



**SENI JAYA**  
**CORPORATION BERHAD**  
(Registration No. 199301025122 (279860-W))

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## **PRESS STATEMENT / SIARAN AKHBAR**

(FOR IMMEDIATE RELEASE)

### **SENI JAYA TO OFFER PROGRAMMATIC DIGITAL OUT-OF-HOME ADVERTISING THROUGH PARTNERSHIP WITH A PROMINENT REGIONAL E-HAILING FIRM**

**Kuala Lumpur, 16 June 2021** – Main Market-listed leading provider of outdoor advertising services, Seni Jaya Corporation Berhad (“Seni Jaya” or the “Group”) (“盛艺集团”) has identified programmatic digital out-of-home (“pDOOH”) advertising as one of its key strategies to adapt to the rapidly changing landscape of the advertising industry. Seni Jaya will be utilizing a home-grown system called ENOMAD, which shall be Malaysia’s first pDOOH network system, to provide digital car-top pDOOH advertising through partnership with a prominent regional e-hailing firm.

**CEO of Seni Jaya, Jeff Cheah (“谢诗峰”)** said, “Programmatic digital out-of-home or pDOOH advertising will be one of our key focuses going forward given its vast potential. Meanwhile, ENOMAD is a mobile digital out-of-home (“DOOH”) media system that enables outreach to multiple geo-fenced locations at any point of time, and this technology will complement our existing product portfolios extremely well to give maximum reach and exposures for our advertisers. ENOMAD shall be the first mobile pDOOH in Malaysia, and we will

be partnering with a prominent regional e-hailing firm to provide digital car-top advertising display. This enables us to offer tailor-made, dynamic and flexible advertising that reaches its targeted audience much more effectively. It opens up a wide spectrum of possibilities for advertisers and Seni Jaya will be marketing ENOMAD to our clients.”

**Mr. Brahma Sakthi, whose firm Noisy Sherbert Sdn. Bhd. (“NSSB”) developed ENOMAD, said,** “The proprietary ENOMAD system allows us to perform geotargeting, complete with customized timeframe, which is ideal for e-hailing cars that are always on the move. For instance, if a restaurant owner in Gombak wants to promote his or her business between 11am to 2pm in Gombak catchment area and Bangsar area, the advertisement can be programmed to appear on the car-top digital screen when the e-hailing vehicles are present in the geo-targeted zones at the designated timeframe. This enables businesses and merchants to accurately engage with its target market at accessible rates. The advertisements that appear could be different on every single e-hailing car depending on the programme. This is in stark contrast to the location-based advertisement in the market currently.”

Jeff Cheah further added, “Car-top pDOOH advertising has been very successful in many major cities such as New York, United States and London, United Kingdom. Hence, we see synergies in joining forces with the prominent regional e-hailing firm. The Group is confident with the prospects of this venture and is looking forward to the commercial rollout very soon. The plan is to roll out the first 200 cars in Klang Valley by August 2021, before gradually moving to other key cities such as Johor Bahru and George Town.”

The pDOOH advertising capability by Seni Jaya is made possible following the Share Sale Agreement (“SSA”) entered by Seni Jaya to acquire 100% equity interest in Topper Media Sdn. Bhd. (“TMSB”) (“Proposed Acquisition”). TMSB in turn, holds a 40%-stake in NSSB. NSSB has the Digital Rooftop Partnership Agreement with the prominent regional e-hailing company to install the digital LED screens on the rooftop of driver car fleet and run the advertising media contents using ENOMAD. NSSB is the developer and intellectual property (“IP”) owner of ENOMAD, as well as the provider of the software and hardware.

“The Proposed Acquisition would enable us to capture the growing digital adspend segment, fuelled by the accelerating digitisation efforts nationwide. Additionally, with our support and backing, NSSB will have the resources to scale up their operations to meet the expected high demand in the near future. It is a win-win situation for all parties. We are also exploring other markets in South East Asia through partnership or software licensing given its high potential. More importantly, this synergistic Proposed Acquisition will contribute positively to Seni Jaya’s financial performance moving forward. All in all, we are upbeat on what lies ahead of us as the Group marches on our transformation journey to reposition Seni Jaya.” Jeff Cheah concluded.





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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/>

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