# CHANGE - ANNOUNCEMENT OF APPOINTMENT::APPOINTMENT AS CHIEF EXECUTIVE OFFICER OF SERIAL ACHIEVA LIMITED

## Issuer & Securities

Issuer/ Manager

SERIAL ACHIEVA LIMITED

Securities

SERIAL ACHIEVA LIMITED - MYA010LA0136 - XHV

Stapled Security

No

## Announcement Details

Announcement Title

Change - Announcement of Appointment

Date &Time of Broadcast

19-Jan-2026 19:17:53

Status

New

Announcement Sub Title

Appointment as Chief Executive Officer of Serial Achieva Limited

Announcement Reference

SG260119OTHRICCZ

Submitted By (Co./ Ind. Name)

Sean Goh Su Teng

Designation

Chairman

Description (Please provide a detailed description of the event in the box below)

Ms. Goh Si Hui Victoria ( Ms Victoria Goh ) will be redesignated as Executive Director and Chief Executive Officer of Serial Achieva Limited.

This announcement has been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (the Sponsor ). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the Exchange ) and the Exchange assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this document.
The contact person for the sponsor is Mr. Josh Tan at 36 Robinson Road, #10-06 City House, Singapore 068877, Email: sponsor@rhtgoc.com.

## Additional Details

Date of appointment

01/02/2026

Name of person

Goh Si Hui Victoria

Age

32

Country of principal residence

Singapore

The Board's comments on this appointment (including rationale, selection criteria, board diversity considerations, and the search and nomination process)

The Nominating Committee, having considered Ms. Victoria Goh's past contribution, experience, knowledge on consumer products distribution , performance and capabilities to contribute to the Company, recommended her appointment as Chief Executive Officer of Serial Achieva Limited to the Board of Directors (the Board ). The Board concurred with the recommendation of the Nominating Committee and approved Ms. Victoria Goh s appointment as Chief Executive Officer and Executive Director of Serial Achieva Limited.

Whether appointment is executive, and if so, the area of responsibility

Executive. Ms. Victoria Goh will work with the management team and the Board to oversee the Group's businesses, strategic planning and expansion.

Job title (e.g. Lead ID, AC Chairman, AC Member etc.)

Chief Executive Officer and Executive Director of Serial Achieva Limited.

Professional qualifications

Bachelor of Business degree from Nanyang Technological University.

Working experience and occupation(s) during the past 10 years

Corporate Development Executive with Serial Microelectronics Pte Ltd (a wholly owned subsidiary of Serial System Ltd) from Aug 2015 to Feb 2016
Business Development Executive (Management Trainee Program) with Future Electronics Inc. (Distribution) Pte. Ltd. from Feb 2016 to Dec 2016
Business Development Executive with Serial System Ltd from Jan 2017 to May 2018
Business Development Manager with Serial System Ltd from Jun 2018 to Mar 2019
Director, Business Development & Marketing with Serial System Ltd from Apr 2019 to Dec 2021
Group Vice President, Business Development & Marketing with Serial System Ltd from Jan 2022 to Jun 2025
Group Vice President, Business Development & Marketing and Chief Operating Officer of Consumer Product Distribution Division of Serial System Ltd from July 2025 to Jan 2026

Shareholding interest in the listed issuer and its subsidiaries

No

Any relationship (including immediate family relationships) with any existing director, existing executive officer, the issuer and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries

Ms. Victoria Goh is the daughter of Derek Goh Bak Heng, Executive Chairman, Group Chief Executive Officer and substantial shareholder of Serial System Ltd. She is also the niece of Sean Goh Su Teng, Deputy Group Chief Executive Officer and Executive Director of Serial System Ltd and Non-Executive Chairman of Serial Achieva Limited.

Conflict of interest (including any competing business)

Nil

Undertaking (in the format set out in Appendix 7.7 or Appendix 7H) under Mainboard Rule 720(1) or Catalist Rule 720(1) has been submitted to the listed issuer

Yes

Other Principal Commitments* Including Directorships#

* "Principal Commitments" has the same meaning as defined in the Code of Corporate Governance.

# These fields are not applicable for announcements of appointments pursuant to Mainboard Rule 704(9) or Catalist Rule 704(8).

Past (for the last 5 years)

Attachment

Present

Attachment

Information Required

Disclose the following matters concerning an appointment of director, chief executive officer, chief financial officer, chief operating officer, general manager or other officer of equivalent rank. If the answer to any question is "yes", full details must be given.

(a) Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?

No

(b) Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?

No

(c) Whether there is any unsatisfied judgment against him?

No

(d) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?

No

(e) Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such breach?

No

(f) Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?

No

(g) Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of any entity or business trust?

No

(h) Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?

No

(i) Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?

No

(j) Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of:-

(i) any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or

No

(ii) any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or

No

(iii) any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or

No

(iv) any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere,

in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?

No

(k) Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?

No

Disclosure applicable to the appointment of director only.

Any prior experience as a director of an issuer listed on the Exchange?

Yes

If yes, please provide details of prior experience.

Executive Director, Serial System Ltd
Non-Executive Director, Serial Achieva Limited

Please provide details of relevant experience and the nominating committee's reasons for not requiring the director to undergo training as prescribed by the Exchange (if applicable).

Not Applicable.

## Attachments

Victoria_directorship_Jan26 1.pdf

Total size =103K MB