

## Serial System Ltd, Singapore Listed Electronic Component Distributor Applies to List Taiwan Depository Receipts on Taiwan Stock Exchange

Serial System Ltd (Serial; stock code: S69), an electronic component distributor listed on the Main Board of Singapore Stock Exchange announced that it has submitted application to Taiwan Stock Exchange on November 5<sup>th</sup> 2010 for the issue of Taiwan Depository Receipts (TDR) through Fubon Securities Co., Ltd.

Serial System Ltd is a leading semiconductors/components distributor of active and passive components to original manufacturers and sub-contractors in various industries in the Asia Pacific region. The Group has one of the largest Asian geographical presences among electronic distributors in the region and ranks among the market leaders in Greater China and South Korea. With an extensive distribution network of 46 offices and 7 distribution centres in 10 countries within Asia, the Group provides an excellent platform to bridge the gap between suppliers and customers. Combined with its strong product line cards hailed from established suppliers such as Texas Instruments, ON Semiconductor, Analog Devices Inc., Avago Technologies, Tyco Electronics and Osram, excellence supply chain capabilities and a portfolio of 4,000 plus customers, the Group was able to achieve compounded annual growth rate for revenue from 2005 – 2009 of 16% . In 2009, the Group achieved revenue of S\$556 million, and for the half year ended 30<sup>th</sup> June 2010, the Group has already attained consolidated revenue of S\$370 million. In term of profitability, the Group has attained consolidated net profit after tax of S\$6.49 million for the half year ended 30<sup>th</sup> June 2010, almost reached S\$7.48 million it achieved for the full year of 2009.

Serial System Ltd's strategy is one of continual expansion and diversification, in all three areas of product line base, customer base and geographical location, so that it not only reduces its dependency on any one market but also continues to extend and deepen its presence in both existing and new markets. At the same time, this gives it the range and flexibility to change its direction as and when market trends require, so that it can focus on emerging markets such as China and India, while maintaining its strong presence in the rest of Asia. This Asia-centric strategy has enable Serial to continue to grow its revenue and profitability during the 2008-2009 financial and economic crisis and cushioned it currently from the economic uncertainties in Europe and United States of America.

Serial System Ltd intends to utilize the cash raised from the Taiwan Depository Receipts to fund its expansion plans and to strengthen its capital structure. In addition, with Taiwan as an additional listing platform, it not only provides the Company with an additional fund raising platform for future expansion and working capital requirements, but enhance and promote the Group's profile in Taiwan, an existing important market to the Group's business.