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SERIAL SYSTEM LTD

Company Registration No.199202071D
(Incorporated in the Republic of Singapore)

13 April 2021

Dear Shareholder

We are pleased to enclose printed copies of the Notice Of Annual General Meeting, Notice Of Books Closure And Dividend Payment Date and Proxy Form for the upcoming Annual General Meeting (“AGM”) of Serial System Ltd (the “Company”) which will be convened and held by way of electronic means on Wednesday, 28 April 2021 at 11.00 a.m.

The Board would normally welcome the Annual General Meeting (the “AGM”) as an opportunity to present to shareholders on the Group’s strategy and performance, and listen and respond to their questions, in person. However, pursuant to provisions of the COVID-19 (Temporary Measures) (Alternative Arrangements for Meetings for Companies, Variable Capital Companies, Business Trusts, Unit Trusts and Debenture Holders) Order 2020 and to minimize physical interactions and COVID-19 transmission risks, **shareholders will not be able to attend the AGM in person**. Shareholders may participate in the AGM by: (a) observing and/or listening to the AGM proceedings via webcast; (b) submitting questions in advance of the AGM; and (c) appointing the Chairman of the Meeting as proxy to attend, speak and vote on their behalf at the AGM.

Details of the steps for pre-registration, pre-submission of questions and voting at the AGM are set out below.

CONDUCT OF MEETING

1. **Attendance via Webcast:** Shareholders will be able to watch the proceedings of the AGM through a live webcast via their mobile phones, tablets or computers or listen to these proceedings through a live audio feed via telephone. In order to do so, shareholders must pre-register at <https://agm-serialsystem.com/> (“**AGM webcast registration and Q&A link**”) by **11.00 a.m. on Sunday, 25 April 2021 (“Registration Deadline”)**, to enable the Company to verify their shareholders’ status. Following authentication of their status as shareholders, authenticated shareholders will receive an email by 9.00 p.m. on Tuesday, 27 April 2021 which contains a unique link, which they can click on to access the webcast and audio feed of the AGM proceedings. Shareholders who register by the **Registration Deadline** but do not receive the email response by 9.00 p.m. on Tuesday, 27 April 2021 may contact the Company for assistance at (65) 6510 2435.

Please do not disclose your ID or password details to persons who are not entitled to attend the AGM. Your presence via webcast shall be taken as attendance at the AGM.

Persons holding shares through relevant intermediaries, including CPF and SRS investors, who wish to watch the proceedings of the AGM through a live webcast via their mobile phones, tablets or computers or listen to these proceedings through a live audio feed via telephone should contact their relevant intermediaries (i.e. their respective CPF Agent Bank, and SRS Operators) through which they hold such shares as soon as possible, in order for the necessary arrangements to be made for their participation in the AGM.

2. **Questions:** Shareholders who wish to ask questions, if any, relating to the resolutions to be tabled for approval at the AGM may submit questions through the **AGM webcast registration and Q&A Link** at the time of registration. All questions must be submitted by the Registration Deadline. We will endeavor to address these questions during the AGM proceedings, and post such questions from shareholders and responses by the Company as well as minutes of the AGM proceedings on the SGXNET subsequent to the AGM.

Please note that shareholders will not be able to ask questions at the AGM “live” during the “live” webcast or “live” audio feed. The Company will address substantial questions relating to the resolutions during the AGM.

3. **Voting by Proxy:** The Constitution of the Company currently does not allow shareholders to cast their votes online. Shareholders are strongly encouraged to exercise their voting rights by submitting their proxy forms and, in doing so, must appoint the “Chairman of the Meeting” to act as their proxy and must specifically direct how their votes at the AGM are to be cast. **This is the only means of voting at the AGM.**

The proxy form for the AGM may be accessed at:

https://www.serialsystem.com/wp-content/uploads/2021/SSL_AR_2020.pdf or by scanning the QR code on the right. The proxy form will also be made available on SGXNET.



The completed proxy form must be deposited at the registered office of the Company at 8 Ubi View #05-01 Serial System Building Singapore 408554 or sent via email to ecomm@serialsystem.com by **11.00 a.m. on Sunday, 25 April 2021.**

In view of the current COVID-19 situation in Singapore, shareholders are strongly encouraged to submit completed proxy forms via email.

4. **Results:** The voting results for each of the resolution tabled at the AGM will be shown live during the webcast.

As the COVID-19 situation continues to evolve, we seek shareholders’ understanding that further measures and/or changes to the AGM arrangements may be made in the ensuing days up to the day of the AGM. Shareholders are advised to check the SGXNET and the Company’s website at <https://www.serialsystem.com> regularly for updates on the AGM.

REQUEST FOR HARD COPIES OF ANNUAL REPORT 2020 AND APPENDIX I

In line with the Company’s sustainability strategy, we will continue to use electronic communications to circulate the Company’s annual report for the financial year ended 31 December 2020 (“**Annual Report 2020**”) and the Appendix I to shareholders dated 13 April 2021 in relation to the proposed renewal of the Share Buyback Mandate (as defined therein) (“**Appendix I**”).

The **Annual Report 2020** and **Appendix I** may be accessed at:

https://www.serialsystem.com/wp-content/uploads/2021/SSL_AR_2020.pdf or by scanning the QR code on the right. The **Annual Report 2020** and **Appendix I** will also be made available on SGXNET.



We hope that you will join us in conserving environmental and financial resources by going paperless. If you still wish to receive physical copy of the **Annual Report 2020** and **Appendix I**, please send your request for a physical copy of the abovementioned documents (with your name and mailing address) (“Request”) to ecomm@serialsystem.com.

By emailing the Request to us, you agree and acknowledge that we and/or our service provider may collect, use and disclose your personal data, as contained in your email Request or which is otherwise collected from you (or your authorized representative(s)), for the purpose of processing and completing your Request.

Yours faithfully
For and on behalf of Serial System Ltd

Alex Wui Heck Koon
Company Secretary