



(Registration No. 199202071D)
(Incorporated in the Republic of Singapore on 22 April 1992)
(the “Company”)

INVESTMENT IN SERIAL AUTOMOTIVE LIMITED AND SERIAL VISION LIMITED

The board of directors of the Company (“Board”) wishes to announce that its 91% owned Hong Kong subsidiary, Serial Microelectronics (HK) Limited (“SMHK”), has invested in the following two subsidiaries:

1. 60% equity interest in Serial Automotive Limited (SAL), a newly incorporated Hong Kong company. The principal activity of SAL is the distribution of component modules focusing on maximising the bill of material (“BOM”) content of automotive customers.

The issued and paid-up capital of SAL is HK\$10,000(US\$1,282), comprising 10,000 ordinary shares, of which SMHK’s 60% contribution amounted to HK\$6,000 (US\$769). The remaining 40% interest is held by Y&Y Electronics Limited, a company incorporated in Samoa. Y&Y Electronics Limited is a total solution design house engaged in research and development, project development, provision of technical support service and production and sales of automotive appliances.

2. 55% equity interest in Serial Vision Limited (SVL), a newly incorporated Hong Kong company. The principal activity of SVL is the distribution of electronic and electrical components.

The issued and paid-up capital of SVL is HK\$10,000(US\$1,282), comprising 10,000 ordinary shares, of which SMHK’s 55% contribution amounted to HK\$5,500 (US\$705). The remaining 45% interest is held by Beijing E-Trafficvision Technology Co., Ltd, a company incorporated in China. Beijing E-Trafficvision Technology Co., Ltd is a total solution design house engaged in research and development, project development, provision of technical support service and production and sales of surveillance and security solutions.

The total investments of HK\$11,500 (US\$1,474) by SMHK was funded through internal resources and is not expected to have any material impact on the net tangible assets and earnings per share of the Company for the current financial year ending 31 December 2014.

None of the Directors or controlling shareholders (as defined in the Listing Manual) of the Company has any interest, direct or indirect, in the above transactions.

BY ORDER OF THE BOARD

Derek Goh Bak Heng
Executive Chairman and Group CEO
25 April 2014