



**Serial Achieva**  
新擘启华



# INVESTOR PRESENTATION

June 2024



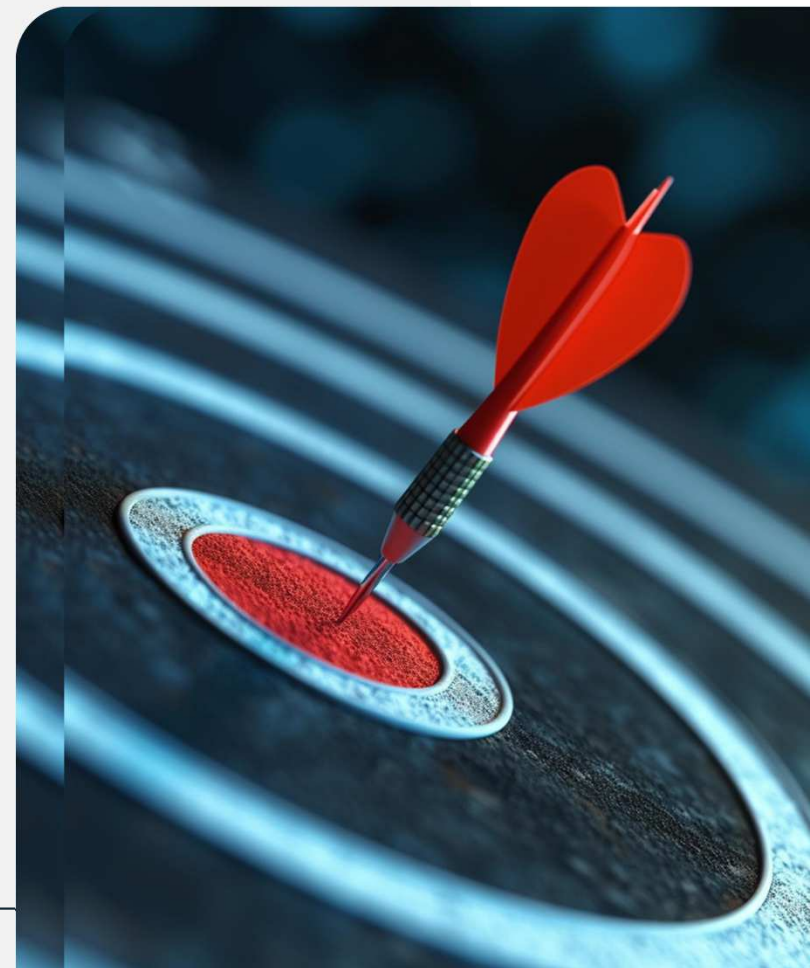
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## Vision

To lead in the distribution of cutting-edge computer peripheral components, setting new industry standards through a relentless commitment to quality, customer satisfaction, and technological innovation

## Mission

To cultivate a dynamic and collaborative environment focused on product excellence and inventive solutions, aiming for regional leadership by seamlessly connecting people and technology, and shaping the future of technology for a more empowered and interconnected world.



# SERIAL ACHIEVA – IT DISTRIBUTION AT ITS CORE



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**Core Market:** Information technology & computer peripherals

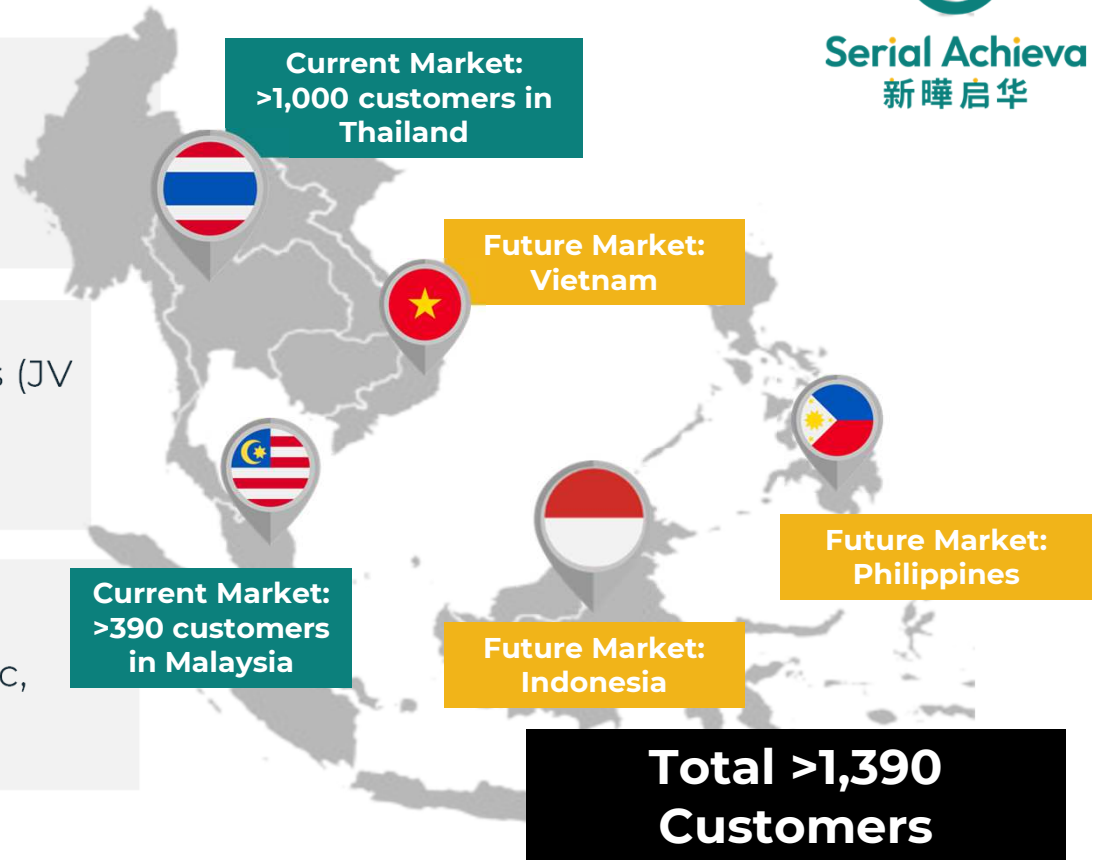


**Key Markets:** Malaysia and Thailand, Indonesia, Vietnam and the Philippines (JV Partnerships)

\*At present, Serial Achieva operates in Malaysia and Thailand only.



**Authorised distributor** for industry leaders including AMD, Intel, ViewSonic, Philips, MSI, Gigabyte, and ASRock



# MARKET OPPORTUNITIES

## Structural Growth Trends

**The Global Computer Peripherals market<sup>(1)</sup>** is expected to grow **10.6%** annually from 2022 to 2032 and reach **US\$1,216.9B** in 2032, with the Asia-Pacific region anticipated to be the fastest-growing market.



**The Global Cloud Computing market<sup>(3)</sup>** was valued at **US\$483.98B** in 2022 and is projected to grow at a CAGR of **14.1%** from 2023 to 2030.

**E-Sports market<sup>(2)</sup>** is projected to grow by **280%** from **US\$1.44B** in 2022 to **US\$5.48B** by 2029.

**The Global Artificial Intelligence-Driven Coding (AIDC) market<sup>(4)</sup>** is projected to grow by **111.8%** from **US\$71.1B** in 2023 to **US\$150.6B** in 2030, with strong growth expected in Asia Pacific.



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Sources:

<sup>(1)</sup>[Future Market Insights: Global Computer Peripherals Market Outlook \(2023 to 2033\)](#)

<sup>(2)</sup>[Skyquest: Global Esports Market Insights](#)

<sup>(3)</sup>[Grand View Research: Cloud Computing Market Insights](#)

<sup>(4)</sup>[Precedence Research: Global Automatic Identification and Data Capture Market](#)

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# SE ASIAN MARKET TRENDS



## Malaysia is investing heavily in digitalisation initiatives:

- Digital upskilling of 300,000 workers by 2026, in a partnership with Google<sup>(1)</sup>
- AI and Internet of Things (IoT)<sup>(1)</sup>
- Data centres and cloud services<sup>(2)</sup>
  - Amazon AWS committing US\$6 billion



## Thailand's IT spending is expected to exceed US\$27B in 2024<sup>(3)</sup> due to:

- Digital upskilling of 4 million workers
- Rapid cloud adoption among businesses from 26% to 70%<sup>(4)</sup>
- Data centres<sup>(2)</sup>
  - Huawei committing US\$300 million
  - Amazon AWS committing US\$5 billion

### Sources:

<sup>(1)</sup>The Star (21 Mar 2024): [Google Launches new initiatives to equip Malaysian youth with AI-focused, future-ready skills](#)

<sup>(2)</sup>Nikkei Asia: [From Thailand to Indonesia, ASEAN leads cloud market growth](#)

<sup>(3)</sup>Bangkok Post (2 Feb 2024): [Local IT spending forecast to exceed IT THB \(US\\$27B\)](#)

<sup>(4)</sup>Huawei: [Doubles down on Commitment to Thailand's Digital Transformation and Economic Recovery](#)



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# SE ASIAN MARKET TRENDS



## Vietnam (Potential Entry):

- ❖ Data Centre segment is forecasted to rise at a CAGR of 18.3% to US\$4.1 billion from 2022 to 2028<sup>(1)</sup>
- ❖ Rapid Cloud adoption:
  - Significant growth in public cloud spending and digitalisation<sup>(1)</sup>



## The Philippines (Potential Entry):

- ❖ Fastest cloud market growth in SE Asia with revenue growth of >30+<sup>(2)</sup>
- ❖ IoT, Data Centres, AI expected to register strong growth in foreseeable future as digitalisation efforts pick up steam<sup>(3)</sup>



## Indonesia (Potential Entry):

- ❖ Second-fastest cloud market growth in SE Asia with revenue growth of >30+<sup>(2)</sup>
- ❖ Data centres<sup>(2)</sup>
  - Amazon AWS committing US\$5 billion



These growth trends are expected to propel strong demand for CPUs, computer peripherals, GPUs, motherboards and computer servers, etc.

Sources:

<sup>(1)</sup>[Vietnam Data Center Market Competition, Forecast and Opportunities, 2028](#)

<sup>(2)</sup>[Nikkei Asia: From Thailand to Indonesia, ASEAN leads cloud market growth](#)

<sup>(3)</sup>[BusinessWorld Online: Philippine telcos strategize to leverage AI, Internet of Things](#)



# TIMELINE – KEY MILESTONES



**2014**

- Serial System acquired 49% in SerialTec, then the holding company of the Target Company
- Target Company operates as a reseller & distributor in Malaysia

**2016**

- Full acquisition of SerialTec, becoming a wholly-owned subsidiary of Serial System

**2017**

- Diversification into AMD desktop CPUs and "Thermaltake" peripherals

**2018**

- Awarded "Best Distributor" by Thermaltake

**2019**

- Expanded product offering with "Gigabyte" motherboards and "ViewSonic" monitors

**2020**

- Received "Top Business Growth" award from AMD
- Introduced MSI motherboards and VGA cards + AOC & Philips Monitors
- JV established for 49% stake in managed print business in Thailand (Existing Thai Company)

**2021**

- Internal restructuring; Target Company moved under SIFE
- Launched ASRock motherboards and Dynabook digital storage products
- Achieved US\$54.2 million turnover
- Won Intel's APAC & Japan Partner of the Year

**2022**

- Diversified digital storage with Apacer brand
- Foray into laptop distribution with MSI
- Existing Thai Company commenced business as a local in-country reseller and distributor of consumer and enterprise IT products and computer peripherals in Thailand (April 22)
- Signing of SPA with Axington Inc in Sept 2022 for the RTO

**2023 - 2024**

- Completion of RTO (June 2024)

# PORTFOLIO OF LEADING TECHNOLOGY BRANDS



Multitude of business partners



Products include Desktop CPUs, motherboards, VGA cards, SSDs, computer monitors, computer servers, etc.



Portfolio of a broad range of IT products



Plans to expand into the lucrative cloud computing and data centre within AI market





# INVESTMENT THESIS OVERVIEW

## Growth Strategy



- Distribution operations in Malaysia and Thailand to capitalise on IT product & peripherals sales
- Regional expansion (Indonesia, Vietnam and the Philippines)

## Diverse Product Portfolio



- Offers a wide range of IT products
- Desktop CPUs, Motherboards, and VGA Cards
- SSDs, Computer Monitors, and Computer Servers

## Reputable Partnerships



- Recognised by leading manufacturers as an authorised distributor

## Experienced Management Team



- Experienced management team with proven track record
- Excellence in process innovation, and operational efficiency enhancement

## Future Plans



- Supplying AI / Automation hardware
- Align with tech trends and market needs
- Diversify & stabilise income streams

# LEVERAGING ON STRUCTURAL GROWTH TRENDS



## Riding on Global Computer Peripherals Market Growth

Poised to benefit from forecasted growth in the global Computer Peripherals market, with Asia Pacific leading the charge.



## Capitalising on Cloud Computing Surge

Positioned to take advantage of the Global Cloud Computing market, projected to grow at a CAGR of 14.1% from 2023 to 2030.



## Aiding AI-Driven Technologies

The rise in AIDC provides opportunities for Serial Achieva to supply the necessary hardware components like servers, GPUs, and CPUs, driven by AI & ML innovations.

# BUSINESS STRATEGIES & FUTURE PLANS



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## Strategic Growth

Pursuing mergers, acquisitions and alliances



## ASEAN Expansion

Growing presence in ASEAN markets, focusing on Indonesia, Vietnam, and the Philippines through joint ventures



## Product Diversification

Expanding into high-demand sectors with new offerings in Gaming and Cloud Storage solutions, including AI

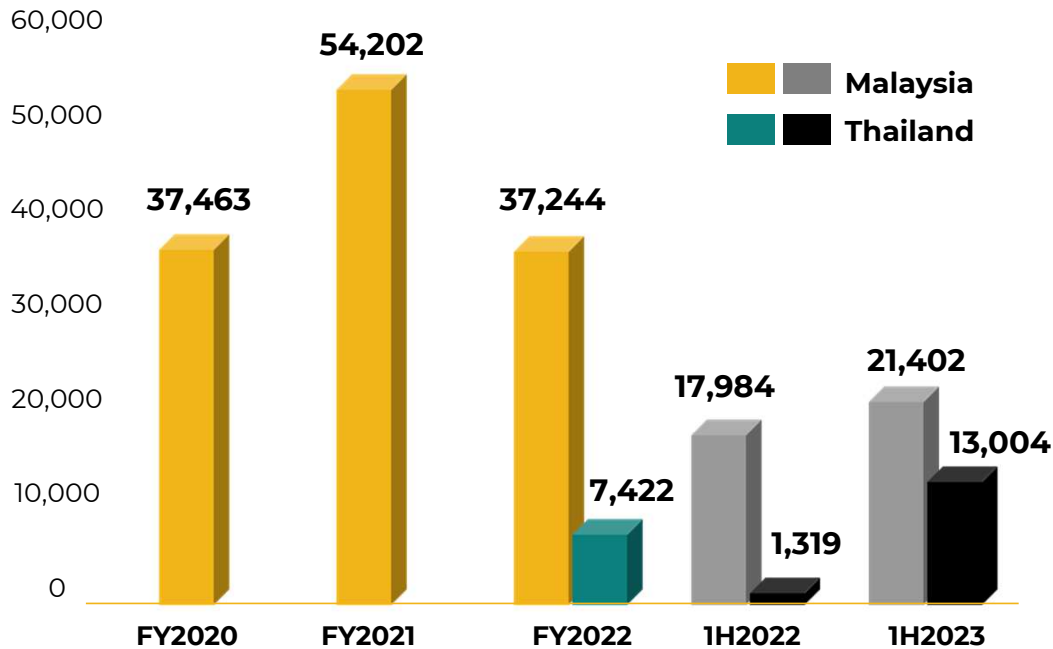


## Automation Upgrade

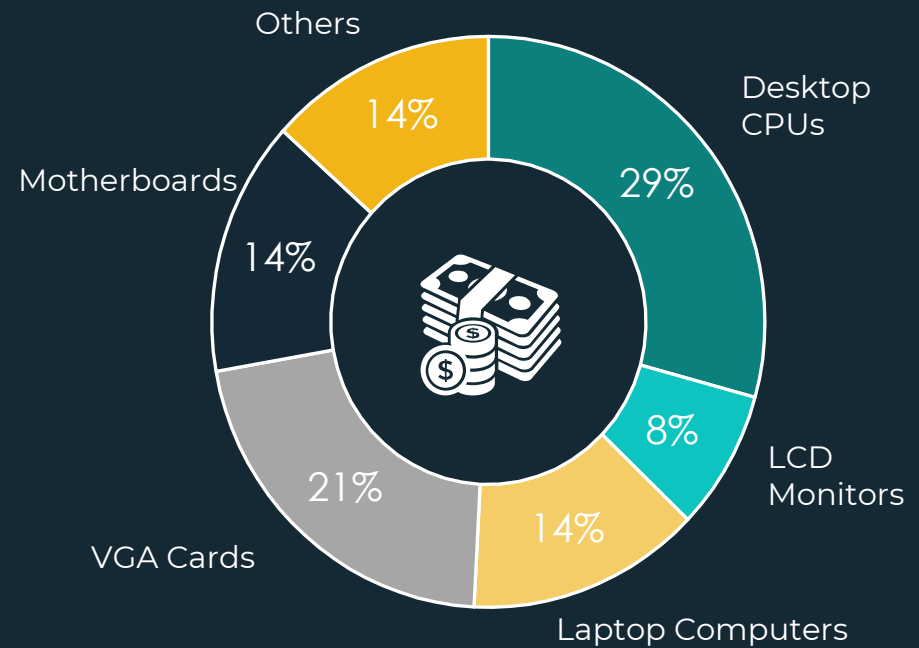
Implementing Advanced Automation in warehousing & distribution for enhanced efficiency

# SERIAL ACHIEVA – REVENUE & PRODUCT MIX

## Revenue – USD '000s



## Product Mix (1H2023)



# LEADING WITH EXPERTISE: OUR SEASONED MANAGEMENT TEAM



**Kenny Sim**

Executive Director and CEO



**Experience:**

16 years in electronics distribution; Non-Executive Director in various public and private companies



**Education:**

Bachelor of Commerce, Murdoch University



**Jason Soh**

Group General Manager



**Experience:**

Joined in 2005; held various roles including Product Marketing Manager and General Manager



**Education:**

B.Eng. Electrical & Electronic Engineering, Nanyang Technological University, 2004



**Ellen Yap**

Financial Controller



**Experience:**

Finance Manager at ATSB since 2018; diverse experience in e-commerce, cosmetics distribution



**Education:**

ACCA,2003; Advanced Diploma in Financial Accounting, TAR College, 2000



**Natthawat**

General Manager (Thailand)



**Experience:**

Founded S.T.S. Telecom and S Trek (Thailand); partnership with Serial System Group in 2022



**Education:**


B.A. Marketing, Assumption University; MBA International Business, Coventry University

# LEADING WITH EXPERTISE: OUR SEASONED BOARD OF DIRECTORS



**Sean Goh**  
Chairman and Non-Executive Director


 **Experience:**  
Joined in 2004; held various roles including Deputy Group Chief Executive Officer

 **Education:**  
Bachelor of Engineering with honours, Nanyang Technological University



**Victoria Goh**  
Non-Executive Director


 **Experience:**  
Joined in 2017; held various roles including Vice President of Business Development & Marketing

 **Education:**  
Bachelor of Business, Nanyang Technological University




**Tan Thiam Hee**  
Lead Independent Director


 **Experience:**  
20 years as CFO / CEO in various industries; helped many companies secure financing needs

 **Education:**  
Chartered Accountant; Master of B.A. in International Business, Nanyang Technological University



**Solomon Tan**  
Independent Director


 **Experience:**  
Managing Partner & co-founder of management consultancy Argile Partners Pte. Ltd

 **Education:**  
Chartered Accountant; Bachelor of Accountancy, Nanyang Technological University



**Jason Su**  
Independent Director

 **Experience:**  
Presently CIO of Farquhar VC Pte Ltd (fund management company); trained lawyer with experience in M&A

 **Education:**  
JD; Singapore Management University; Master of Science (Real Estate); Bachelor of B.A, National University of Singapore



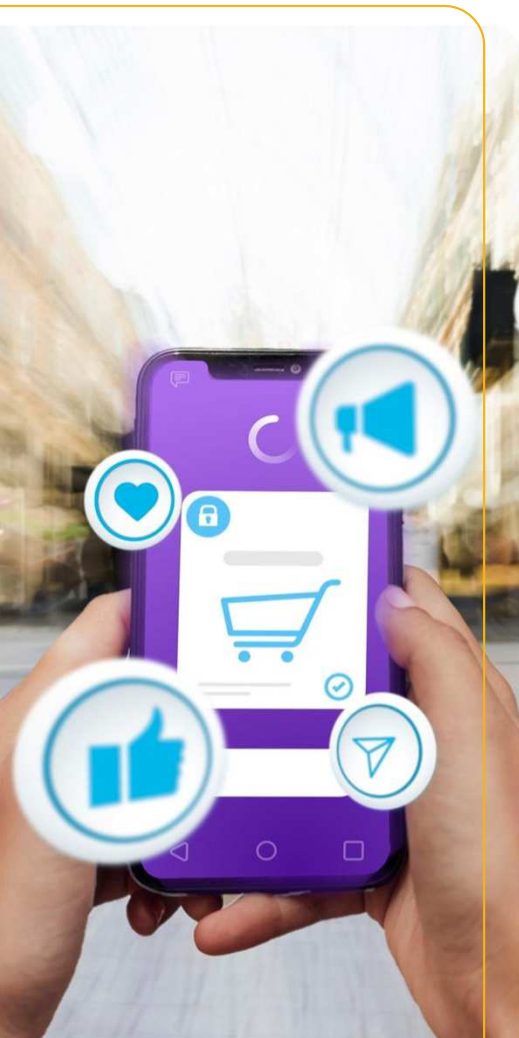
**Kenny Yap Kim Lee**  
Independent Director

 **Experience:**  
Presently Executive Chairman and Managing Director of Qian Hu Corporation Limited

 **Education:**  
B.A. (Summa Cum Laude), Ohio State University (USA)



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