



SERIAL SYSTEM LTD

(the “Company”)

(Company Registration No.: 199202071D)

(Incorporated in the Republic of Singapore on 22 April 1992)

CHANGES IN INTERESTS IN BULL WILL CO., LTD, AN ASSOCIATED COMPANY OF SERIAL SYSTEM LTD

The Board of Directors of Serial System Ltd wishes to announce the following:

1. The Company has disposed 468,000 shares in its associated company, Bull Will Co., Ltd (“**Bull Will**”) for the period from 14 October 2014 to 24 October 2014, comprising 0.79% of the issued and paid-up share capital of Bull Will in the open market of the Over-The-Counter Securities Exchange in Taiwan, through its broker, for a total cash consideration of NT\$9,908,058 (US\$325,000), excluding brokerage fee and bank charges.
2. The Company’s wholly-owned Taiwan subsidiary, Serial Investment (Taiwan) Inc. has disposed 372,389 shares in Bull Will for the period from 6 October 2014 to 21 October 2014, comprising 0.63% of the issued and paid-up share capital of Bull Will, in the open market of the Over-The-Counter Securities Exchange in Taiwan, through its broker, for a total cash consideration of NT\$7,221,708 (US\$237,000), excluding brokerage fee and bank charges.

(Collectively “the Disposals”)

The Disposals were conducted on arms’ length basis and at the prevailing average market price of NT\$20.38 (or US\$0.67) per share disposed or an aggregate consideration of NT\$17,129,766 (or US\$562,000) for the total shares disposed. The Group will record a gain on disposal of approximately US\$152,000. The Company intends to use the net proceeds derived from the Disposals to fund its business operations.

Following the Disposals, together with the (i) conversion of convertible bonds into 3,362,404 shares of Bull Will by bondholders in October 2014 and the (ii) exercise of 862,000 share options by employees of Bull Will in October 2014, the Group’s effective shareholding interest in Bull Will was reduced from 40.76% to 36.41%.

The aforesaid transactions are not expected to have any material financial impact on the consolidated net tangible assets per share and consolidated earnings per share of the Company for the current financial year ending 31 December 2014.

None of the Directors or controlling shareholders (as defined in the Listing Manual) of the Company has any interest, direct or indirect in the transaction, other than through their respective shareholdings in the Company.

BY ORDER OF THE BOARD

Dr. Derek Goh Bak Heng
Executive Chairman/ Group CEO

31 October 2014