

## NOTICE OF ANNUAL GENERAL MEETING

**NOTICE IS HEREBY GIVEN** that the 43rd Annual General Meeting of Creative Technology Ltd. (the “**Company**”) will be held at 31 International Business Park, #03-01, Singapore 609921 on Wednesday, 29 October 2025 at 10.30 a.m. (Singapore time) to transact the following business:

### **AS ORDINARY BUSINESS**

1. To receive and adopt the Directors' Statement and the Audited Financial Statements of the Company for the financial year ended 30 June 2025 and the Auditors' Report thereon.  
**(Resolution 1)**
2. To re-elect Ms Lai Su Fang Cynthia, who will retire from the Board at the Annual General Meeting as Director pursuant to Regulation 83(3) of the Company's Constitution and, being eligible, offer herself for re-election.  
(Please refer to Explanatory Note 1)  
**(Resolution 2)**
3. To re-elect Mr. Tan Kee Ann, who will retire from the Board at the Annual General Meeting as Director pursuant to Regulation 83(3) of the Company's Constitution and, being eligible, offer himself for re-election.  
(Please refer to Explanatory Note 1)  
**(Resolution 3)**
4. To re-elect Mr. Sim Guan Huat, who will retire from the Board at the Annual General Meeting as Director pursuant to Regulation 83(3) of the Company's Constitution and, being eligible, offer himself for re-election.  
(Please refer to Explanatory Note 1)  
**(Resolution 4)**
5. To approve the payment of Directors' fees of S\$186,000 (2024: S\$315,000) to Non-Executive Directors for the financial year ended 30 June 2025.  
**(Resolution 5)**
6. To re-appoint PricewaterhouseCoopers LLP as Auditors of the Company and to authorise the Directors of the Company to fix their remuneration.  
**(Resolution 6)**

## **AS SPECIAL BUSINESS**

To consider and, if thought fit, to pass the following ordinary resolutions with or without modifications:

7. General authority to issue shares in the capital of the Company (the “**Shares**”)

That pursuant to Section 161 of the Companies Act 1967 of Singapore (“**Companies Act 1967**”) and Rule 806 of the Listing Manual of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”), the authority be and is hereby given to the Directors of the Company to:

- (a) (i) issue Shares whether by way of rights, bonus or otherwise; and/or
- (ii) make or grant offers, agreements or options (collectively, the “**Instruments**”) that might or would require Shares to be issued, including but not limited to the creation and issue of (as well as adjustments to) options, warrants, debentures or other instruments convertible into Shares,

at any time and upon such terms and conditions and for such purposes and to such persons as the Directors may, in their absolute discretion, deem fit; and

- (b) (notwithstanding the authority conferred by this Resolution may have ceased to be in force) issue Shares in pursuance of any Instrument made or granted by the Directors while this Resolution was in force,

provided that:

- (A) the aggregate number of Shares to be issued pursuant to this Resolution (including Shares to be issued in pursuance of Instruments made or granted pursuant to this Resolution) shall not exceed 50 per cent (50%) of the total number of issued Shares excluding treasury shares and subsidiary holdings (as calculated in accordance with paragraph (B) below), of which the aggregate number of Shares and Instruments to be issued other than on a pro rata basis to shareholders of the Company (“**Shareholders**”) shall not exceed 20 per cent (20%) of the total number of issued Shares excluding treasury shares and subsidiary holdings (as calculated in accordance with paragraph (B) below);
- (B) (subject to such manner of calculation as may be prescribed by the SGX-ST) for the purpose of determining the aggregate number of Shares that may be issued under paragraph (A) above, the total number of issued Shares excluding treasury shares and subsidiary holdings shall be based on the total number of issued Shares excluding treasury shares and subsidiary holdings at the time this Resolution is passed, after adjusting for:
  - (i) new Shares arising from the conversion or exercise of any convertible securities;
  - (ii) new Shares arising from the exercise of share options or vesting of share awards which are outstanding or subsisting at the time this Resolution is passed; and
  - (iii) any subsequent bonus issue or consolidation or subdivision of Shares;
- (C) in exercising the authority conferred by this Resolution, the Company shall comply with the provisions of the Listing Manual of the SGX-ST for the time being in force (unless such compliance has been waived by the SGX-ST) and the Constitution for the time being of the Company; and
- (D) (unless revoked or varied by the Company in general meeting) the authority conferred by this Resolution shall continue in force (i) until the conclusion of the next Annual General Meeting of the Company or the date by which the next Annual General Meeting of the Company is required by law to be held, whichever is the earlier or (ii) in the case of Shares to be issued pursuant to the Instruments, made or granted to this Resolution, until the issuance of such Shares in accordance with the terms of the Instruments,

and in this Resolution, “**subsidiary holdings**” has the meaning given to it in the Listing Manual of the SGX-ST.

**(Resolution 7)**

(Please refer to Explanatory Note 2)

8. Authority to issue Shares pursuant to the exercise of options granted under the Creative Technology Share Option Scheme (2019)

Pursuant to Section 161 of the Companies Act 1967, authority be and is hereby given to the Directors of the Company to allot and issue from time to time such number of Shares as may be required to be issued pursuant to the exercise of options granted under the Creative Technology Share Option Scheme (2019) pursuant to and in accordance with the terms thereof.

Such authority shall, unless revoked or varied by the Company in general meeting, continue in force until the conclusion of the next Annual General Meeting of the Company or the date by which the next Annual General Meeting of the Company is required by law to be held, whichever is earlier.

**(Resolution 8)**

9. To transact any other business which may be properly transacted at an Annual General Meeting.

BY ORDER OF THE BOARD

NG KEH LONG  
Company Secretary  
Singapore  
13 October 2025

## EXPLANATORY NOTES

- (1) Ms Lai Su Fang Cynthia and Mr Tan Kee Ann are considered to be independent by the Board. Mr Sim Guan Huat is considered to be non-independent by the Board. Information relating to Ms Lai Su Fang Cynthia, Mr. Tan Kee Ann and Mr. Sim Guan Huat as set out in Appendix 7.4.1 of the Listing Manual of the SGX-ST can be found in the “Additional Information on Directors Seeking Re-election” section in this Notice and in the “Board of Directors and Executive Officers” section of the Company’s Annual Report 2025.
- (2) Resolution 7, if passed, will authorise the Directors, from the date of this Annual General Meeting of the Company until the next Annual General Meeting of the Company, or the date by which the next Annual General Meeting of the Company is required by law to be held, or such authority is varied or revoked by the Company in a general meeting, whichever is the earlier, to issue Shares and to make or grant instruments (such as options, warrants or debentures) convertible into Shares, and to issue Shares in pursuance of such instruments, up to a number not exceeding fifty per cent (50%) of the total number of issued Shares (excluding treasury shares and subsidiary holdings), of which up to twenty per cent (20%) of the total number of issued Shares (excluding treasury shares and subsidiary holdings) may be issued other than on a pro rata basis to Shareholders. For the purpose of determining the aggregate number of Shares that may be issued, the total number of issued Shares excluding treasury shares and subsidiary holdings shall be based on the total number of issued Shares excluding treasury shares and subsidiary holdings at the time that Resolution 7 is passed, after adjusting for (a) new Shares arising from the conversion or exercise of any convertible securities or share options or vesting of share awards which are outstanding or subsisting at the time that Resolution 7 is passed, and (b) any subsequent bonus issue, consolidation or subdivision of Shares.

## SUBMISSION OF QUESTIONS

- (1) Shareholders who wish to ask questions in advance of the Annual General Meeting relating to the businesses of the Annual General Meeting, must complete and submit the Question Form, which will be announced together with this Notice of Annual General Meeting and may be accessed at the Company’s website at the URL <https://sg.creative.com/corporate/investor/reports>, and also made available on the SGXNet at the URL <http://www.sgx.com/securities/company-announcements>.
- (2) Shareholders must first download, complete and sign the Question Form before scanning and sending it via email to [AGM@creative.com](mailto:AGM@creative.com) by 10.30 a.m. on Monday, 20 October 2025 (“**Cut-Off Time**”).

The Company will address all substantial and relevant questions received from Shareholders by publishing our responses to such questions at the Company’s website prior to the Annual General Meeting.

## PERSONAL DATA PRIVACY

By attending and/or submitting an instrument appointing a proxy(ies) and/or representative(s) to attend, speak and vote at the Annual General Meeting and/or any adjournment thereof, a member of the Company (a) consents to the collection, use and disclosure of the member’s personal data by the Company (or its agents or service providers) for the purpose of the processing, administration and analysis by the Company (or its agents or service providers) of the appointment of the proxy(ies) and/or representative(s) as proxy for the Annual General Meeting (including any adjournment thereof) and the preparation and compilation of the attendance lists, minutes and other documents relating to the Annual General Meeting (including any adjournment thereof), and in order for the Company (or its agents or service providers) to comply with any applicable laws, listing rules, take-over rules, regulations and/or guidelines, and (b) warrants that where the member discloses the personal data of the member’s proxy(ies) and/or representative(s) to the Company (or its agents or service providers), the member has obtained the prior consent of such proxy(ies) and/or representative(s) for the collection, use and disclosure by the Company (or its agents or service providers) of the personal data of such proxy(ies) and/or representative(s) for the aforementioned purposes, and (c) agrees that the member will indemnify the Company in respect of any penalties, liabilities, claims, demands, losses and damages as a result of the member’s breach of warranty. Photographic, sound, and/or video recordings of the Annual General Meeting may be made by the Company for record keeping and to ensure the accuracy of the minutes prepared of the Annual General Meeting. Accordingly, the personal data of the member of the Company or the member’s proxy(ies) or representative(s) (such as his/her name, his/her presence at the Annual General Meeting and any questions he/she may raise or motions he/she propose/second) may be recorded by the Company for such purposes.

**Notes:**

- 1 The Annual General Meeting is being convened, and will be held at 31 International Business Park, #03-01, Singapore 609921. This Notice will be sent to members by electronic means via publication on the Company's website at the URL <https://sg.creative.com/corporate/investor/reports>, and also available on the SGXNet at the URL <http://www.sgx.com/securities/company-announcements>.
- 2 The Annual General Meeting will be held physically and members are invited to attend the Annual General Meeting physically. There will be no option for members to participate in the Annual General Meeting virtually.
- 3 A member of the Company who is not a Relevant Intermediary is entitled to appoint not more than two (2) proxies to attend, speak and vote on his/her/its behalf at the Annual General Meeting if such member wishes to exercise his/her/its voting rights at the Annual General Meeting. Where such member's proxy form appoints more than one proxy, the proportion of the shareholding concerned to be represented by each proxy shall be specified in the proxy form. If the proportion of shareholding is not specified, the Company shall be entitled to treat the first named proxy as representing the entire number of Shares entered against his/her name in the Depository Register and the entire number of shares registered in his/her name in the Register of Members, and any second named proxy as an alternate to the first named proxy.
- 4 A member of the Company who is a Relevant Intermediary is entitled to appoint more than two (2) proxies to attend, speak and vote at the Annual General Meeting, but each proxy must be appointed to exercise the rights attached to a different share or shares held by such member. Where such member's proxy form appoints more than two (2) proxies, the number and class of shares in relation to which each proxy has been appointed shall be specified in the proxy form.  
  
"Relevant Intermediary" has the meaning ascribed to it in Section 181 of the Companies Act 1967.
- 5 The accompanying proxy form for the Annual General Meeting may be accessed at the Company's website at the URL <https://sg.creative.com/corporate/investor/reports>, and will also be made available on the SGXNet at the URL <https://www.sgx.com/securities/company-announcements>.
- 6 A proxy need not be a member of the Company. The Chairman of the Annual General Meeting, as proxy, need not be a member of the Company.
- 7 A corporation which is a member may appoint an authorized representative or representatives by resolution of its Directors or other governing body in accordance with Section 179 of the Companies Act 1967 to attend, speak and vote for and on behalf of such corporation.
- 8 The instrument appointing a proxy or proxies must be under the hand of the appointor or of his attorney duly authorised in writing. Where the instrument appointing a proxy or proxies is executed by a corporation, it must be executed under its common seal or signed on its behalf by an officer or attorney duly authorised in writing.
- 9 Where an instrument appointing a proxy is signed on behalf of the appointor by the attorney, the letter or power of attorney or a duly certified copy thereof must (failing previous registration with the Company) be lodged with the instrument of proxy, failing which the instrument may be treated as invalid.
- 10 Completion and return of an instrument appointing a proxy or proxies shall not preclude a member from attending and voting at the Annual General Meeting. Any appointment of a proxy or proxies shall be deemed to be revoked if a member attends the Annual General Meeting in person, and in such event, the Company reserves the right to refuse to admit any person or persons appointed under the instrument of proxy, to the Annual General Meeting.
- 11 CPF/SRS investors who wish to vote at the Annual General Meeting should approach their respective CPF Agent Banks/SRS Operators to submit their votes at least 7 working days before the date of the Annual General Meeting (i.e., by 5.00 p.m. on Friday, 17 October 2025). CPF/SRS investors should contact their respective CPF Agent Banks/SRS Operators for any queries regarding their appointment as proxies.
- 12 The instrument appointing a proxy(ies) must be submitted to the Company in the following manner:
  - (a) if submitted by post, be lodged at the office of the Company's Share Registrar, Boardroom Corporate & Advisory Services Pte. Ltd., at 1 Harbourfront Avenue, #14-07, Keppel Bay Tower, Singapore 098632: or
  - (b) if submitted electronically, be submitted via email to the Company's Share Registrar at [srs.proxy@boardroomlimited.com](mailto:srs.proxy@boardroomlimited.com),in either case, not less than seventy-two (72) hours before the time appointed for holding the Annual General Meeting of the Company. A member who wishes to submit an instrument of proxy must 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.
- 13 The Company shall be entitled to reject the instrument appointing a proxy or proxies if it is incomplete, improperly completed or illegible or where the true intentions of the appointor are not ascertainable from the instructions of the appointor specified in the instrument appointing a proxy or proxies (including any related attachment). In addition, in the case of members whose Shares are entered in the Depository Register, the Company may reject any instrument appointing a proxy or proxies lodged if the member, being the appointor, is not shown to have Shares entered against his name in the Depository Register as at seventy-two (72) hours before the time appointed for holding the Annual General Meeting, as certified by The Central Depository (Pte) Limited to the Company.
- 14 Any reference to a time of day is made by reference to Singapore time.

## ADDITIONAL INFORMATION ON DIRECTORS SEEKING RE-ELECTION

| Name of Director                                              | Ms Lai Su Fang Cynthia                                                                                                                                                                                                                                                                                           | Mr Tan Kee Ann                                                                                                                                                                                                                                                                                                   | Mr Sim Guan Huat                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Date of appointment                                           | 16 January 2025                                                                                                                                                                                                                                                                                                  | 16 January 2025                                                                                                                                                                                                                                                                                                  | 21 April 2025                                                                                                                                                                                                                                                                                          |
| Date of last re-appointment                                   | N.A.                                                                                                                                                                                                                                                                                                             | N.A.                                                                                                                                                                                                                                                                                                             | N.A.                                                                                                                                                                                                                                                                                                   |
| Age                                                           | 49                                                                                                                                                                                                                                                                                                               | 63                                                                                                                                                                                                                                                                                                               | 67                                                                                                                                                                                                                                                                                                     |
| The Board's comments on this re-election                      | The Board of Directors of the Company has reviewed the Nominating Committee's recommendation and the qualifications, experiences, suitability and independence of Ms Lai, and accordingly, the Board has approved that Ms Lai stands for re-election as a Non-Executive and Independent Director of the Company. | The Board of Directors of the Company has reviewed the Nominating Committee's recommendation and the qualifications, experiences, suitability and independence of Mr Tan, and accordingly, the Board has approved that Mr Tan stands for re-election as a Non-Executive and Independent Director of the Company. | The Board of Directors of the Company has reviewed the Nominating Committee's recommendation and the qualifications, experiences and suitability of Mr Sim, and accordingly, the Board has approved that Mr Sim stands for re-election as a Non-Executive and Non-Independent Director of the Company. |
| Whether appointment is executive                              | Non-Executive                                                                                                                                                                                                                                                                                                    | Non-Executive                                                                                                                                                                                                                                                                                                    | Non-Executive                                                                                                                                                                                                                                                                                          |
| Job title                                                     | Non-Executive and Independent Director, AC Chairman and RC Member                                                                                                                                                                                                                                                | Non-Executive and Independent Director, RC Chairman, NC and AC Member                                                                                                                                                                                                                                            | Non-Executive and Non-Independent Director, NC Member                                                                                                                                                                                                                                                  |
| Professional qualifications                                   | Master of Business Administration, University of Western Australia<br><br>Bachelor in Business (Accountancy) with Distinction, Queensland University of Technology<br><br>Chartered Accountant from Institute of Singapore Chartered Accountants (ISCA)                                                          | Diploma in Electronics and Communications Engineering from Singapore Polytechnic                                                                                                                                                                                                                                 | GCE 'O' Levels                                                                                                                                                                                                                                                                                         |
| Working experience and occupation(s) during the past 10 years | Raffles Quay Asset Management (RQAM) (Sep 2020 to present)<br>Chief Financial Officer<br><br>APM, real estate management services business unit of ARA Asset Management (Dec 2009 to Jun 2020)<br>Joined as Director Finance, last held position as Chief Financial Officer                                      | Keen High Mediatech (Shenzhen) Co. Ltd (2005 to 2015)<br>Director<br><br>Shenzhen E-media Technology Co., Ltd (2015 to 2018)<br>Business Consultant<br><br>Bcast Media (S) Pte Ltd (2018 to Present)<br>Director                                                                                                 | Teo Soon Seng Pte Ltd<br>Business Development Director<br>2018 – 2023<br><br>C2O Corporation Pte Ltd<br>Co-Founder / Executive Director<br>2001 – 2023                                                                                                                                                 |

## ADDITIONAL INFORMATION ON DIRECTORS SEEKING RE-ELECTION (cont'd)

| Name of Director                                                                                                                                                                                                                  | Ms Lai Su Fang Cynthia | Mr Tan Kee Ann                   | Mr Sim Guan Huat                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Shareholding interest in the listed issuer and its subsidiaries</b>                                                                                                                                                            | Nil                    | Nil                              | <p>Direct Interest: 368,475 shares in the Company.<br/>Deemed Interest: 65,000 shares in the Company.</p> <p>In addition, Mr Sim Guan Huat is one of the persons entitled in distribution to the estate of the late Mr Sim Wong Hoo. Accordingly, he is deemed to have an interest of 22,408,776 shares of the Company held by the estate of Mr Sim Wong Hoo.</p> |
| <b>Any relationship (including immediate family relationships) with any existing director, existing executive officer, the issuer and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries</b> | No                     | No                               | <p>Yes</p> <p>Mr Sim Guan Huat is the brother of Mr Sim Wong Hoo, the late Chairman and CEO of the Company. He is also a beneficiary of the estate of Mr Sim Wong Hoo who is a substantial shareholder of the Company.</p> <p>Mr Sim Guan Huat is the uncle of Mr Sim Li Ern, an Executive Director of the Company.</p>                                           |
| <b>Conflict of interest (including any competing business)</b>                                                                                                                                                                    | No                     | No                               | No                                                                                                                                                                                                                                                                                                                                                                |
| <b>Undertaking (in the format set out in Appendix 7.7) under Rule 720(1) has been submitted to the listed issuer</b>                                                                                                              | Yes                    | Yes                              | Yes                                                                                                                                                                                                                                                                                                                                                               |
| <b>Other Principal Commitments: Past (for the last 5 years)</b>                                                                                                                                                                   | Nil                    | Bcast Media (S) Pte Ltd Director | Nil                                                                                                                                                                                                                                                                                                                                                               |
| <b>Other Principal Commitments: Present</b>                                                                                                                                                                                       | Nil                    | Bcast Media (S) Pte Ltd Director | Nil                                                                                                                                                                                                                                                                                                                                                               |

## ADDITIONAL INFORMATION ON DIRECTORS SEEKING RE-ELECTION (cont'd)

| Name of Director                                                                                  | Ms Lai Su Fang Cynthia                                                                                                                                                                                                                                                                    | Mr Tan Kee Ann                                                                                                                                                                                                                                                                            | Mr Sim Guan Huat                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Information required under items (a) to (k) of Appendix 7.4.1 of the SGX-ST Listing Manual</b> | <p>There is no change to the responses previously disclosed by Ms Lai under items (a) to (k) of Appendix 7.4.1 of the SGX-ST Listing Manual which were all "No"</p> <p>The Appendix 7.4.1 information in respect of Ms Lai's appointment as Director was announced on 16 January 2025</p> | <p>There is no change to the responses previously disclosed by Mr Tan under items (a) to (k) of Appendix 7.4.1 of the SGX-ST Listing Manual which were all "No"</p> <p>The Appendix 7.4.1 information in respect of Mr Tan's appointment as Director was announced on 16 January 2025</p> | <p>There is no change to the responses previously disclosed by Mr Sim under items (a) to (k) of Appendix 7.4.1 of the SGX-ST Listing Manual which were all "No"</p> <p>The Appendix 7.4.1 information in respect of Mr Sim's appointment as Director was announced on 21 April 2025</p> |