



SERIAL SYSTEM LTD
新擘科技有限公司

(Registration No. 199202071D)
(Incorporated in the Republic of Singapore on 22 April 1992)
(the “Company”)

ACQUISITION OF SHARES IN ASSOCIATED COMPANY – BULL WILL CO., LTD

Pursuant to Rule 704(15)(d) of the SGX-ST Listing Manual, the Company wishes to announce that its interest in associated company, Bull Will Co., Ltd (“Bull Will”), a company listed on the Over-The Counter Securities Exchange in Taiwan, has increased from 24,353,000 or 34.82% as of 25 November 2011 to 24,503,000 shares or 35.04% of Bull Will’s issued capital (69,929,977 shares).

The increase in its shareholdings was pursuant to the purchase by its wholly-owned subsidiary, Serial Investment (Taiwan) Inc., of an aggregate of 150,000 Bull Will shares from the open market on cash terms for the average price of S\$0.27 (NT\$6.26) per share (the “Purchase”). The market closing price of Bull Will as at the date of this announcement was S\$0.28 (NT\$6.42). The Purchase was funded through the Company’s internal resources.

BY ORDER OF THE BOARD

Derek Goh Bak Heng
Executive Chairman and Group CEO

30 December 2011