



NEWS RELEASE

EXCELPOINT ENTERS THE E-COMMERCE MARKET WITH THE INAUGURAL LAUNCH OF AN ONLINE PLATFORM IN THE NORTH ASIA REGION

SINGAPORE, 22 March 2016 – Leading regional electronics component distributor, Excelpoint Technology Ltd (“Excelpoint” or “the Group”), has announced the inaugural launch of an E-commerce platform, www.ExcelChips.cn (“ExcelChips”), this March in the North Asia region.

ExcelChips will launch with 2 of Excelpoint’s most popular product lines, Analog Devices and Microchip, which will release a total of approximately 50,000 products. With a mobile responsiveness element incorporated into this platform, consumers can do their purchases more conveniently using their mobile phones and tablets. The payment system accepts Chinese Yuan, Hong Kong Dollars, US Dollars, and supports AliPay, bank transfers and more. Delivery can be made to locations within Hong Kong and China regions.

This platform aims to cater to a rising group of consumers in the electronics industry with a different purchasing pattern. In the recent years, online purchasing in China has been growing at a fast pace, and the Group sees a rise in both small companies and individuals seeking to buy electronic components in smaller quantities. The addition of an E-commerce platform will fulfil the needs of these potential customers by giving them an option to purchase smaller quantities at a competitive price. As an authorised distributor of the product lines offered, customers can be assured of the quality of the products purchased. This initial step will strengthen the business organically and open up new revenue opportunities.

“Excelpoint continues to stay committed to providing customers with better services, and this E-commerce platform echoes the commitment. We believe that with the increasing popularity of online purchasing, our E-commerce platform will open new doors for our business. The name ExcelChips reflects exactly our mission – to offer more than just the chips, but our dedication and service commitment to our stakeholders, and we hope to expand this service to other regions in the near future,” says Mr Herbert Kwok, Managing Director of Excelpoint Systems (H.K.) Limited.

About Excelpoint Technology Ltd (Registration No. 200103280C)

Excelpoint Technology Ltd (“Excelpoint” or the “Group”) is a leading regional electronics components distributor providing quality components, engineering design services and supply chain management to original equipment manufacturers (“OEM”), original design manufacturers (“ODM”) and electronics manufacturing services (“EMS”) in the Asia Pacific region. It ranks among the Top 25 Global Franchised Distributors List from EBN in 2015, a premier online platform for the electronics industry.

Excelpoint works closely with its principals to create innovative solutions to complement its customer’s products. The Group has research and development (“R&D”) centres in both Singapore and China supported by a team of professional engineers aimed at helping customers improve operational efficiency and cost effectiveness.

Established in 1987 and headquartered in Singapore, Excelpoint’s presence spans more than 25 cities across Asia Pacific. Currently, we provide employment to more than 600 people of different nationalities. Our shares are quoted on the Main-Board of the Singapore Exchange (“SGX”).

For more information about Excelpoint, please visit www.excelpoint.com

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