

ANNUAL GENERAL MEETING TO BE HELD ON 30 OCTOBER 2020

1. **Background.** Creative Technology Ltd (“**Creative**” or the “**Company**”) refers to:
 - (a) the COVID-19 (Temporary Measures) Act 2020 which enables the Minister for Law by order to prescribe alternative arrangements for listed companies in Singapore to, *inter alia*, conduct general meetings, either wholly or partly, by electronic communication, video conferencing, tele-conferencing or other electronic means;
 - (b) the COVID-19 (Temporary Measures) (Alternative Arrangements for Meetings for Companies, Variable Capital Companies, Business Trusts, Unit Trusts and Debenture Holders) Order 2020 (the “**Order**”) which sets out the alternative arrangements in respect of, *inter alia*, general meetings of companies; and
 - (c) the joint statement by the Accounting and Corporate Regulatory Authority, Monetary Authority of Singapore and Singapore Exchange Regulation of 13 April 2020 (and subsequently updated on 27 April 2020, 22 June 2020 and 1 October 2020) which provides additional guidance on the conduct of general meetings during the period from 27 March 2020 to 30 June 2021.
2. **Date, time and conduct of AGM.** Creative is pleased to announce that pursuant to the Order, its Annual General Meeting (“**AGM**”) will be convened and held by way of electronic means on **Friday, 30 October 2020 at 10.30 a.m.** (Singapore time). Our Chairman, Mr Sim Wong Hoo, will conduct the proceedings of the AGM.
3. **Notice of AGM and proxy form.** The Notice of AGM and proxy form will be sent to shareholders by electronic means via publication on our corporate website and will also be made available on the SGXNet¹. Printed copies of these documents will also be sent by post to shareholders.
4. **No personal attendance at AGM.** Due to the current COVID-19 situation in Singapore, **shareholders will not be able to attend the AGM in person.**
5. **Alternative arrangements for participation at the AGM.** Shareholders may participate at the AGM by:
 - (a) observing and/or listening to the AGM proceedings via live audio-visual webcast or live audio-only stream;
 - (b) submitting questions in advance of the AGM; and/or
 - (c) appointing the Chairman of the Meeting as proxy to attend, speak and vote on their behalf at the AGM.

Details of the steps for pre-registration, pre-submission of questions and voting at the AGM by shareholders, including CPFIS and SRS investors, are set out in the Appendix to this announcement. In addition, CPFIS or SRS investors who wish to appoint the Chairman of the Meeting as proxy should approach their respective CPF Agent Banks or SRS Operators to submit their votes by **5.00 p.m. on 20 October 2020.**

¹ The Notice of AGM and proxy form may be accessed on our corporate website at the URL <https://sg.creative.com/corporate/investor/reports> and on the SGXNet at the URL <https://www.sgx.com/securities/company-announcements>.

6. **Persons who hold shares through relevant intermediaries.** Persons who hold Creative shares through relevant intermediaries (as defined in section 181 of the Companies Act, Chapter 50), other than CPFIS and SRS investors, and who wish to participate in the AGM by:

- (a) observing and/or listening to the AGM proceedings via live audio-visual webcast or live audio-only stream;
- (b) submitting questions in advance of the AGM; and/or
- (c) appointing the Chairman of the Meeting as proxy to attend, speak and vote on their behalf at the AGM,

should contact the relevant intermediary through which they hold such shares as soon as possible in order for the necessary arrangements to be made for their participation in the AGM.

7. **Annual Report 2020.** The Annual Report 2020 have been published on our corporate website, and may be accessed at the URL <https://sg.creative.com/corporate/investor/reports>. It will also be made available on the SGX website at the URL <https://www.sgx.com/securities/company-announcements>.

8. **Key dates/deadlines.** In summary, the key dates/deadlines which shareholders should take note of are set out in the table below:

Key dates	Actions
13 October 2020	Shareholders may begin to pre-register at https://sg.creative.com/agm for live audio-visual webcast/live audio-only stream of the AGM proceedings.
20 October 2020 5:00 p.m.	Deadline for CPFIS or SRS investors who wish to appoint the Chairman of the Meeting as proxy to approach their respective CPF Agent Banks or SRS Operators to submit their votes.
27 October 2020 10.30 a.m.	Deadline for shareholders to: <ul style="list-style-type: none"> • pre-register for live audio-visual webcast/live audio-only stream of the AGM proceedings; and • submit proxy forms.
29 October 2020 10.30 a.m.	Authenticated shareholders will receive an email which will contain unique user credentials and instructions on how to access the live audio-visual webcast and live audio-only stream of the AGM proceedings (the “ Confirmation Email ”). Shareholders who do not receive the Confirmation Email by 10.30 a.m. on 29 October 2020 , but have registered by the 27 October 2020 deadline, should contact our Share Registrar, Boardroom Corporate & Advisory Pte Ltd, at +65 6230 9580/586 before 5.30 p.m. on 29 October 2020 or between 8.30 a.m. and 10.30 a.m. on 30 October 2020.
30 October 2020 10.30 a.m.	<ul style="list-style-type: none"> • Click on the link in the Confirmation Email and follow the instructions to access the live audio-visual webcast of the AGM proceedings; or • Call the toll-free telephone number and follow the instructions in the Confirmation Email to access the live audio-only stream of the AGM proceedings.

9. **Important reminder.** Due to the constantly evolving COVID-19 situation in Singapore, we may be required to change our arrangements for the AGM at short notice. Shareholders should check our corporate website at the URL <https://sg.creative.com/corporate/reports>

or SGXNet at the URL <https://www.sgx.com/securities/company-announcements> for the latest updates on the status of the AGM.

Creative would like to thank all shareholders for their patience and co-operation in enabling us to hold our AGM with the optimum safe management measures amidst the current COVID-19 pandemic.

By Order of the Board

Ng Keh Long
Company Secretary
Creative Technology Ltd

13 October 2020

APPENDIX

Steps for pre-registration, pre-submission of questions and voting at the AGM

Shareholders will be able to observe and/or listen to the AGM proceedings through a live audio-visual webcast or live audio-only stream via their mobile phones, tablets or computers, submit questions in advance of the AGM and vote by appointing the Chairman of the Meeting as proxy to attend, speak and vote on their behalf at the AGM.

To do so, they will need to complete the following steps:

No.	Steps	Details
1.	Pre-registration	<p>Shareholders, including CPFIS and SRS investors, can pre-register at the pre-registration website at https://sg.creative.com/agm from 13 October 2020 till 10.30 a.m. on 27 October 2020 to enable Creative to verify their status as shareholders.</p> <p>Following the verification, authenticated shareholders will receive an email by 10.30 a.m. on 29 October 2020. The email will contain unique user credentials and instructions on how to access the live audio-visual webcast and live audio-only stream of the AGM proceedings.</p> <p>Shareholders who do not receive an email by 10.30 a.m. on 29 October 2020, but have registered by the 27 October 2020 deadline, should contact our Share Registrar, Boardroom Corporate & Advisory Services Pte Ltd, at +65 6230 9580/586 before 5.30 p.m. on 29 October 2020 or between 8.30 a.m. and 10.30 a.m. on 30 October 2020.</p>
2.	Submit questions in advance	<p>Shareholders will not be able to ask questions at the AGM live during the webcast or audio-stream, and therefore it is important for shareholders to pre-register and submit their questions in advance of the AGM.</p> <p>Submission of questions. Shareholders, including CPFIS and SRS investors, can submit questions related to the resolutions to be tabled for approval at the AGM to the Chairman of the Meeting, in advance of the AGM, in the following manner:</p> <p>(a) Via pre-registration website. Shareholders who pre-register to observe and/or listen to the AGM proceedings may submit their questions via the pre-registration website at https://sg.creative.com/agm.</p> <p>(b) Via email. Shareholders may submit their questions via email to AGM2020@creative.com.</p> <p>(c) By post. Shareholders may submit their questions by post to the Company's Share Registrar, Boardroom Corporate & Advisory Services Pte Ltd, at 50 Raffles Place #32-01, Singapore Land Tower, Singapore 048623.</p> <p>When sending in your questions via email or by post, please also provide us with the following details:</p> <ul style="list-style-type: none">• your full name;• your address; and• the manner in which you hold shares in Creative (e.g., via CDP, CPFIS/SRS and/or scrip).

		<p>Deadline to submit questions. All questions must be submitted by 5:00 p.m. on 23 October 2020 in order to give the Company sufficient time to process and address the substantial and relevant ones.</p> <p>Addressing questions. The Company will address all substantial and relevant questions received from shareholders by publishing our responses to such questions on our corporate website and on SGXNet prior to the AGM.</p> <p>Minutes of AGM. We will publish the minutes of the AGM on our corporate website and on SGXNet.</p>
3.	Submit proxy forms to vote	<p>Appointment of Chairman of the Meeting as proxy. Shareholders (whether individual or corporate) who pre-register to observe and/or listen to the AGM proceedings and wish to vote on the resolutions to be tabled at the AGM must appoint the Chairman of the Meeting as their proxy to attend, speak and vote on their behalf at the AGM, in accordance with the instructions on the proxy form.</p> <p>Specific voting instructions to be given. Where shareholders (whether individual or corporate) appoint the Chairman of the Meeting as their proxy, they must give specific instructions as to voting, or abstentions from voting, in respect of a resolution in the proxy form, failing which the appointment of the Chairman of the Meeting as proxy for that resolution will be treated as invalid.</p> <p>Submission of proxy forms. Proxy forms must be submitted in the following manner:</p> <p>(a) if submitted by post, be lodged with the Company's Share Registrar, Boardroom Corporate & Advisory Services Pte Ltd, at 50 Raffles Place #32-01, Singapore Land Tower, Singapore 048623; or</p> <p>(b) if submitted electronically, be submitted via email to the Company's Share Registrar at srs.teamd@boardroomlimited.com,</p> <p>in either case, by 10.30 a.m. on 27 October 2020.</p> <p>A shareholder who wishes to submit a proxy form can either use the printed copy of the proxy form which is sent to him/her/it by post or download a copy of the proxy form from our corporate website or SGXNet, and complete and sign the proxy form, before submitting it by post to the address provided above, or before scanning and sending it by email to the email address provided above.</p> <p>Due to the current COVID-19 situation in Singapore, shareholders are strongly encouraged to submit completed proxy forms electronically via email.</p> <p>CPFIS or SRS investors who wish to appoint the Chairman of the Meeting as proxy should approach their respective CPF Agent Banks or SRS Operators to submit their votes by 5.00 p.m. on 20 October 2020.</p>