

PRESS STATEMENT / SIARAN AKHBAR
(FOR IMMEDIATE RELEASE)

**SENI JAYA APPOINTS BILLY ONG AS EXECUTIVE DIRECTOR, ADDS
MOMENTUM TO ITS BUSINESS TRANSFORMATION PLAN**

Kuala Lumpur, 13 September 2022 – Main Market-listed leading provider of outdoor advertising services, Seni Jaya Corporation Berhad (“Seni Jaya” or the “Group”) (“盛艺集团”) has today announced the appointment of Mr. Ong Kah Hoe (“Billy Ong”) to its Board of Directors (“Board”) as an Executive Director.

Earlier on 26 August 2022, Mr. Billy Ong emerged as a substantial shareholder in Seni Jaya following the acquisition of 2,947,300 ordinary shares representing a 6.1%-stake through a direct business transaction. With that, he now holds an 11.0%-stake in Seni Jaya via direct and indirect interests.

Currently, Mr. Billy Ong is also the Managing Director of Main Market-listed OCR Group Berhad (“OCR”), 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 (“OOH”) advertising business through his ownership of a private company in that space.

Seni Jaya’s newly appointed Executive Director, Mr. Billy Ong [王家豪] said, “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 OOH advertising space and directorship background in OCR can add value and perspective to the present leadership structure and help propel the Group further.”

Meanwhile, **Chief Executive Officer (“CEO”) of Seni Jaya, Mr. Cheah See Heong (“Jeff Cheah”)** [谢诗峰] commented, “Having been the Managing Director of OCR for over two decades and counting, Mr. Billy 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.”

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 innovative 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.

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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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