

Incorporated in the Republic of Singapore  
Company Registration No.: 198303359D

## Creative Technology Announces New CEO Appointment

Mr Freddy Sim Assumes Role of CEO, With Dr Tan Jok Tin Continuing On As Executive Chairman

**SINGAPORE – 16 May 2025** – Creative Technology Ltd today announced that Mr Freddy Sim has been appointed as CEO. His appointment is effective 16 May 2025. Dr Tan Jok Tin, who has served as Interim CEO, will continue in his role as Executive Chairman.

Freddy Sim brings a wealth of experience into the role, being a seasoned entrepreneur in the world of consumer electronics and technology for over 40 years. His expertise and seasoned leadership will continue to accelerate Creative on its journey of renewal; and its momentum to deliver industry-leading innovative products.

Freddy Sim is also the younger brother of the late Sim Wong Hoo, Founder of Creative Technology.

### AN HONOR TO LEAD

"This appointment is an honor and I will undertake this new role in full recognition that we are all building upon what my brother Sim Wong Hoo started all those years ago. One thing he has taught me is that great outcomes start with seeing the potential in what a dream can become. And just like my brother, as we reinvigorate the company, I will be drawing a nominal monthly salary of \$1," said Freddy Sim, CEO of Creative Technology.

"Creative is renowned as the flagbearer for innovation in the technology industry. The new senior management team have re-strategized and refocused on our core DNA of innovation, and revitalized the entrepreneurial spirit of daring to venture into the leading edge. We look forward to revealing more of our next strategic steps in the coming months. We are rebuilding a new Creative for the next decade."

### About Creative

Founded in 1981, Creative has pioneered audio technology, revolutionizing how people experience sound by breaking the silence of PCs. With visionary founders and a talented team of sound engineers, developers, and business professionals, Creative has become a key player in the development of cutting-edge audio products. From groundbreaking sound cards to high-quality speakers and headphones, Creative meets every audio need. Whether diving into immersive soundscapes, enjoying portable *Bluetooth* speakers, or relying on noise-cancelling headphones for clear calls—Creative's commitment to superior audio experiences enriches the auditory world for all.

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