



## **SERIAL SYSTEM LTD**

(the “Company”)

(Company Registration No.: 199202071D)

(Incorporated in the Republic of Singapore on 22 April 1992)

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### **APPOINTMENT AS DISTRIBUTOR FOR GREATER CHINA, SOUTHEAST ASIA AND INDIA BY FAIRCHILD SEMICONDUCTOR**

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Serial System Ltd (“Serial”) is pleased to announce the appointment of its wholly owned subsidiary, Serial Microelectronics Pte Ltd (“Serial Microelectronics”), as a distributor by Fairchild Semiconductor (“Fairchild”).

Under the agreement, Serial Microelectronics will distribute all Fairchild products and solutions in Greater China, Southeast Asia and India.

Fairchild, a leading global supplier of high performance power semiconductor solutions, has a strong presence in key markets of Asia – China, Taiwan and India – which will expand and better serve Serial’s existing customer base. Concurrently, Fairchild will leverage on Serial’s contacts and diversified network of customers to increase its coverage and representation throughout this region where demand for innovative power solutions continues to grow.

Dr. Derek Goh, Executive Chairman and Group Chief Executive Officer of Serial, said, We are very pleased to be appointed as a distributor of Fairchild. The appointment demonstrates the confidence Fairchild has in Serial to grow its business in this region and underscores our strong brand name in the market. This partnership will strengthen our position in these key markets as we will be able to offer even more range of products and innovations to both existing and new customers.

Mr. Adrian Chu, Chief Operating Officer of Serial Microelectronics, added, We are excited about this new opportunity to work with Fairchild and the customers who rely on their power solutions for automotive, industrial, consumer and mobile systems. With our enhanced inventory management system plus our vast distribution network coverage, Serial Microelectronics is an integral component in enabling the success between our suppliers and customers.

Mr. Chris Allexandre, Senior Vice President, Worldwide Sales and Marketing of Fairchild said, Fairchild is committed to engaging with distributors as we work to expand and better serve our customer base. As part of these efforts, the new distribution agreement with Serial Microelectronics is an important step. With interest in Fairchild’s power solutions increasing among customers in Asia, particularly in key markets like China, Taiwan and India, it’s imperative that we step up our coverage and support with a stronger distribution network and Serial Microelectronics is an excellent partner to help us meet this objective.

Barring any unforeseen circumstances, the transaction is expected to have a positive impact on the net tangible assets per share and earnings per share of the Group for the financial year ending 31 December 2015.

Save for their shareholdings in the Company, none of the Directors or controlling shareholders of the Company has any interest, direct or indirect in the transaction. The Directors are also not aware of any substantial shareholders that have any interest, direct or indirect in the transaction.

Shareholders and potential investors are advised to exercise caution when dealing with the shares of the Company in relation to this announcement.

BY ORDER OF THE BOARD

**Dr. Derek Goh Bak Heng**

Executive Chairman and Group CEO

9 February 2015

**About Serial System Ltd**

Established in 1988 and listed on the SGX Main Board since July 2000, Serial has developed a synergistic global network that is built on strong partnerships with their suppliers and customers. Today, Serial has one of the largest distribution networks in Asia, with fifty eight offices and nine warehouses located throughout Asia. It also has a wide customer base of more than 6,000, spanning across a diverse range of industries such as consumer electronics, household appliances, industrial, telecommunication, electronic manufacturing services, automotive and medical. Its major suppliers include Texas Instruments, ON Semiconductor, Avago Technologies, TE Connectivity, Advanced Micro Devices and OSRAM Opto Semiconductors.

Serial's ability to align to the goals of its customers and suppliers makes it highly responsive to their needs. In meeting their engineering and supply chain needs, Serial System has become their integral component to success. For more information, please visit us at [www.serialsystem.com](http://www.serialsystem.com)

**About Fairchild**

Fairchild has a rich history as a pioneer in the semiconductor industry and that pioneering spirit endures today in our vision for making the world a cleaner and smarter place. We specialize in the development and manufacturing of a complete portfolio of low- to high-power solutions and deliver an amazing design experience to the engineers and system architects who build systems for the mobile, industrial, cloud, automotive, lighting, and computing industries. Our foundation is our guiding principles, which recognizes the inseparability of engaged employees and delighted customers, and encourages our employees to simplify, challenge, explore, play, excel, respect, go fast, and be direct. If you use a smart phone, drive a car, own a modern appliance, live and work in comfortable connected buildings, or enjoy film animation, you have experienced Fairchild's *Power to Amaze*. Please visit us on the web at [www.fairchild.com](http://www.fairchild.com).