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SENI JAYA REPORTS STRONG TURNAROUND IN Q1FYE2025

Selangor, 27 November 2024 – Seni Jaya Corporation Berhad (“Seni Jaya” or “Company”), a market leader specialising in dynamic out-of-home (“OOH”) media, today announced its first quarter results for the financial year ending 30 June 2025 (“Q1FYE2025”).

For the quarter under review, Seni Jaya recorded a revenue of RM17.6 million, up 64.5% from RM10.7 million in the corresponding quarter last year. Profit after tax and minority interests rose 237.5% to RM2.7 million, compared to RM0.8 million a year ago.

The Company marked a return to the black, from losses in the preceding quarter due to one-off impairment, driven by strong demand for digital billboards, which contributed an additional RM4.8 million revenue, a 142.0% year-on-year increase.

Seni Jaya Chief Executive Officer Jeff Cheah See Heong, said, “We are delighted to report a strong turnaround in the first quarter of the new financial year, reflecting the success of the strategic initiatives we have implemented. To recap our efforts, since the beginning of 2024, we successfully launched our second digital gantry, located on the Federal Highway in May 2024. More recently, in September 2024, we completed the construction of our third digital gantry along the SPRINT highway. Besides, we introduced new digital screens in Johor Bahru and Ipoh to enhance our solution offerings.

Looking ahead, we will continue to expand our footprint in high-traffic urban areas and adopt innovative advertising formats. In addition, we will actively pursue high-value advertising concession opportunities to drive sustainable growth and further strengthen our market position.”

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About Seni Jaya Corporation Berhad

“Connecting Brands, Connecting People”

Seni Jaya Corporation Berhad (“Seni Jaya” or the “Company”), listed on the Main Market of Bursa Malaysia Securities Berhad, adheres to the motto of connecting brands, connecting



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people and boasts a legacy that spans 40 years in the vibrant landscape of comprehensive out-of-home ("OOH") media solutions.

Established in 1983, the Company has solidified its position as one of the largest OOH advertising services providers in Malaysia, commanding over 500 billboards located at prime locations nationwide and advertising solutions leveraging on rail transit, airport & e-hailing car.

In 2021, Seni Jaya embarked on a groundbreaking three-year transformation, propelling the company into the digital forefront through strategic partnerships, M&As, and expanding geographical presence. The three-year transformation led to a tremendous revenue surge of 4.3 times in 2022, marking a significant leap in the company's financial performance. In April 2023, Seni Jaya's spectacular digital gantry located along Lebuhraya Damansara-Puchong (LDP) was crowned with "First Digital Gantry in Malaysia" in the Malaysia Book of Records.

For more information about Seni Jaya, please visit www.senijayacorp.com.

Issued by Imej Jiwa Sdn Bhd on behalf of Seni Jaya Corporation Berhad

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