

# Initial Public Offering Factsheet

# SENHENG

## SENHENG NEW RETAIL BERHAD 20210109079 (1419379-T)

*In a class of its own...*

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 Tel: +603 9285 4544 E-mail: [ir@senheng.com.my](mailto:ir@senheng.com.my)  
 Corporate Website: [www.senheng.com](http://www.senheng.com)

Shariah Compliant ✓

Issue Price : RM1.07 / share  
 Market Cap : RM1.6 billion

December 2021

Senheng New Retail Berhad

Aquilas Advisory

### COMPANY BACKGROUND

- Largest retail chain of consumer E&E products, with 105 retail outlets of total 797,000 sq ft across all states, carrying 280 renowned brands
- Extensive online channels through Senheng App and websites, as well as third-party online marketplaces, supported by last-mile delivery capabilities
- 3.24 million registered members under PlusOne Loyalty Programme to-date



### PRODUCTS PORTFOLIO

- Retailing of consumer electrical & electronics

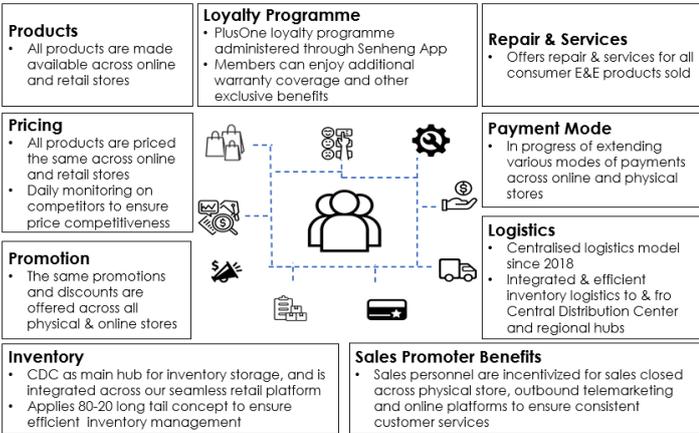


- Provision of warranty services

#### Notable Brands

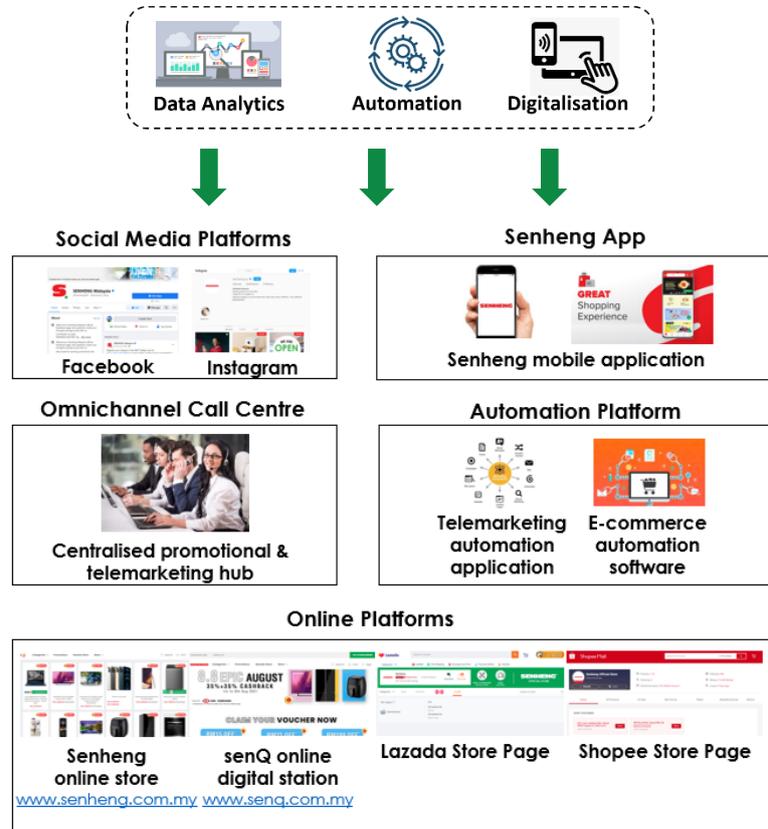
### SEAMLESS NEW RETAIL MODEL

- Aligning 9 key aspects of new retail concept to ensure seamless operational efficiency & customer experience



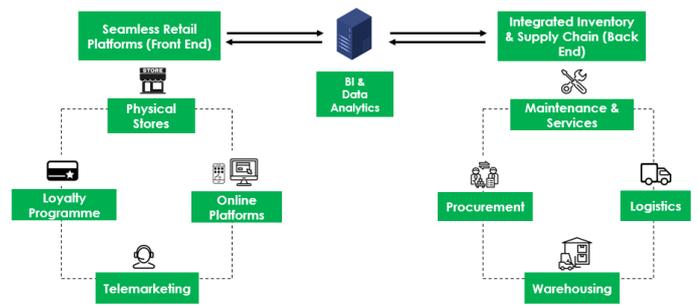
### INNOVATIVE MARKETING

- Leveraging on data analytics, automation and digitalisation across multiple channels to enhance customer experience



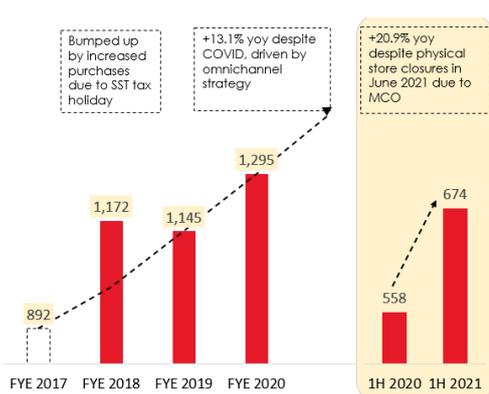
### TECH INFRASTRUCTURE

- Integration and automation across processes, supported by business intelligence and data analytics

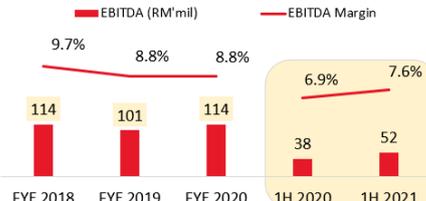


### FINANCIALS

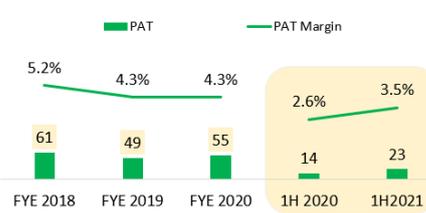
#### Revenue Trend (RM'mil)



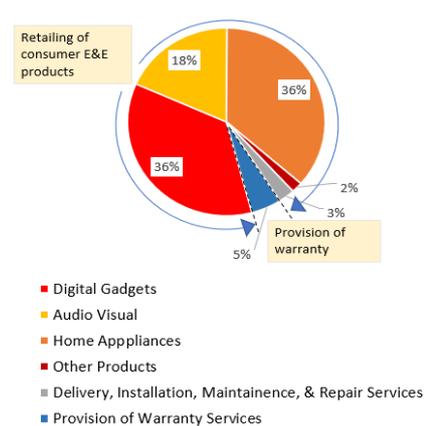
#### EBITDA & EBITDA Margins



#### PAT & PAT Margins



#### Composition of FYE 2020 Revenue (RM'mil)



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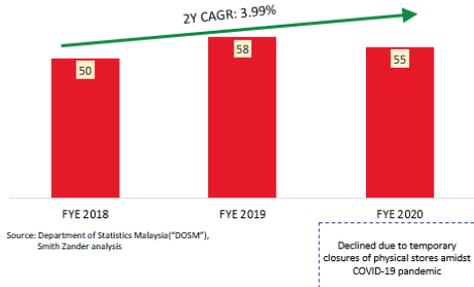


IR Adviser:



### INDUSTRY OVERVIEW

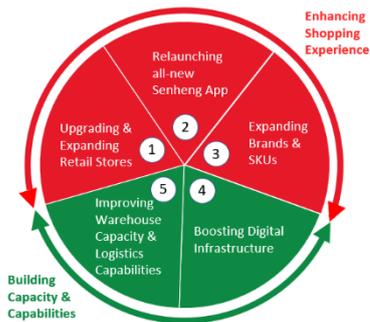
Electrical and Electronics (E&E) Retail Sales through Physical Stores in Malaysia (RM'bil)



#### Key Growth Drivers of the Consumer E&E Retail Industry in Malaysia



### GROWTH STRATEGIES



- 1 Upgrading Chain of Physical Stores**
  - To open/upgrade 61 new physical stores from 2022 to 2024 under Grand Senheng, Grand Senheng Elite, Grand senQ, and senQ
- 2 Relaunching all-new Senheng Mobile Application (Senheng App)**
  - Members can earn S-coins through purchases on the platform, which can be used for future purchases
  - To entice 3rd party merchants onto platform by leveraging on 3.24 million PlusOne membership base
- 3 Expanding Brands & SKUs**
  - To add new international and in-house brands into existing portfolio
  - To move up the value chain to generate more margins
- 4 Boosting Digital Infrastructure**
  - To establish a data lake and upgrade existing technology platforms
  - To upgrade cloud-based disaster recovery system
- 5 Improving Warehouse Capacity and Logistics Network in East Malaysia**
  - To construct a Bintulu regional hub for the convenience of physical stores & customers in Bintulu, Sibul and Miri



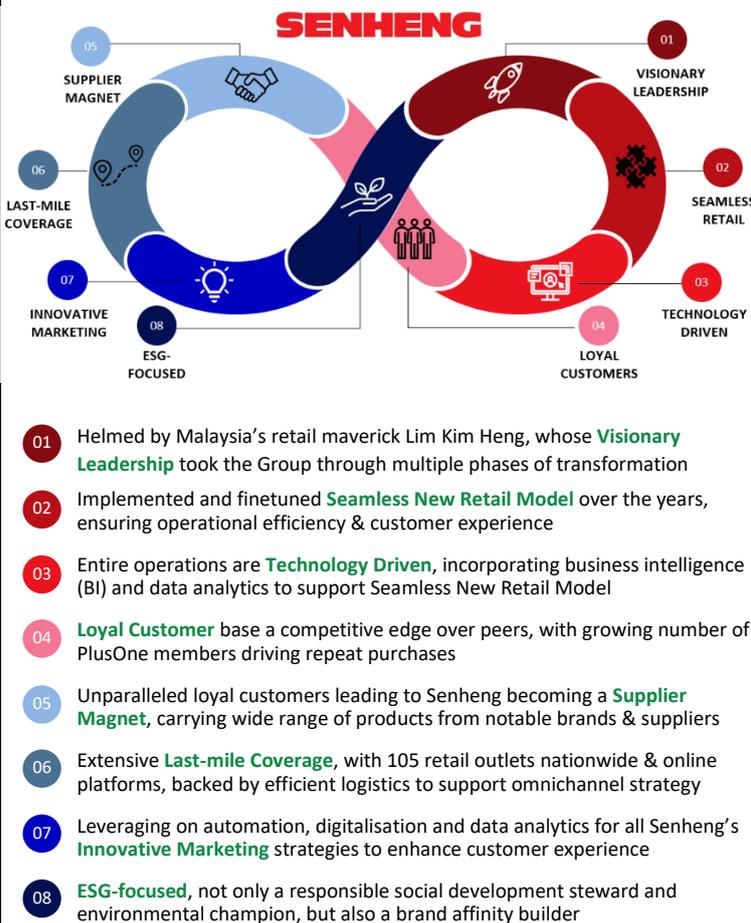
### IPO STATISTICS

Senheng New Retail Berhad aims to list on **Main Market of Bursa Malaysia** on **25 January 2022**; to raise **RM267.5 million** in IPO proceeds

	No. of Shares	Total No. of Shares
<b>Issued share capital prior to the Public Issue</b>		<b>1,250,000,000</b>
<b>New shares to be issued pursuant to Public Issue</b>	<b>250,000,000</b>	
<ul style="list-style-type: none"> <li>Issued to the Malaysian Public</li> <li>Issued to Eligible Directors, employees and persons who have contributed to the success of the Group</li> <li>Issued via private placement to selected Bumiputera investors approved by MITI</li> <li>Issued via private placement to selected Investors</li> </ul>	30,000,000 22,500,000 48,000,000 149,500,000	
<b>Enlarged issued share capital upon Proposed Listing</b>		<b>1,500,000,000</b>
<b>Offer for Sale</b>		<b>139,500,000</b>
<ul style="list-style-type: none"> <li>Via private placement to selected Bumiputera Investors approved by MITI</li> </ul>	139,500,000	
Purposes	%	Estimated time frame
Enhance customer experience via upgrading and expanding our chain of retail stores	60%	Within 36 months of listing
Repayment of bank borrowings	17%	Within 6 months of listing
Develop new brand distribution business	8%	Within 36 months of listing
Expand and upgrade our warehouse and logistics network	8%	Within 36 months of listing
Boost our digital infrastructure <ul style="list-style-type: none"> <li>Establish a data lake and upgrading existing technology platform</li> <li>Cloud-based disaster recovery system</li> <li>Maintenance of our digital infrastructure</li> </ul>	4%	Within 36 months of listing
Estimated Listing Expenses	3%	Within 3 months of listing
<b>Total</b>	<b>100%</b>	

### INVESTMENT MERITS

#### "Infinity Growth Model"



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