

SENI JAYA CORPORATION BERHAD (279860-X)  
(Incorporated In Malaysia)

QUARTERLY REPORT FOR THE THIRD QUARTER ENDED 30 SEPTEMBER 2011  
UNAUDITED CONDENSED CONSOLIDATED INCOME STATEMENT

	INDIVIDUAL QUARTER		CUMULATIVE QUARTER	
	Current Quarter Ended 30/09/2011 RM' 000	Comparative Quarter Ended 30/09/2010 RM' 000	Current Year To Date 30/09/2011 RM' 000	Comparative Year To Date 30/09/2010 RM' 000
Revenue	6,310	6,015	19,075	16,952
Operating Expenses	(4,732)	(5,629)	(16,132)	(15,311)
Other Operating Income	144	178	400	462
Profit from Operation	1,722	564	3,343	2,103
Finance costs	-	-	-	-
Profit before tax	1,722	564	3,343	2,103
Income tax expense	(340)	(331)	(1,046)	(1,004)
Profit for the period	1,382	233	2,297	1,099
Attributable to:				
Shareholders of the company	1,382	233	2,297	1,099
Minority interest	-	-	-	-
	1,382	233	2,297	1,099
EPS - Basic	3.41 sen	0.57 sen	5.67 sen	2.71 sen
- Diluted	NA	NA	NA	NA

The Condensed Consolidated Income Statement should be read in conjunction with the Audited Financial Statements for the year ended 31 December 2010 and the accompanying explanatory notes attached to the interim financial statements.

SENI JAYA CORPORATION BERHAD (279860-X)  
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QUARTERLY REPORT FOR THE THIRD QUARTER ENDED 30 SEPTEMBER 2011  
UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	INDIVIDUAL QUARTER		CUMULATIVE QUARTER	
	Current Quarter Ended 30/09/2011 RM' 000	Comparative Quarter Ended 30/09/2010 RM' 000	Current Year To Date 30/09/2011 RM' 000	Comparative Year To Date 30/09/2010 RM' 000
Profit for the period	1,382	233	2,297	1,099
Other comprehensive income for the period, net of tax	-	-	-	-
<b>Total comprehensive income for the period, net of tax</b>	<b>1,382</b>	<b>233</b>	<b>2,297</b>	<b>1,099</b>
<b>Total comprehensive income attributable to:</b>				
Shareholders of the company	1,382	233	2,297	1,099
Minority interest	-	-	-	-
<b>Profit for the period</b>	<b>1,382</b>	<b>233</b>	<b>2,297</b>	<b>1,099</b>

The Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Audited Financial Statements for the year ended 31 December 2010 and the accompanying explanatory notes attached to the interim financial statements.

SENI JAYA CORPORATION BERHAD (279860-X)  
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QUARTERLY REPORT FOR THE THIRD QUARTER ENDED 30 SEPTEMBER 2011  
UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	As at 30/09/2011 (Unaudited) RM' 000	As At 31/12/2010 (Audited) RM' 000
<b>ASSETS</b>		
<b>Non-current assets</b>		
Property, plant and equipment	16,081	17,887
Investment properties	3,618	3,693
Other investments	44	44
<b>Total non-current assets</b>	<u>19,743</u>	<u>21,624</u>
<b>Current Assets</b>		
Trade receivables	5,515	6,803
Other receivables	3,787	3,776
Short term placements	27,207	25,082
Marketable securities	165	165
Cash and bank balances	2,913	2,477
Tax recoverable	584	584
<b>Total current assets</b>	<u>40,171</u>	<u>38,887</u>
<b>TOTAL ASSETS</b>	<u>59,914</u>	<u>60,511</u>
<b>EQUITY &amp; LIABILITIES</b>		
<b>Equity attributable to equity holders of the parent</b>		
Share capital	40,533	40,533
Retained profits	9,322	8,545
	<u>49,855</u>	<u>49,078</u>
<b>Minority interest</b>	-	-
<b>Total Equity</b>	<u>49,855</u>	<u>49,078</u>
<b>Non-current liabilities</b>		
Advance billings	722	1
Deferred taxation	1,012	1,012
<b>Total non-current liabilities</b>	<u>1,734</u>	<u>1,013</u>
<b>Current liabilities</b>		
Trade payables	1,036	1,153
Other payables	5,492	4,659
Advance billings	1,796	4,606
Taxation	1	2
<b>Total current liabilities</b>	<u>8,325</u>	<u>10,420</u>
<b>Total Liabilities</b>	<u>10,059</u>	<u>11,433</u>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<u>59,914</u>	<u>60,511</u>
Net assets per share (RM)	RM1.23	RM1.23

The Condensed Consolidated Statement of Financial Position should be read in conjunction with the Audited Financial Statements for the year ended 31 December 2010 and the accompanying notes attached to the interim financial statements.

**SENI JAYA CORPORATION BERHAD (279860-X)**  
(Incorporated in Malaysia)

**QUARTERLY REPORT FOR THE THIRD QUARTER ENDED 30 SEPTEMBER 2011**  
**UNAUDITED CONDENSED CONSOLIDATED STATEMENTS OF CHANGES IN EQUITY**

Year Ended 30/09/2011	Attributable to shareholders of the Company			Minority Interest RM'000	Total Equity RM' 000
	Share Capital RM' 000	Distributable Retained Profits RM' 000	Total RM' 000		
As at 1 January 2011	40,533	8,545	49,078	-	49,078
Profit for the period	-	2,297	2,297	-	2,297
Dividend	-	(1,520)	(1,520)	-	(1,520)
As at 30 September 2011	40,533	9,322	49,855	-	49,855

Year Ended 30/09/2010	Attributable to shareholders of the Company			Minority Interest RM'000	Total Equity RM' 000
	Share capital RM' 000	Distributable Retained Profits RM' 000	Total RM' 000		
As at 1 January 2010	40,533	8,507	49,040	-	49,040
Profit for the period	-	1,099	1,099	-	1,099
Dividend	-	(1,520)	(1,520)	-	(1,520)
As at 30 September 2010	40,533	8,086	48,619	-	48,619

The Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Audited Financial Statements for the year ended 31 December 2010 and the accompanying notes attached to the interim financial statements.

SENT JAYA CORPORATION BERHAD (279860-X)  
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QUARTERLY REPORT FOR THE THIRD QUARTER ENDED 30 SEPTEMBER 2011  
UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	9 Months Ended 30/09/2011 RM' 000	Comparative 9 Months Ended 30/09/2010 RM' 000
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Net profit before tax	3,343	2,103
Adjustment for non-cash flow :-		
Non cash items	1,970	1,878
Non-operating items (which are investing / financing)	-	-
Operating profit before changes in working capital	5,313	3,981
Changes in working capital		
Net change in current assets	1,277	(1,063)
Net change in current liabilities	(1,374)	1,129
Cash flow generated from operations	5,216	4,047
Dividend, taxation & interest paid	(2,172)	(973)
Net cash flow generated from operating activities	3,044	3,074
<b>CASHFLOW FROM INVESTING ACTIVITIES</b>		
Equity investment	-	-
Other investment	(483)	(1,508)
Net cash used in investing activities	(483)	(1,508)
<b>CASHFLOW FROM FINANCING ACTIVITIES</b>		
Net cash used in financing activities	-	-
Net increase in cash and cash equivalents	2,561	1,566
Cash and cash equivalents at 1 January 2011	27,559	24,051
Cash and cash equivalents at 30 September 2011	30,120	25,617
<b>Cash and cash equivalent at the end of the financial period comprise the following:</b>		
Cash on hand and at banks	2,913	1,735
Deposits with licensed banks	27,207	23,882
	30,120	25,617

The Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Audited Financial Statements for the year ended 31 December 2010 and the accompanying explanatory notes attached to the interim financial statements.

**SENI JAYA CORPORATION BERHAD (279860-X)**  
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**Note 1 Basis of Preparation, Changes in Accounting Policies & Comparatives**

The interim financial statements have been prepared by applying accounting policies and methods of computation consistent with those used in the preparation of the most recent audited financial statements of the Group and are in accordance with FRS 134: Interim Financial Reporting and Paragraph 9.22 of the Listing Requirements of Bursa Malaysia Securities Berhad (“Bursa Securities”).

The interim Financial Statements should be read in conjunction with the Annual Audited Financial Statements for the year ended 31 December 2010. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the year ended 31 December 2010.

The accounting policies and methods of computation adopted by the Group in this report are consistent with those adopted in the annual audited financial statements for the year ended 31 December 2010.

**Note 2 Declaration of Audit Qualification**

The audit report in respect of the financial statements for the year ended 31 December 2010 was not subject to any qualification.

**Note 3 Seasonal or Cyclical Factors**

The business operations of the Group are not materially affected by seasonal or cyclical factors.

**Note 4 Exceptional Items**

There were no exceptional or unusual items for the current period.

**Note 5 Accounting Estimates**

There were no changes in estimates of amount reported in previous financial year that have a material effect in the current quarter.

**Note 6 Debt and Equity Securities**

There was no issuance or repayment of debt and equity securities, share buy-backs, share cancellation, shares held as treasury shares and resale of treasury shares for the current financial quarter to date.

**Note 7 Dividends Paid**

A final dividend of 5% on 40,533,330 ordinary shares less 25% taxation amounting to a total dividend of RM1,520,000 for the year ended 31 December 2010 was paid on 10 June 2011.

**Note 8 Segmental Reporting**

No segment reporting is provided as the Group’s activities are predominantly in the outdoor advertising industry and are conducted in Malaysia.

**Note 9 Valuation of Property, Plant and Equipment**

The valuation of property, plant and equipment has been brought forward without any amendment from the previous annual report.

**Note 10 Subsequent Material Events**

No material event has occurred subsequent to the current quarter that have not been reflected in the financial statements for the said quarter as at the date of issue of this quarterly report.

**Note 11 Changes in Composition of the Group**

There were no changes in the composition of the Group for current quarter.

**Note 12 Contingent Liabilities**

Contingent liabilities of the Company as at 25 November 2011 are in respect of bank guarantees for financing facilities of subsidiaries which amount to approximately RM136,642.

**Note 13 Recurrent Related Party Transactions**

There was no recurrent related party transaction for quarter and year ended 30 September 2011.

**Note 14 Review of Performance**

The Group recorded revenue of RM19 million which is approximately 12% or RM2.1 million higher than the preceding year corresponding period due to increase in selling price. The increase of the revenue has resulting the Group's profit before taxation increased from RM2.1 million in the preceding year corresponding period to RM3.3 million in the current financial period ended 30 September 2011. The favorable sales were mainly due to increase in selling price of iconic sites.

**Note 15 Quarterly Analysis**

The Group recorded revenue of RM6.3 million and profit before taxation of RM1.7 million for the current quarter ended 30 September 2011, as compared to RM6.0 million and RM0.5 million respectively for the preceding quarter. The increase in revenue and increase in profit before taxation of 5% and 240% respectively were mainly due to the increased in selling price for iconic sites.

**Note 16 Current Year's Prospects**

Barring unforeseen circumstances, the Board is of the opinion that the Group's performance will remain positive for the rest of the financial year.

**Note 17 Profit Forecast or Profit Guarantee****a) Profit Forecast**

This is not applicable to the Group for the quarter under review.

**b) Profit Guarantee**

This is not applicable to the Group for the quarter under review.

## Note 18 Taxation

	Current Quarter 30/09/11 RM '000	Year to date 30/09/11 RM '000
Current tax expense	340	1,046

The effective rate of taxation of the Group is higher than the statutory rate of taxation principally due to certain expenses being disallowed for taxation purposes.

## Note 19 Profit on Sale of Unquoted Investments and/or Properties

There was no disposal for the financial quarter under review.

## Note 20 Acquisition or Disposal of Quoted Securities

There were no acquisitions or disposals of quoted securities by the Group during the financial quarter under review.

Investments in quoted securities as at 30 September 2011 are as follows: -

- i) at cost RM164,809
- ii) at book value RM164,782
- iii) at market value RM164,782

## Note 21 Corporate Proposals

### a) Status of Corporate Proposals

There was no corporate proposal announced but not completed as at to-date.

### b) Status of Utilisation of Proceeds

This is not applicable to the Group for the quarter under review.

## Note 22 Group Borrowings and Debt Securities

There were no borrowings and debt securities as at 30 September 2011.

## Note 23 Financial Instruments with off Balance Sheet Risks

There is no financial instrument with off balance sheet risks as at the date of this report.

## Note 24 Material Litigation

Seni Jaya Sdn Bhd ("SJSB") and Orion Mesra Sdn Bhd ("Orion") have instituted a legal suit against Dato' Hj Ahmad Termizi B. Hj Puteh (First Defendant) and Majlis Bandaraya Petaling Jaya ("MBPJ") (Second Defendant) for breach of contract and damages to commensurate with the substantial losses suffered by SJSB and Orion Mesra.

The date for case management has yet to be fixed by the High Court.

## Note 25 Dividend

There were no dividends declared or recommended for the current quarter under review.



## Note 26 Realised and Unrealised Profits/Losses

Realised and unrealised profits/losses of the Group is analysed as follows:

	Group RM'000	Company RM'000
Total retained profits of the Company and its subsidiaries		
- Realised	14,087	1,995
- Unrealised	-	-
	14,087	1,995
Total share of retained profits from associate		
- Realised	-	-
- Unrealised	-	-
	14,087	1,995
Less: Consolidation adjustments	(4,765)	-
Retained profits as per financial statements	9,322	1,995

## Note 27 Earnings Per Share

The basic earnings per share for the current period and comparative period are calculated by dividing the profit for the period attributable to ordinary equity holders of the Company by the weighted average number of ordinary shares in issue during the period.

By Order of the Board

**CHUA SIEW CHUAN (MAICSA 0777689)**  
**PAN SENG WEE (MAICSA 7034299)**  
Company Secretaries  
Date: 25 November 2011