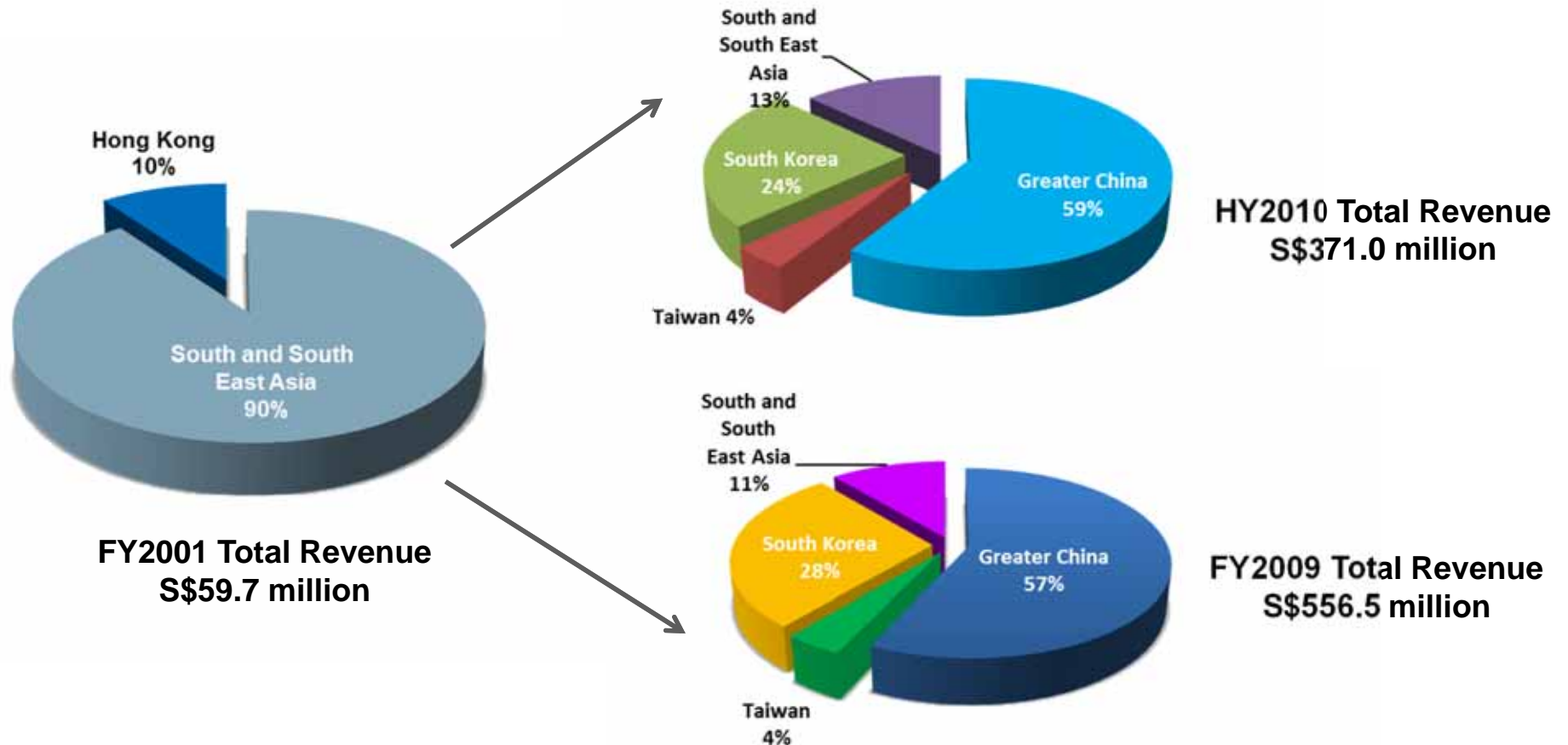
Dividend Yield (%)



Strategies for Continued Growth – Markets 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 Strategies



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

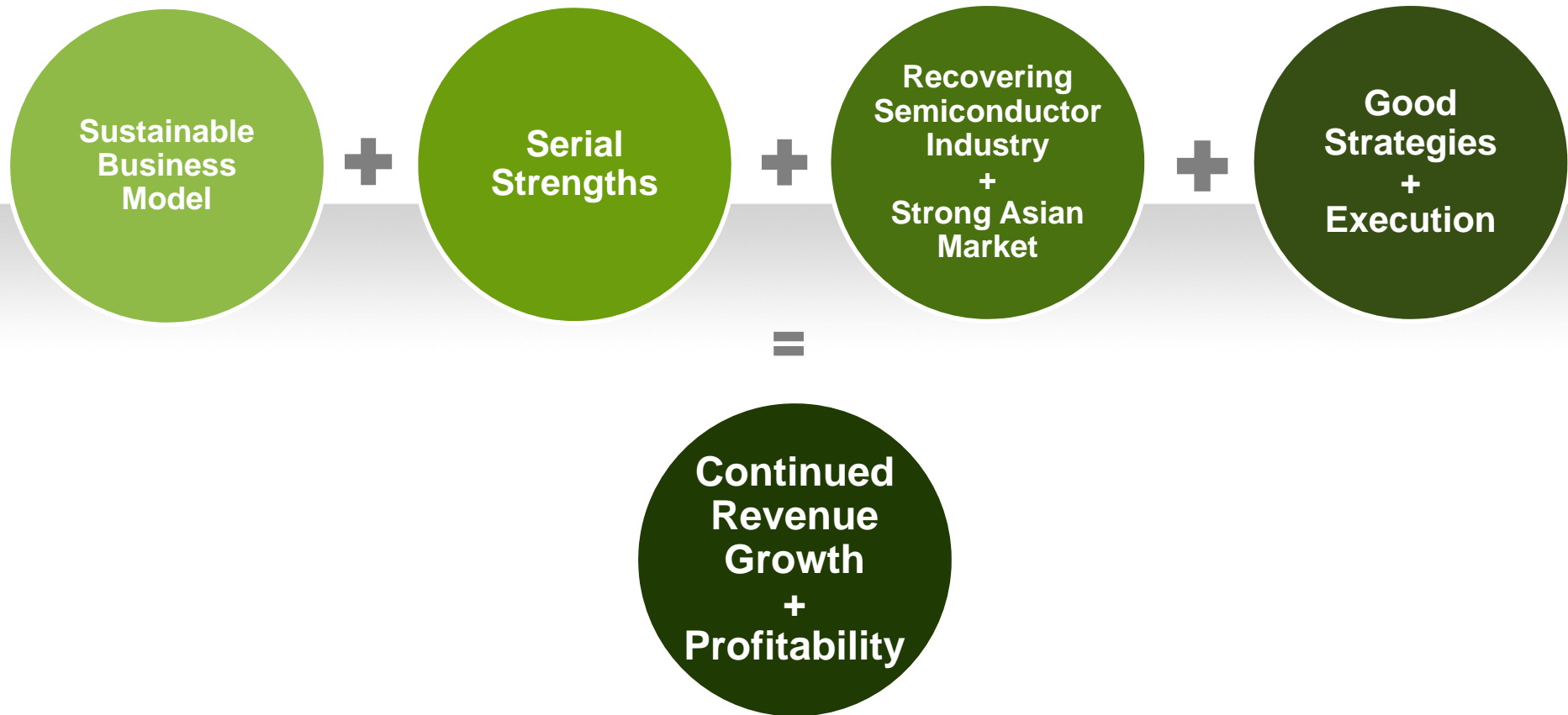
- Improved value-added designs and solutions to customers
- Demand creation for suppliers and customers

Operational Efficiency & Enhanced Risk Management

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

Grow Revenue & Bottomline

Serial Revenue Growth And Profitability



Q&A



Thank you