

CHANGE - ANNOUNCEMENT OF APPOINTMENT::APPOINTMENT OF EXECUTIVE DIRECTOR

Issuer & Securities

Issuer/ Manager

SERIAL SYSTEM LTD

Securities

SERIAL SYSTEM LTD - SG1E36851343 - S69

Stapled Security

No

Announcement Details

Announcement Title

Change - Announcement of Appointment

Date &Time of Broadcast

26-Jan-2022 21:02:34

Status

New

Announcement Sub Title

Appointment of Executive Director

Announcement Reference

SG220126OTHRTK1Z

Submitted By (Co./ Ind. Name)

Wui Heck Koon

Designation

Company Secretary

Description (Please provide a detailed description of the event in the box below)

Appointment of Ms. Goh Si Hui Victoria as Executive Director of Serial System Ltd

Additional Details

Date Of Appointment

26/01/2022

Name Of Person

Goh Si Hui Victoria

Age

29

Country Of Principal Residence

Singapore

The Board's comments on this appointment (including rationale, selection criteria, and the search and nomination process)

The appointment of Ms. Goh Si Hui Victoria ("Victoria") as an Executive Director of the Company was recommended by the Nominating Committee and approved by the Board of Directors of the Company ("Board"), after taking into consideration Victoria's qualification and work experience. The Board is of the view that Victoria's age and gender would also provide further diversity to the current Board.

Whether appointment is executive, and if so, the area of responsibility

The appointment is executive. Victoria will continue to manage the business and operation of the consumer products distribution business as well as supply chain and inventory management of the Group. In addition, Victoria will work closely with the Group Chief Executive Officer, Group Chief Operating Officer and the Board on corporate development and strategic planning of the Group.

Job Title (e.g. Lead ID, AC Chairman, AC Member etc.)

Executive Director

Professional qualifications

Bachelor of Business from the Nanyang Technological University

Any relationship (including immediate family relationships) with any existing director, existing executive officer, the issuer and/ or substantial shareholder of the listed issuer or any of its principal subsidiaries

Victoria is the daughter of Mr. Derek Goh Bak Heng and niece of Mr. Goh Su Teng Sean. Mr. Derek Goh Bak Heng is the Group Chief Executive Officer and Substantial Shareholder of Serial System Ltd. Mr. Goh Su Teng Sean is an Executive Director and Group Chief Operating Officer of Serial System Ltd.

Conflict of interests (including any competing business)

Nil

Working experience and occupation(s) during the past 10 years

Corporate Development Executive with Serial Microelectronics Pte Ltd (wholly owned subsidiary of Serial System Ltd)

from August 2015 to February 2016

Business Development Executive (Management Trainee Program) with Future Electronics Inc. (Distribution) Pte. Ltd. from February 2016 to December 2016

Business Development Executive with Serial System Ltd from January 2017 to May 2018

Business Development Manager with Serial System Ltd from June 2018 to March 2019

Director, Business Development & Marketing from April 2019 to December 2021

Vice President, Business Development & Marketing from January 2022 to current

Undertaking submitted to the listed issuer in the form of Appendix 7.7 (Listing Rule 704(7)) Or Appendix 7H (Catalist Rule 704(6))

No

Shareholding interest in the listed issuer and its subsidiaries?

Yes

Shareholding Details

Direct interest - 171,000 shares of Serial System Ltd

Deemed interest - 154,300 shares of Serial System Ltd

These fields are not applicable for announcements of appointments pursuant to Listing Rule 704 (9) or Catalist Rule 704 (8).

Past (for the last 5 years)

Please refer to attachment.

Present

Please refer to attachment.

(a) Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?

No

(b) Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?

No

(c) Whether there is any unsatisfied judgment against him?

No

(d) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?

No

(e) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such breach?

No

(f) Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?

No

(g) Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of any entity or business trust?

No

(h) Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?

No

(i) Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?

No

(j) Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of :-

(i) any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or

No

(ii) any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or

No

(iii) any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or

No

(iv) any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?

No

(k) Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?

No

Any prior experience as a director of an issuer listed on the Exchange?

No

If no, please state if the director has attended or will be attending training on the roles and responsibilities of a director of a listed issuer as prescribed by the Exchange

Goh SI Hui Victoria will be attending a course conducted by Singapore Institute of Directors on the role and responsibilities as a director of a Singapore public listed company.

Please provide details of relevant experience and the nominating committee's reasons for not requiring the director to undergo training as prescribed by the Exchange (if applicable)

NA

Attachments

[Victoria directorship.pdf](#)

Total size =37K MB