
PRESS STATEMENT / SIARAN AKHBAR

(FOR IMMEDIATE RELEASE)

**SENI JAYA OFFICIALLY LAUNCHES MALAYSIA'S FIRST MOBILE
PROGRAMMATIC DIGITAL OUT-OF-HOME ADVERTISING SERVICES
IN KLANG VALLEY**

- Carsome, the largest integrated car e-commerce platform in Southeast Asia, is amongst the early adopters of this innovative service;
- The advertising system is automated, allowing advertisers to buy, customise and monitor their ads;
- The highly-customisable geotagged ads are displayed via car top LED screens installed on e-hailing cars;
- Beyond Klang Valley, plans are afoot to introduce services to Penang and Johor, followed by regional expansion to Southeast Asia countries.

Kuala Lumpur, 19 January 2022 – Main Market-listed leading provider of outdoor advertising services, Seni Jaya Corporation Berhad (“Seni Jaya” or the “Group”) (“盛艺集团”) has successfully launched Malaysia’s first mobile programmatic digital out-of-home (“pDOOH”) advertising services on 15 January 2022.

The launch event was in collaboration with Carsome, Southeast Asia’s largest integrated car e-commerce platform with a presence in Malaysia, Indonesia, Thailand and Singapore. Carsome is also Malaysia’s first unicorn company, that is, a start-up company with a valuation of over USD1 billion. During the officiation of the pDOOH launch event, a convoy of 50 cars equipped with car top LED screens displaying

advertisements (“ads”) of Carsome cruised around notable locations in the Klang Valley on Saturday morning.

Seni Jaya’s pDOOH network system is powered by a proprietary software known as ENOMAD. pDOOH is an automated system that allows advertisers to purchase ads, customise various parameters, and monitor their ad campaigns on a user-friendly platform. The ads are displayed via car top LED screens installed on e-hailing cars.

Chief Executive Officer (“CEO”) of Seni Jaya, Mr. Cheah See Heong (“Jeff Cheah”) (“谢诗峰”) said, “We are very excited to roll out the country’s first mobile pDOOH advertising services, which has been developed using proprietary technology. We see this as a game-changer in the out-of-home (“OOH”) advertising industry. We believe pDOOH will revolutionise the OOH space as technologies such as the cloud system and artificial intelligence become more integrated into our day-to-day lives.”

“pDOOH, which is driven by data analytics, holds many advantages over regular OOH mediums as it allows for parameters such as weather, time, geography, and so on to trigger the selection of ads for display. This ensures the content reaches the right demographics, and in turn, creates maximum value and impact for advertisers. pDOOH’s high customisability enables us to serve both large corporations as well as small and medium businesses to advertise in the OOH space efficiently, emulating one of the important appeals of digital online ads.”

“So far, we have secured a number of high-profile clients for our pDOOH advertising services. Carsome, for one, is an early adopter and understands the potential of this innovative solution. We expect many more to come onboard soon. Through our tie-up with a regional e-hailing service provider, we are capable of generating over 30 million impressions per month via the initial fleet of 200 cars in the Klang Valley. Looking ahead, we plan to add another 300 cars by year end. In terms of geographical expansion, we will be extending services to Penang and Johor, before introducing the technology to other countries in the Southeast Asia region,” Jeff Cheah commented.

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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 maintaining signages and display materials; designing & constructing outdoor advertising structures; as well as the 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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