

PRESS STATEMENT / SIARAN AKHBAR

(FOR IMMEDIATE RELEASE)

SENI JAYA APPOINTS FORMER BIG TREE CHIEF AS ITS NEW CEO TO CHART GROWTH PATH FORWARD

Kuala Lumpur, 6 May 2021 – Main Market-listed leading provider of outdoor advertising services, Seni Jaya Corporation Berhad (“Seni Jaya” or the “Group”) (“盛艺集团”), announced today the appointment of Mr. Cheah See Heong (“Jeff Cheah”) as its new Chief Executive Officer (“CEO”), effective immediately.

Jeff Cheah is a well-recognized professional in the advertising industry with over two decades of experience in the out-of-home media segment, which comprises outdoor billboard, retail malls, rail transit as well as airport media. He had previously spent 17 years in another leading advertising agency, Big Tree Outdoor Sdn Bhd (“Big Tree”), a wholly-owned subsidiary of Media Prima Berhad, where he rose through the ranks to become the CEO from 2011 to 2017.

During his tenure at Big Tree, he had introduced various successful initiatives that reinforced the company’s leadership positioning such as pioneering digital out-of-home (“DOOH”) media, LRT station naming rights as well as developing new billboard structures with aesthetic designs. In 2016, he led a consortium made up of Big Tree and Seni Jaya to bag the exterior advertising concession from MRT Corp for MRT Line 1. An innovator at heart, Jeff Cheah and the team

had a successful debut and subsequently launched a whole new MRT media offerings in the following year.

CEO of Seni Jaya, Jeff Cheah (谢诗峰) said, “I am very honoured to lead Seni Jaya forward. I am familiar with the Group, having served in the capacity as consultant since 2017. There is a lot of potential and values in Seni Jaya that could be unlocked, and I am ready for the opportunities as well as challenges, and I believe I can bring the Group to the next level.”

After a difficult 2020 that was impinged by the implementation of restrictive movements by the government, we are seeing gradual recovery in advertising spend or adspend. Within the adspend continuum, the digital adspend and the out-of-home (“OOH”) adspend segments are actually growing, fuelled by the accelerating digitisation efforts nationwide.”

“I think there are interesting opportunities in these two segments and I hope to share some positive news soon. All in all, it will be exciting times ahead for Seni Jaya.” he concluded.

The appointment of Jeff Cheah is in-line with Seni Jaya’s aspirations and moving forward plans to corporatize the Group in order to create long-term sustainable growth.

On the even day, the Group has also appointed Mr. Julian Koh Lu Ern, a chartered accountant, as the new Independent Non-Executive Director. He has vast exposure in the advertising industry, having previously served as the Group Finance Director of People ‘n Rich Holdings Sdn. Bhd. In addition, with more than

35 years of experience across various competencies such as strategic planning, accounting, corporate finance, risk management and taxation, amongst others.

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About Seni Jaya Corporation Berhad

Seni Jaya Corporation Berhad is an investment holding company, with its subsidiaries involved in the provision of outdoor media advertising services. Its business activities include rental of advertising display structures at prime outdoor locations across the nation; servicing and maintenance of signages and display materials; design & construct outdoors advertising structures; as well as supply of advertising display materials. Seni Jaya is listed on the Main Market of Bursa Malaysia Securities Berhad.

For more information please log on to: <http://www.senijayacorp.com/>

Released on behalf of Seni Jaya Corporation Berhad by Capital Front Investor Relations.

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