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 19:18:56

Status

New

Announcement Sub Title

Re-designation from Chief Executive Officer to Vice Chairman of Serial Achieva Limited

Announcement Reference

SG260119OTHRGFDP

Submitted By (Co./ Ind. Name)

Sean Goh Su Teng

Designation

Non-Executive Chairman

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

Mr. Sim Mong Keang will be re-designated from Chief Executive Officer to Vice Chairman 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

Sim Mong Keang

Age

56

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 has proposed Mr. Sim Mong Keang (Mr. Sim) to be re-designated as Executive Vice Chairman of Serial Achieva Limited after reviewing his qualifications, experience, performance, and expanded scope of responsibilities. The Board of Directors (Board) concurred with the recommendation and approved Mr. Sim s appointment.

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

Executive. Mr. Sim will provide leadership and guidance to the management team and the Board, working closely with the Chief Executive Officer to set strategic direction and objectives for Serial Achieva Limited and its subsidiaries.

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

Vice Chairman of Serial Achieva Limited.

Professional qualifications

Diploma in Electronic Engineering from Ngee Ann Polytechnic, Singapore
Bachelor of Commerce from Murdoch University, Western Australia.

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

Feb 2007 Present: Director, I2 Capital Pte. Ltd.
Nov 2009 Present: Director, Maximus Fortune Pte. Ltd.
Oct 2013 Apr 2015: Director, CESK Resources Pte. Ltd.
Oct 2013 Present: Director, CESK Capital Pte. Ltd.
Oct 2013 Oct 2023: Director, Oden Technology Pte. Ltd.
Sept 2015 Present: Director, Global Invacom Group Limited
Jan 2017 June 2019: Director, Midas Touch Asia Pte.Ltd.
Feb 2017 Sept 2023: Director, Legend Property Private Limited
Mar 2017 Present: Chief Executive Officer, FSK Advisory Pte. Ltd.
Dec 2017 Apr 2024: Director, ZACD Group Ltd.
Dec 2019 Mar 2020: Director, Trans-Cab Holdings Ltd.
Jan 2021 Jan 2023: Director, K2C Capital Pte.Ltd.
Dec 2022 Mar 2023: Director, Doxa Holdings International Pte. Ltd.
Apr 2023 Present: Director, Achieva Technology Sdn Bhd
Sept 2022 Dec 2023: Director, Boldtek Holdings Ltd.
Dec 2023 Present: Director, USP Group Limited
Jun 2024 Jan 2026: Executive Director & CEO, Serial Achieva Limited
July 2024 Present: Director, Achieva Digital Pte. Ltd.
Aug 2024 Jan 2025: Director, HomesToLife Limited
Aug 2024 Present: Director, Meta Health Limited
Sept 2024 Dec 2025: Director, Achieva Tech Allianz Pte. Ltd.
July 2025 Present: Director, Achieva Cloud Services Pte. Ltd.

July 2025 Present: Director, Achieva Cloud Services Sdn Bhd
Dec 2025 Present: Director & CEO, Chao Dao Venture Pte. Ltd.

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

Nil

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)

Director, ZACD Group Ltd
Director, Boldtek Holdings Limited (under liquidation)
Director, Doxa Holdings International Pte. Ltd.
Director, K2C Capital Pte. Ltd. (struck off)
Director, Legend Property Private Limited (struck off)
Director, Oden Technology Pte. Ltd. (struck off)
Director, HomesToLife Limited
Director, Achieva Tech Allianz Pte Ltd. (struck off)

Present

Director, I2 Capital Pte. Ltd.
Director, Maximus Fortune Pte. Ltd.
Director, CESK Capital Pte. Ltd.
Director, Global Invacom Group Limited
Chief Executive Officer, FSK Advisory Pte. Ltd.
Director, Achieva Technology Sdn Bhd
Director, USP Group Limited
Director, Achieva Digital Pte. Ltd.
Director, Meta Health Limited
Director, Serial Achieva Limited
Director, Achieva Cloud Sevices Pte Ltd
Director, Achieva Cloud Sevices Sdn Bhd
Director, CEO of Chao Dao Venture Pte Ltd

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

CHANGE - ANNOUNCEMENT OF APPOINTMENT::RE-DESIGNATION FROM CHIEF EXECUTIVE OFFICER TO VICE CHAIRMAN OF SERIAL ACHIEVA LIMITED

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.

Non-Executive and Non-Independent Director of Global Invacom Group Limited
Independent Director of USP Group Limited
Director of Boldtek Holdings Limited
Director of Meta Health Limited
Executive Director and Chief Executive Officer of 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.