

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

Creative Technology Announces Retirement of CEO Song Siow Hui After An Illustrious 30 Year Career

Executive Chairman Dr. Tan Jok Tin to lead as Interim CEO, with a Global Search Underway for the Next Chapter of Leadership

SINGAPORE – 28 Feb 2025 – Creative Technology Ltd today announced that CEO Song Siow Hui is retiring after an illustrious career spanning more than three decades. His retirement is effective 28 February 2025, and he will continue to support the company as an advisor during the leadership transition.

To ensure continuity and seamless execution of the company's strategic direction, Executive Chairman Dr. Tan Jok Tin has been appointed Interim CEO while the Board conducts a global search for a dynamic and visionary leader to take Creative Technology into its next phase of growth.

Dr. Tan, a highly respected leader with a proven track record in the global consumer electronics industry, brings a wealth of experience driving business transformation, operational efficiency, and market expansion. His deep innovation and strategic leadership expertise will further accelerate Creative's momentum in delivering high-quality, industry-leading audio solutions.

A LEGACY OF INNOVATION AND LEADERSHIP

Dr. Tan reflected on Mr. Song's contributions, "Song has been a pillar of leadership and innovation at Creative. From his early years with the company to stepping up as CEO at a crucial juncture, his dedication has helped shape Creative's journey. On behalf of the Board and the entire Creative team, I extend our deepest gratitude for his invaluable contributions. We are pleased that he will continue offering guidance during this transition."

Mr Song expressed his appreciation, stating, "Being part of Creative from the early years has been a memorable journey for me, especially the opportunity to work with excellent talents in Creative from different countries. Many of them are still passionate about our technology and products. What started as a homegrown Singaporean company grew into a globally recognized brand and has shaped the way people experience sound with numerous passionate customers too. I am grateful for the opportunity to have played the transitional role in the last two years. I'm looking forward to seeing the new management team take the reins to drive the company forward through transformative actions and fresh strategy."

COMMITMENT TO FUTURE GROWTH

Dr. Tan reaffirmed Creative Technology's strategic focus on sustainable growth and operational excellence.

"We are entering a new and exciting phase for Creative. Our focus remains on strengthening



our market leadership in audio innovation, enhancing profitability, and delivering exceptional value to our customers and stakeholders. By refining our product roadmap and streamlining operations, we are positioning Creative for sustainable growth and long-term success in an evolving industry."

The Board is committed to a smooth leadership transition and ensuring the selection of a CEO who will continue to drive Creative Technology's legacy of innovation, growth, and excellence.

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.

#

Creative, the Creative logo, Sound Blaster is a trademark or registered trademark of Creative Technology Ltd in Singapore and/or other countries. The *Bluetooth*® word mark and logo are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Creative Technology Ltd is under license. All other trademarks are the property of their respective owners. All rights reserved.

CONTACT INFORMATION

Creative Technology Ltd

Eugene Chong

(65) 94872005

eugene.chong@ctl.creative.com