

Serial System Founder and CEO Recognised Among “Top Outstanding Leaders in Asia 2015” at Asia Corporate Excellence & Sustainability Awards 2015; Named “UN Asia Pacific Most Prominent Entrepreneur” As Part of UN’s 70th Anniversary

SINGAPORE, 5 November 2015 – Chief Executive Officer and Executive Chairman of SGX Mainboard-listed **Serial System Ltd** (“**Serial System**” or the “**Group**”), Dato’ Seri Dr Derek Goh Bak Heng, was today recognised as one of the “Top Outstanding Leaders in Asia 2015” in the Asia Corporate Excellence & Sustainability Awards 2015 (“ACES”).

Dr Goh received the award for his outstanding leadership of Serial System – which he founded in 1988 – at a gala dinner organised by MORS Group, a research and development organisation focusing on Asian businesses. ACES honours successful companies and individuals in Asia, based on the quality of their business leadership and corporate social responsibility.

Dr Goh was also named the “UN Asia Pacific Most Prominent Entrepreneur” at the Small and Medium-sized Enterprises (“SMEs”) Asia Awards gala dinner. The dinner, co-organised by the Trade and Industry Association (“TIAS”) Singapore and the United Nations (“UN”) Association of Singapore, was held in conjunction with the 70th anniversary of the UN.

On winning the awards, Dr Goh said, “I am both humbled and honoured to receive these accolades. My sincere gratitude goes out to Serial System’s employees and supporters, who have been valued partners in my corporate journey, and whose hard work and dedication inspires me every day to take the Company to greater heights.”

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Issued on behalf of the Group by WeR1 Consultants Pte Ltd.

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About Serial System Ltd

Established in 1988 and listed on the SGX Main Board since July 2000, Serial System has developed a synergistic global network that is built on strong partnerships with their suppliers and customers. Today, Serial System has one of the largest distribution networks in Asia, with fifty-eight offices and ten warehouses located throughout Asia Pacific. 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



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manufacturing services, automotive and medical. Its major suppliers for electronic components distribution business include Texas Instruments, ON Semiconductor, Avago Technologies, TE Connectivity, Advanced Micro Devices and OSRAM Opto Semiconductors. Its major suppliers for consumer products distribution business include Hewlett-Packard, Apple, Tamron, Fujifilm, Titan, Nixon and Fossil.

Serial System'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