



For Immediate Release

Serial Achieva and KAYTUS Partner to Accelerate AI, Cloud Computing Development in ASEAN

Serial Achieva's subsidiary has been appointed as distributor for ASEAN by KAYTUS, a leading IT infrastructure products and solutions for cloud, AI and edge computing

SINGAPORE, 25 July 2024 – Serial Achieva Limited (“**Serial Achieva**” or the “**Company**”, together with its subsidiaries, collectively the “**Group**”) is pleased to announce that its wholly owned subsidiary, Achieva Technology Sdn. Bhd., has been appointed as a distributor by KAYTUS for the ASEAN region.

KAYTUS, headquarters in Singapore, is a leading IT infrastructure solutions provider for cloud, AI, edge and other emerging scenarios. It is committed to empowering global users for digital transformation with powerful and comprehensive product portfolio. It has manufacturing facilities in the United States, Vietnam, and Taiwan. With customer-obsessed culture, KAYTUS responds to customer needs swiftly through its agile business model.

KAYTUS's flagship platform, the V2 server series, delivers cutting-edge innovation and sustainability tailored to specific scenarios. It boosts performance up to 8-9 times in cloud computing and big data scenarios, and nearly 7 times in AI scenarios with large language models. To address the stringent cooling requirements of AI and other demanding applications, KAYTUS offers state-of-the-art cold-plate liquid cooling solutions, compatible with all its servers. Additionally, KAYTUS provides liquid-cooled rack-scale server systems, with each cabinet capable of heat dissipating of 100kW. For traditional data centers, KAYTUS air-liquid CDU solution can eliminate the need for large-scale liquid-cooling renovations.

Sean Goh, Chairman and Non-Executive Director of Serial Achieva, commented: "We are thrilled to announce that Serial Achieva has been appointed as a distributor for KAYTUS in the ASEAN region. These strategic agreements align perfectly with our position as a premier reseller and distributor of consumer and enterprise IT components and computer peripherals. By partnering with these leading infrastructure providers, we are poised to enhance our product portfolio and better serve the evolving needs of our customers in this dynamic market."

Kenny Sim, Executive Director and Chief Executive Officer of Serial Achieva, said: "The signing of these distribution agreements marks a significant milestone for Serial Achieva. We are excited to broaden our product portfolio to include state-of-the-art infrastructure solutions for data centres, cloud computing, edge computing, and AI. These collaborations will enable us to leverage our geographical footprint and expertise, bringing innovative technologies to a broader customer base. We look forward to the opportunities these partnerships present as we continue to drive digital transformation across the ASEAN region."

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About KAYTUS

KAYTUS is a leading provider of IT infrastructure solutions, delivering a diverse range of cutting-edge, open, and eco-friendly products for cloud, AI, edge computing, and other emerging applications. With a customer-centric approach, KAYTUS is agile and responsive to user needs through its adaptable business model. Discover more at [KAYTUS.com](https://kaytus.com)

About Serial Achieva

Serial Achieva Limited, formerly known as Axington Inc., incorporated in the Federal Territory of Labuan, Malaysia, is a premier reseller and distributor of consumer and enterprise IT products and computer peripherals. The Company operates through its subsidiaries in Malaysia and Thailand, focusing on a diverse range of IT products, including desktop CPUs, motherboards, VGA cards, and laptops from renowned brands such as AMD, Intel, MSI, and Gigabyte.

The Group's core business involves sourcing and distributing high-quality IT products to IT retail stores and system integrators, facilitating the building of custom computing systems. Serial Achieva's operations model includes warehousing and direct distribution, ensuring efficient delivery and customer satisfaction.

Serial Achieva's mission is to provide exceptional IT products and solutions, driving innovation and growth in Asia's IT sector.

For more information about Serial Achieva, please visit: <https://serialachieva.com/>

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