



Incorporated in the Republic of Singapore
Company Registration No.: 198303359D

DEMISE OF CHAIRMAN AND CHIEF EXECUTIVE OFFICER

The board of directors (the “**Board**”) of Creative Technology Ltd. (the “**Company**”) announces with great sadness that Mr. Sim Wong Hoo (“**Mr. Sim**”), Chairman and Chief Executive Officer of the Company, passed away peacefully on 4 January 2023.

On behalf of all staff of the Company, the Board expresses its deepest sorrow over the death of Mr. Sim and conveys its condolences to his family. The Board also expresses its heartfelt gratitude for the immense contributions to the Company by Mr. Sim during his tenure as the Chairman and Chief Executive Officer of the Company.

Mr. Sim founded the Company in 1981 and has been the Chairman and Chief Executive Office since inception. Mr. Sim has played an instrumental role in developing the business and has provided the Company with strong leadership and vision. Under his guidance, the Company became famous for the Sound Blaster sound cards and is a worldwide leader in digital entertainment products. The Company also launched the multimedia revolution that drives digital entertainment with cutting-edge audio solutions which include premium wireless speakers, wireless headphones, powerful audiophile-grade amplifiers and digital audio converters, and next-generation home-theatre systems.

Following Mr. Sim’s demise, the Board has, during this transition period, appointed Mr. Lee Kheng Nam, Lead Independent Non-Executive Director, as acting Chairman, and Mr. Ng Kai Wa, Independent Non-Executive Director, as acting Vice Chairman. The Board has also appointed Mr. Song Siow Hui, President of the Company’s Creative Labs Business Unit, interim Chief Executive Officer.

“I have known and worked with Mr. Sim for over 30 years. This is a sad and sudden development and we feel a great loss especially since Mr. Sim and I recently had extensive discussions on the future direction of the Company. During those discussions, Mr. Sim was full of fresh vision. Even on the night before, he had a long discussion with the Engineering team and was scheduled to meet with the Online Sales team the next day. The best thing to do now is to ensure the continued smooth running of the Company, and also to execute and realise the vision and strategy that Mr. Sim had for the Company,” said interim Chief Executive Officer, Mr. Song Siow Hui.

Additional information on Mr. Sim’s cessation as Chairman and Chief Executive Officer of the Company as required under the Listing Manual of the Singapore Exchange Securities Trading Limited will be set out in a separate announcement.

By Order of the Board

Ng Keh Long
Company Secretary

5 January 2023