

SGX-Listed Serial System Named SIAS 2014 Most Transparent Company (Technology)

SINGAPORE, 31 October 2014 – SGX Mainboard-listed **Serial System Ltd** (“**Serial System**” or the “**Group**”) announced today that it has won “The Most Transparent Company Award 2014” in the technology category at the 15th Securities Investors Association Singapore (“SIAS”) Investors’ Choice Awards.

Executive Chairman & Group CEO of SGX’s largest electronic components distributor, Dr. Derek Goh Bak Heng, received the award today at a gala dinner event officiated by Mr. Lawrence Wong, Minister for Culture, Community and Youth & Second Minister for Communications and Information.

The SIAS Investors’ Choice Awards – organized by Asia’s largest organized investor lobby group for investor education, corporate governance and transparency – honors listed companies that have demonstrated exemplary corporate governance and transparency practices throughout the year.

On winning the award, Dr. Goh said, “We are very pleased to have received this prestigious award, a testament of our efforts to provide timely, high quality information to shareholders and investors. We would like to thank the organisers and investors who nominated Serial System for the award, and will strive to uphold the best corporate governance practices.”

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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 offices and seven 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, electronics 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 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.