

## Senia Jaya issues up to 8.1 mil new shares via private placement

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Senia Jaya Corp Bhd announces a private placement exercise in which up to 8.1 million new shares will be issued, representing 20 per cent of the company's total number of issued shares.

KUALA LUMPUR: Senia Jaya Corp Bhd has announced a private placement exercise in which up to 8.1 million new shares will be issued, representing 20 per cent of the company's total number of issued shares.

In a statement today, the outdoor advertising services provider said the placement shares should be allocated to third-party investors at an issue price to be determined and announced later.

Senia Jaya is expected to raise RM18.1 million in gross proceeds from the corporate exercise, at an indicative price of RM2.23 per placement share, assuming full subscription.

The proceeds will be utilised for investment opportunities, capital expenditure, and working capital needs.

Chief executive officer Cheah See Heong said the process of transforming Senia Jaya into a digital and technological advertising outfit has been in motion since the beginning of the year, and significant progress has been made.

"The recent addition of Malaysia's first programmatic digital out-of-home advertisement into our portfolio in June this year is just a starting point with greater things to come," he said.

Cheah said the company has a series of expansion plans to execute.

"With the proceeds from the private placement, the pace of our transformation plan will be markedly accelerated.

"While the industry as a whole is still in the midst of recovering from the Covid-19 pandemic, we believe the time is right for us to engage in potential investment and acquisition activities due to the attractive valuation in the market," he said.

Cheah said the need to set up new structures to support digital media and upgrade and digitalise its existing advertising structures would cater to the growing demand for outdoor digital media among advertisers.

"The media industry is currently at the crossroads with customer behaviours and tastes changing ever so rapidly.

"The industry is headed towards a digital-centric path. Hence, the initiatives we are taking are not only opportunistic but necessary in the long run. We are certain that this corporate exercise will ultimately benefit and add value to our shareholders," he added.

The placement shares would be issued at a price of not more than 10 per cent discount to the five-day volume-weighted average market price (VWAP) of Seni Jaya shares immediately preceding the price-fixing date, which would be determined later.

Seni Jaya said the exercise is expected to be completed by the third quarter of 2021, barring any unforeseen circumstances and subject to all required approvals being obtained.