

News

## Seni Jaya Appoints Billy Ong As Executive Director After Stake Increase

By Editor - September 13, 2022



Seni Jaya has today announced the appointment of Mr. Ong Kah Hoe to its Board of Directors as an Executive Director, this was following his acquisition of 6.1% stake in the company back in August.

Billy Ong now holds an 11.0%-stake in Seni Jaya via direct and indirect interests. He is also the Managing Director of Main Market-listed OCR Group Berhad, an integrated real estate player involved in property development, construction, and project management consultation. Apart from that, he also possesses in-depth experience in the out-of-home advertising business through his ownership of a private company in that space.

To recap, the business transformation plan kicked off in mid-2021 to enhance and diversify the Group's OOH advertising assets with an overarching goal of becoming the market leader in the local billboard industry.

Since then, the Group has made significant grounds in winning over market shares. Today, it is one of the market leaders in terms of asset count and variety after the successful addition of a substantial number of billboards, both digital and static across Peninsular Malaysia.

Some of the solutions introduced by the Group include Malaysia's first programmatic digital out-of-home platform, Malaysia's first digital gantry located along the Damansara-Puchong Expressway ("LDP"), as well as Malaysia's first LED flagpoles across Jalan Tebrau, Johor Bahru.