

Seni Jaya Corporation appoints Billy Ong as executive director



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KUALA LUMPUR: Outdoor media advertising services provider Seni Jaya Corporation Bhd has appointed Billy Ong as executive director.

The company stated Ong emerged as a substantial shareholder in Seni Jaya following the acquisition of 2.95 million ordinary shares representing a 6.1 per cent stake through a direct business transaction on August 26.

Ong now holds a 11 per cent stake in the company via direct and indirect interests.

Ong is also the managing director of OCR Group Bhd.

"I am extremely honoured to join the board of Seni Jaya. Together with the management team, they have done a commendable job in turning around the company through the ongoing transformation plan.

"I believe my own experience in the out-of-home (OOH) advertising space and directorship background in OCR can add value and perspective to the present leadership structure and help propel the group further," he said in a statement.

The company's business transformation plan kicked off in mid-last year to enhance and diversify its OOH advertising assets with an overarching goal of becoming the market leader in the local billboard industry.

Since then, it 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.

Seni Jaya chief executive officer Cheah See Heong said Ong brings with him a wealth of corporate experience to Seni Jaya.

"We look forward to his fresh ideas and valuable insights as the group navigates through the penultimate year of its three-year transformation journey," he added.