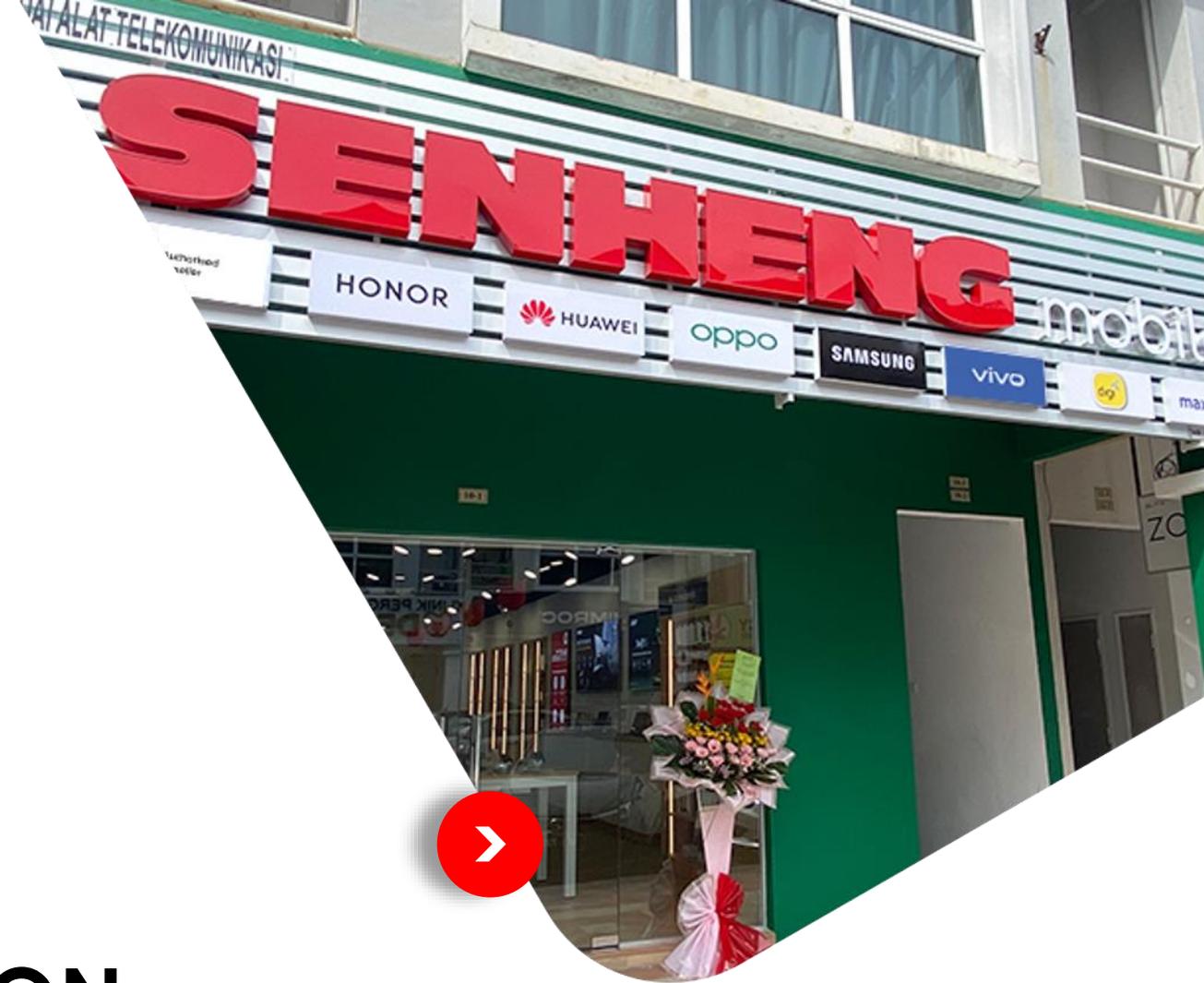


SENHENG

SENHENG NEW RETAIL BERHAD

4Q2022

CORPORATE PRESENTATION

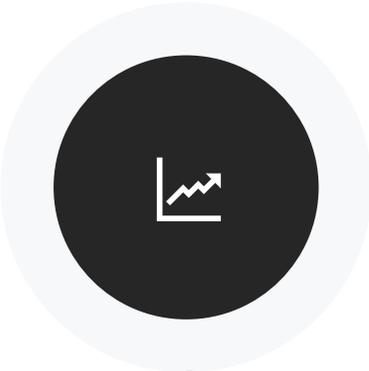


IR Adviser:

 **AQUILAS**
Creating Market Value

SENHENG

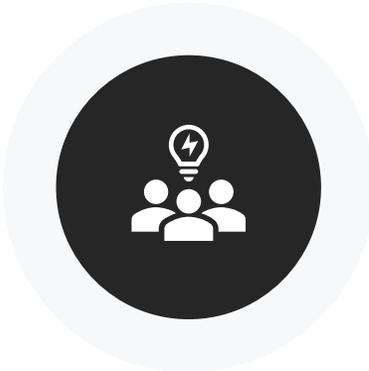
PRESENTATION OUTLINE



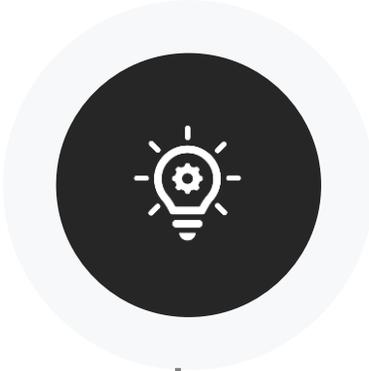
Appendix



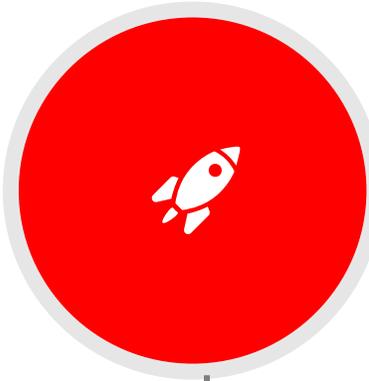
Investment Merits



Financials



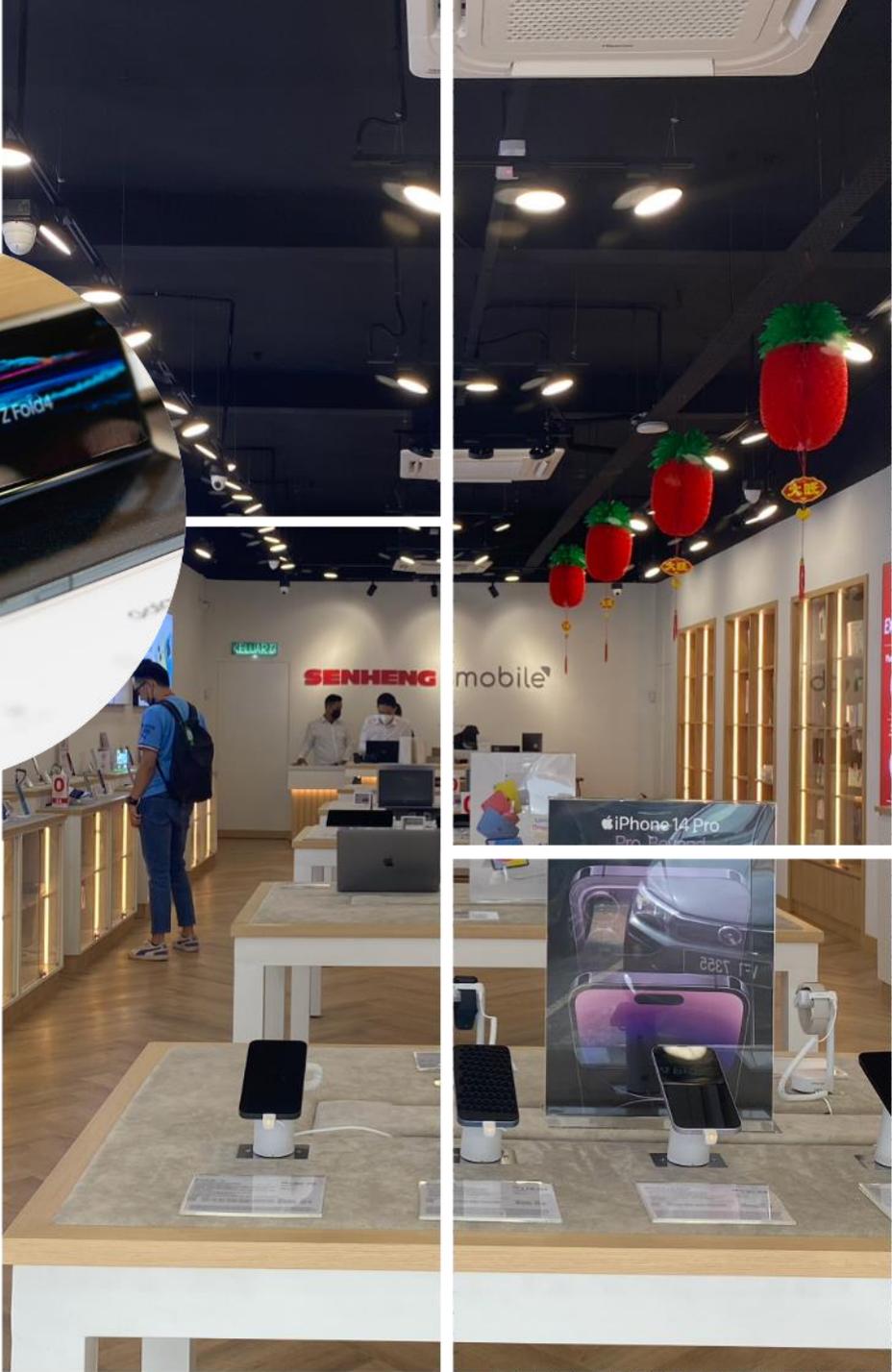
Operations



Executive Summary

SENHENG

EXECUTIVE SUMMARY



Group ended FY22 with record high revenue of RM1.6 billion supported by expanded store network...

4Q22

Revenue	RM444.2 m	(2.7%)	▼
Net Profit	RM21.0 m	(32.6%)	▼
Adjusted Net Profit *	RM26.3 m	(15.6%)	▼

- Revenue dropped marginally by 2.7% due to slower consumer spending
- Net profit declined on higher operating and administrative expenses in line with expansions, as well as one-off adjustment on deferred tax assets

FY22

Revenue	RM1.6 b	8.3%	▲
Net Profit	RM60.6 m	(7.2%)	▼
Adjusted Net Profit *^	RM67.6 m	3.6%	▲

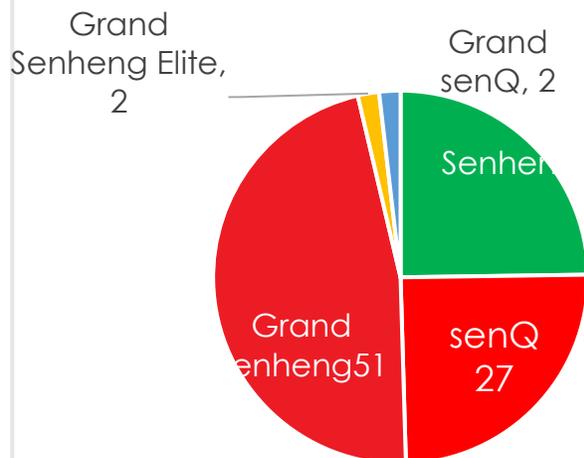
- Full year revenue growth driven by higher sales across expanding retail store network
- Set up 16 new/upgraded stores in FY22

*Excludes one-off adjustment on deferred tax assets of RM5.3 mil in 4Q22

^Includes one-off listing expense of RM1.7 mil in 1Q22

New store expansions and upgrading in popular locations... enhances consumer experience and boosts sales on wider floor space and product selection

No. of stores (4Q22):



New stores opened/upgraded

FYE2022: **16**
(FYE2021: 10)



Grand Senheng Elite
in Putrajaya
(Oct 2022)



Grand Senheng
in Kota Samarahan,
Sarawak
(Dec 2022)

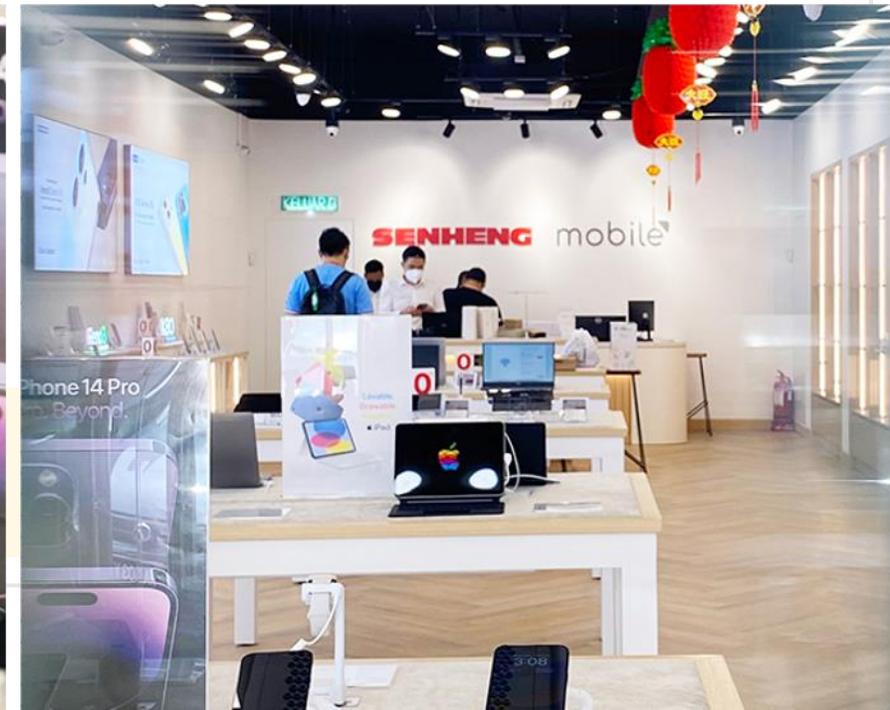
**3-Year
Plan**

To open **61** new and/or upgraded **Territory Champion stores** by 2024



SENHENG MOBILE

Creating new retail store concept to capture mobile gadgets market, specialising in mobile and digital gadgets, and telecom services and products ... to launch 40 stores across Malaysia in 2023



Senheng App is a rewarding app for PlusOne members... containing various everyday needs and providing attractive cashback rewards

S Senheng App

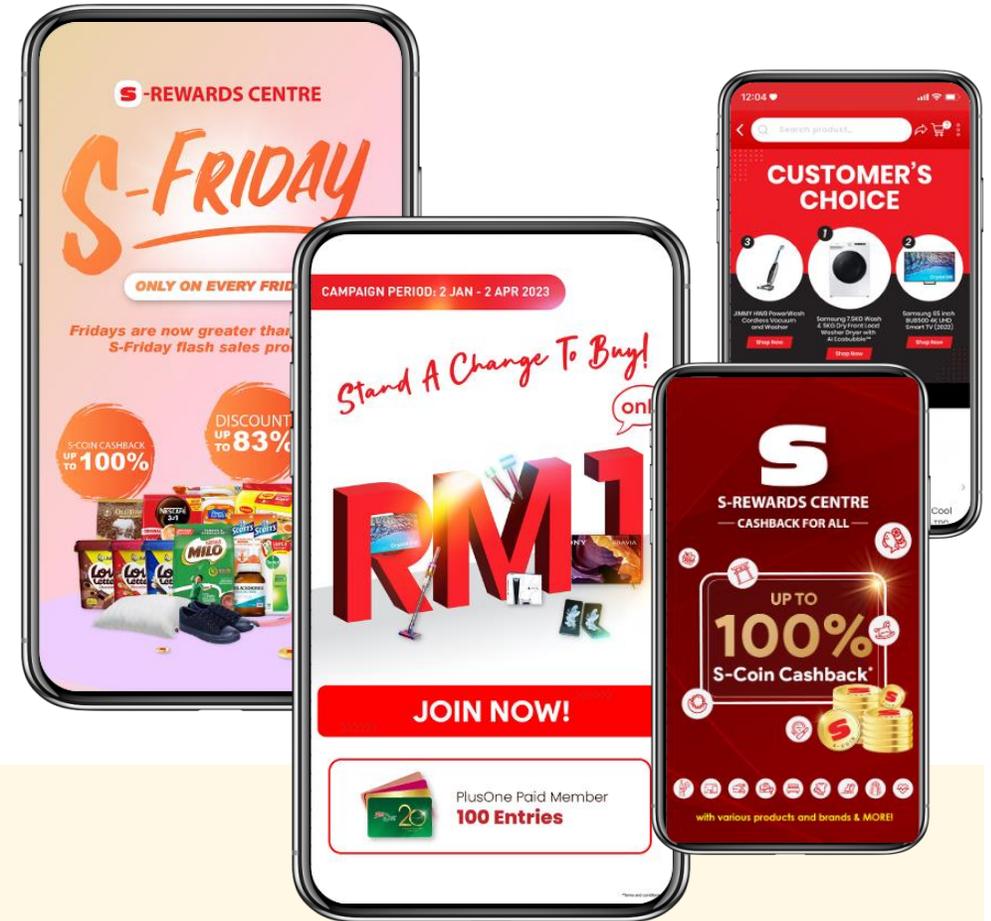
Future Ready **SENHENG Super App**



COMMERCE	CONVENIENCE	INTERNAL & TECHNOLOGY
<ul style="list-style-type: none"> 📍 Senheng Official Store 📍 S-Rewards Centre 📍 S-Mobile 	<ul style="list-style-type: none"> 📍 Home Fix 📍 Reloads 📍 Ticketing 📍 Repairs 📍 Installations 📍 Insurance 	<ul style="list-style-type: none"> 📍 Engagement & CRM 📍 CDP 📍 Ads Platform 📍 O2O Commerce 📍 Mobile Commerce
ENGAGEMENT & COMMUNITY		
<ul style="list-style-type: none"> 📍 S-Livestream 📍 S-Games 📍 E-Learning 		
MEMBERSHIP & REWARDS		
<ul style="list-style-type: none"> 📍 PlusOne Loyalty Program 📍 S-Coin 		

More than 200 popular merchants on S-Rewards Centre, To see over 100,000 SKUs within the Senheng App ecosystem

S-REWARDS CENTRE



SENHENG

OPERATIONS



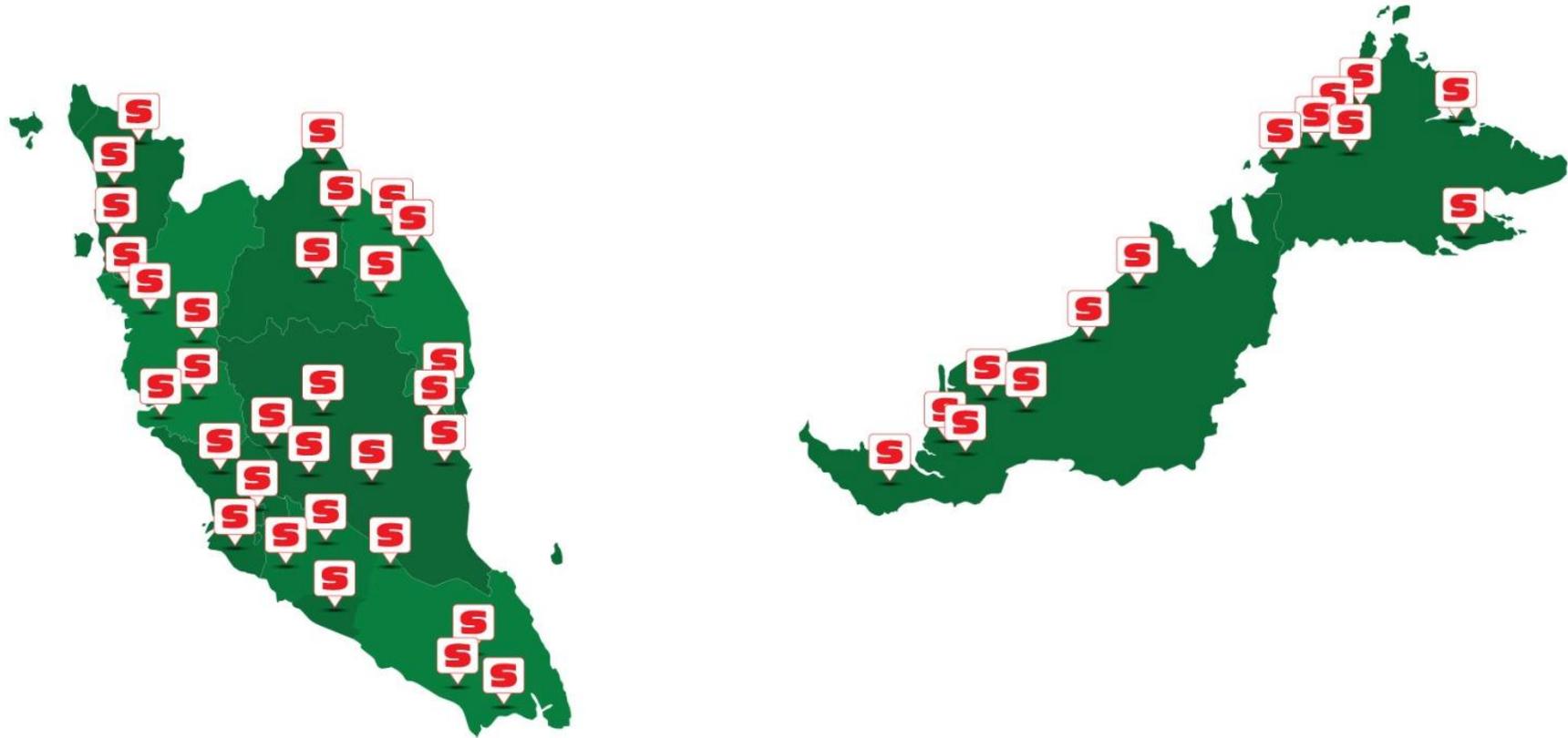
TERRITORY CHAMPION

Competitive edge



NATIONWIDE Retail Presence

Over 100 outlets, operating in strategic locations, wide exposure on brand presence, accessibility to customers.



Continued to launch new/upgraded stores in high-population locations in 4Q22...

4Q22 Store Launches

5 New/
Upgraded
stores

4

Grand Senheng

- Taman Sri Rampai, KL
- Kuchai Lama, KL
- Kuantan, Pahang
- Kuching, Sarawak

1

Grand Senheng Elite

- Putrajaya



Entrenched market leadership with over 100 stores across major cities in Malaysia... new Senheng Mobile stores to accelerate brand presence and sales

• Physical outlets as at 4Q22

- Total of 109 stores, comprising:
 - 27 Senheng stores
 - Includes 1 Brand Store (Senheng x Samsung)
 - 51 Grand Senheng stores
 - 2 Grand Senheng Elite store
 - 27 senQ stores
 - 2 Grand senQ store

1Q23 Planned Store Launches

7 New/
Upgraded
stores

5 Senheng Mobile

- Kota Damansara, KL
- Plaza Shah Alam, Selangor
- SS15, Selangor
- Eco Botanic, Johor
- Kota Tinggi, Johor

2 Grand Senheng

- Kota Kemuning, Selangor
- Alor Setar



Senheng Mobile, a new channel store format focussed on in-demand mobile and smaller digital gadgets...



KEY FACTORS

Increased Confidence with a Unity Government

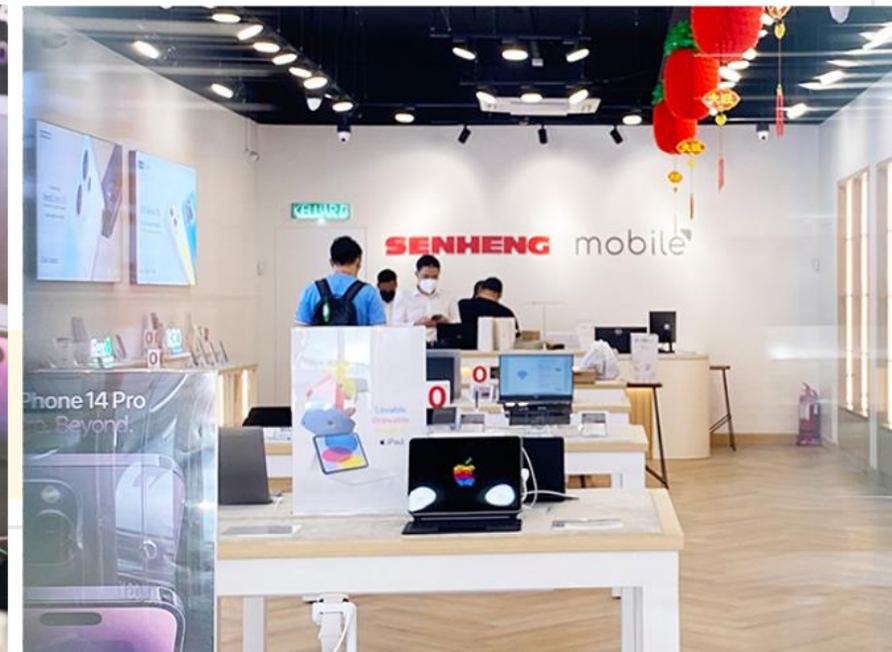
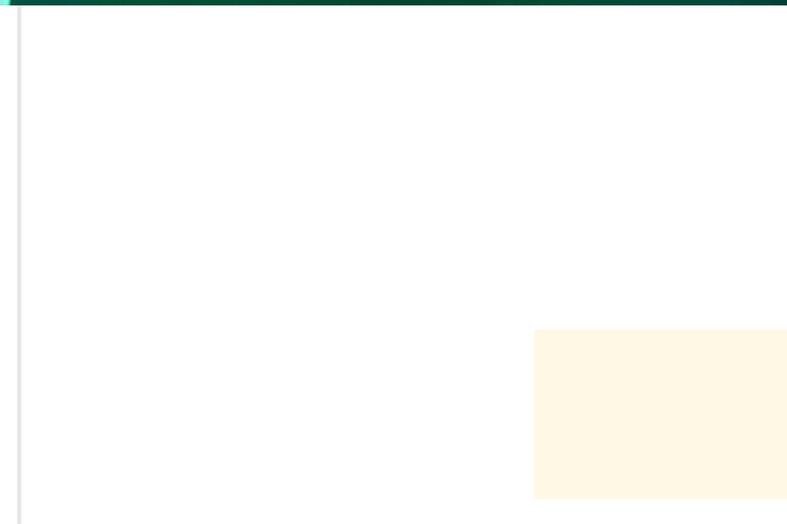
Therefore investing in Malaysia aggressively

Heading Towards a Developed Country Status

Wages revised, increasing disposable income, a good time to be in the mobile industry

Direct Supply Partnership with key brand partners

Consistent supply of premium products



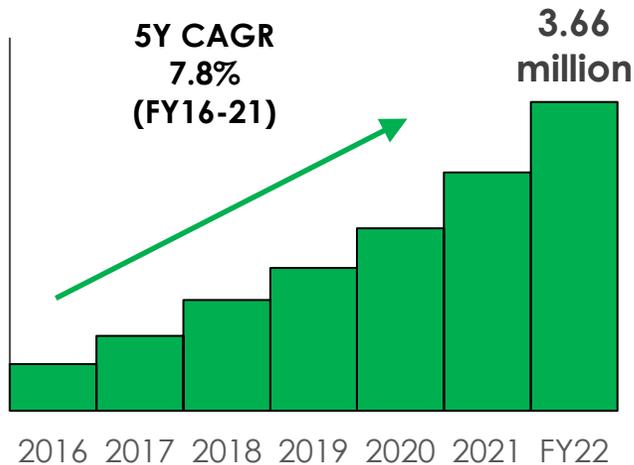
SENHENG NEW RETAIL TECHNOLOGIES

PlusOne Loyalty members continue to grow... Senheng platform to provide members with added value and convenience in subsequent rollouts

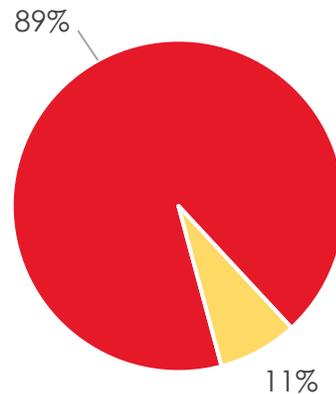
• PlusOne Loyalty Membership

- Recruited 388k new members in FYE 2022 (FYE 2021: 298k)
- PlusOne paid members contributed approx. 91% of Group revenue in FYE2022 (FYE 2021: 90%)

Number of Registered PlusOne Members



4Q22 revenue contributed by PlusOne paid members



• Senheng App

- Total NEW Senheng App downloads of 1.2 million as at 31 December 2022
- 300k Monthly Active Users (MAU)
- Featuring 23 services & product categories pillars
- Launched S-Rewards Centre (powered by Alibaba Cloud's B2B2C technology) in 3Q22
- To launch S-Coin Redemption Centre in 2Q23



New brand distribution business seeing strong potential... leveraging on Group's deep understanding of customer preferences

- **Brand Distribution**

- Plan to introduce more international brands featuring smart home & IOT products

Delighto™



ROBAM



JIMMY



TESVOR



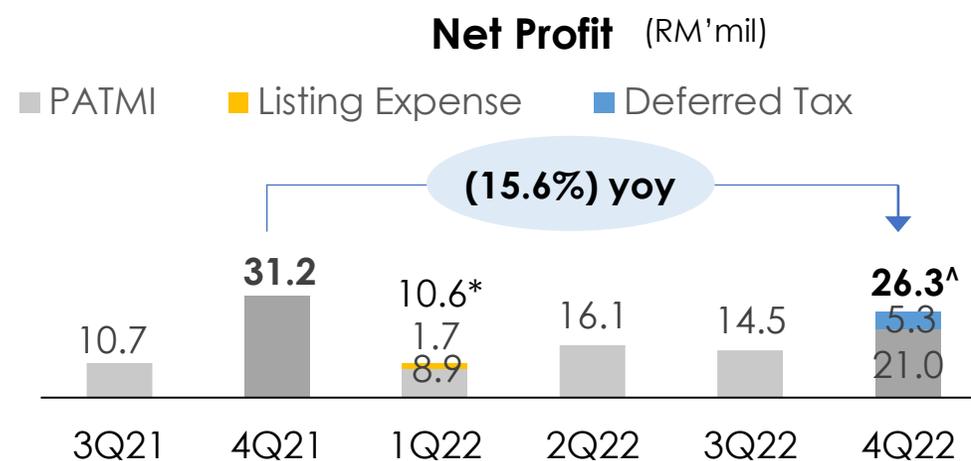
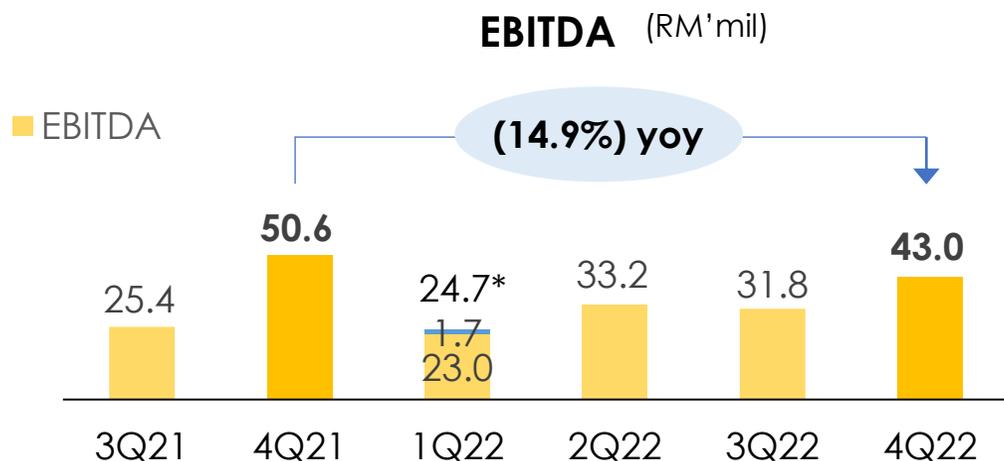
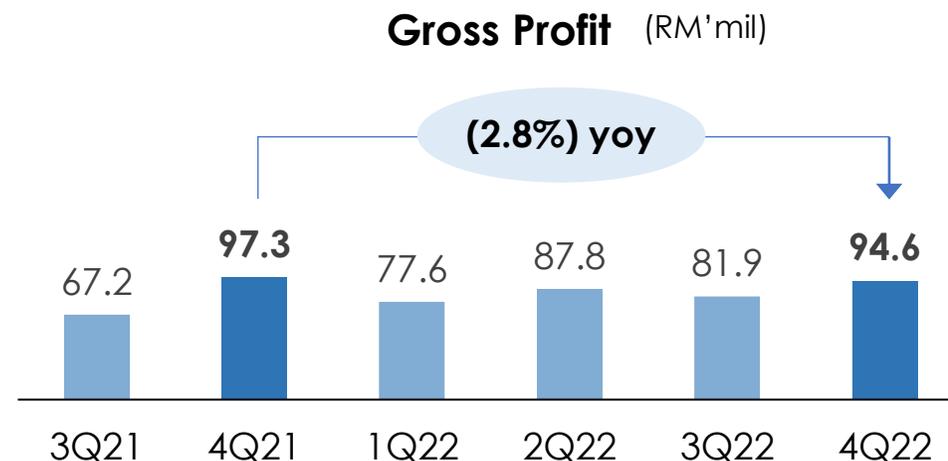
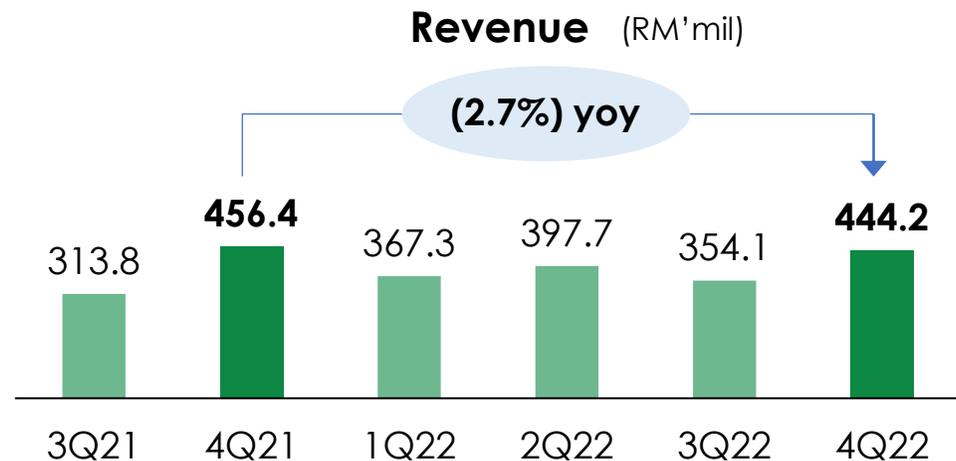
FY22 Revenue
RM29.0 million
(+34.6% yoy)

SENHENG

FINANCIALS



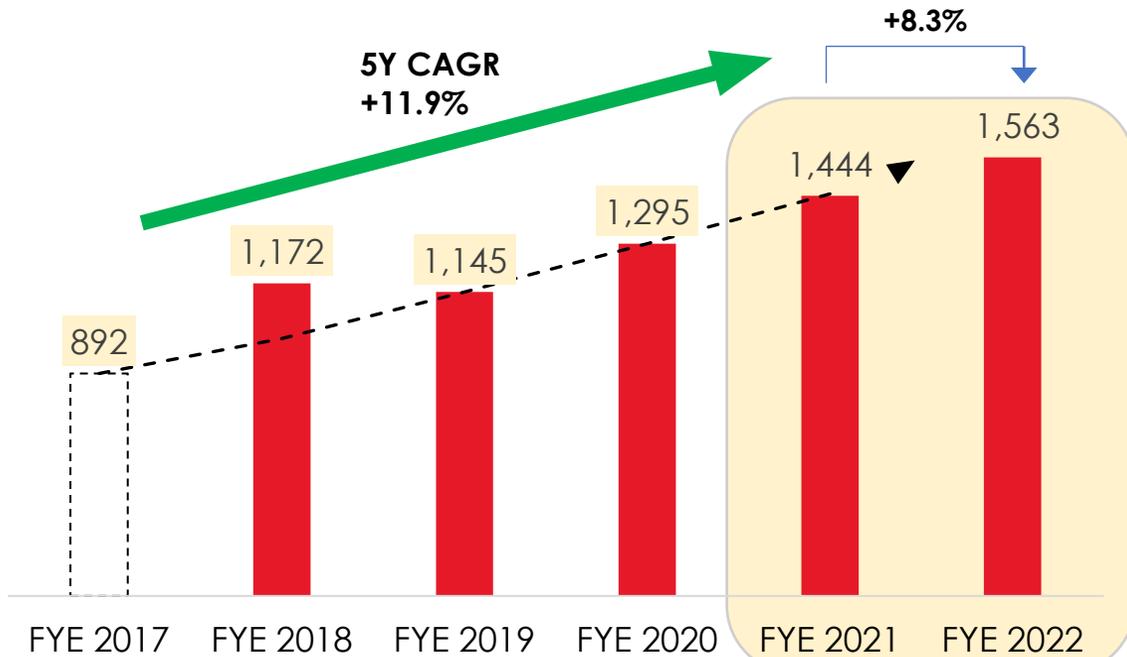
■ **Top and bottomline performance improving on higher per-store sales and favourable product mix...**



*1Q22 adjusted EBITDA and net profit excludes listing expenses of RM1.7 million
 ^4Q22 adjusted net profit excludes one-off adjustment on deferred tax assets of RM5.3 million

Seeing higher revenue contribution from new and enlarged stores such as Grand Senheng... online channels play important role in enhancing customers' overall shopping experience

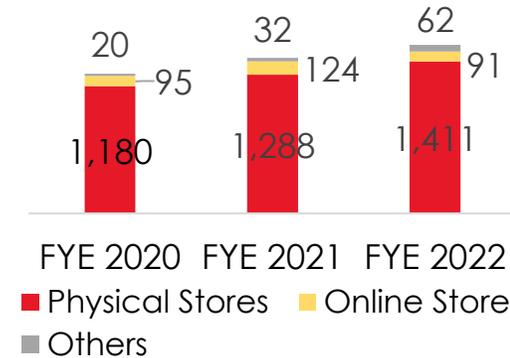
Revenue Trend
(RM'mil)



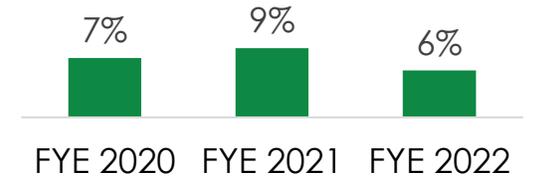
Bumped up by increased purchases due to SST tax holiday

Higher revenue on strategic store expansion, use of technology & data analytics, and targeted digital marketing

Revenue by Retail Channel



Online Stores Contribution to Group Revenue



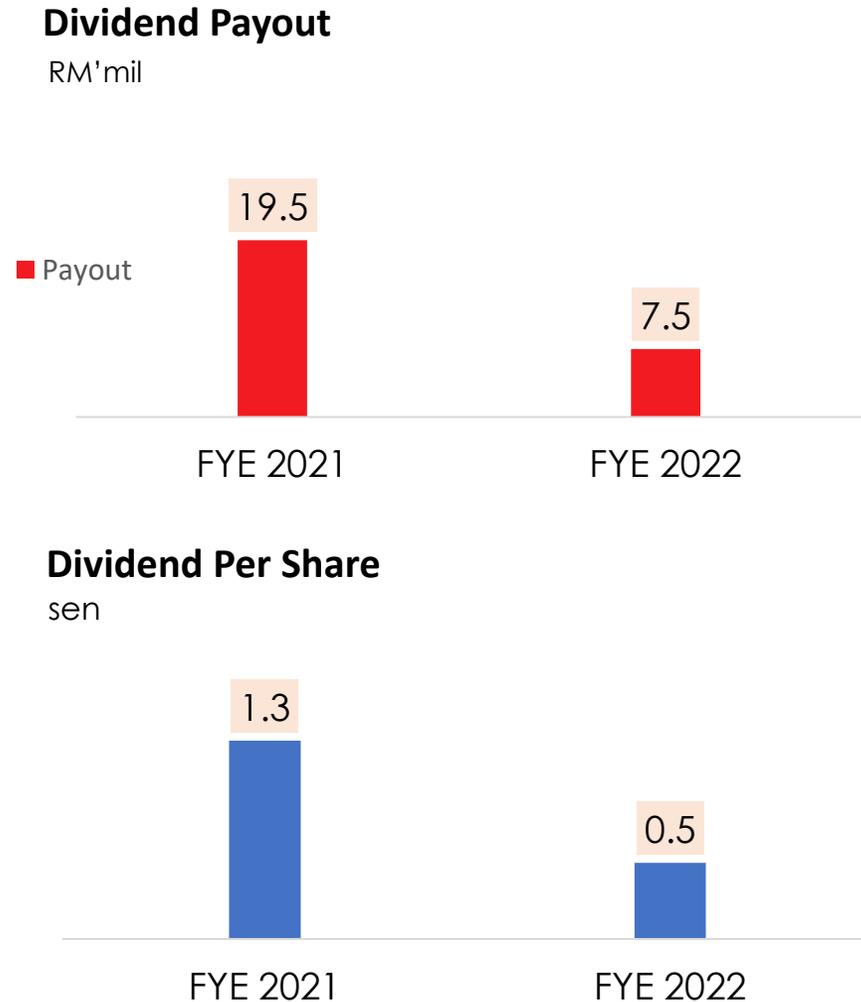
Revenue by Physical Store



Same Store Sales Growth



Declared 0.5 sen interim dividend per share to date... target dividend payout ratio of at least 30% to reward shareholders



Target Dividend Payout of at least 30% of Net Profit

In respect of FY2021

- Interim single-tier dividend of 1.3 sen/share (Paid on 29 April 2022)

In respect of FY2022

- Interim single-tier dividend of 0.5 sen/share (Paid on 14 October 2022)

IPO Proceeds to be used to upgrade technology infrastructure, existing stores & operations...

Purposes	Planned (RM 'mil)	Actual (RM 'mil)	Re-allocation (RM 'mil)	Balance (RM 'mil)	Estimated time frame
Enhance customer experience via upgrading and expanding our chain of retail stores	160.5	32.3	-	128.2	Within 36 months of listing
Repayment of bank borrowings	46.0	46.0	-	-	Within 6 months of listing
Develop new brand distribution business	22.0	18.4	-	3.6	Within 36 months of listing
Expand and upgrade our warehouse and logistics network	20.0	20.1	0.1	-	Within 36 months of listing
Boost our digital infrastructure <ul style="list-style-type: none"> • Establish a data lake and upgrading existing technology platform • Cloud-based disaster recovery system • Maintenance of our digital infrastructure 	9.7	3.0	-	8.2	Within 36 months of listing
Listing Expenses	9.3	9.2	(0.1)	-	Within 3 months of listing
Total	267.5	129.0	-	138.5	

SENHENG

NEW RETAIL TECHNOLOGIES



“Online First Initiative” to enhance online shopping experience and optimise efficiency... over 1,200 retail store assistants to provide personalised customer service to online customers



Strength in our 1,200 frontliners nationwide

Online First

- >90% of sales are currently through offline channels. Vast opportunities lie in the online sales segment

Competitive Advantage

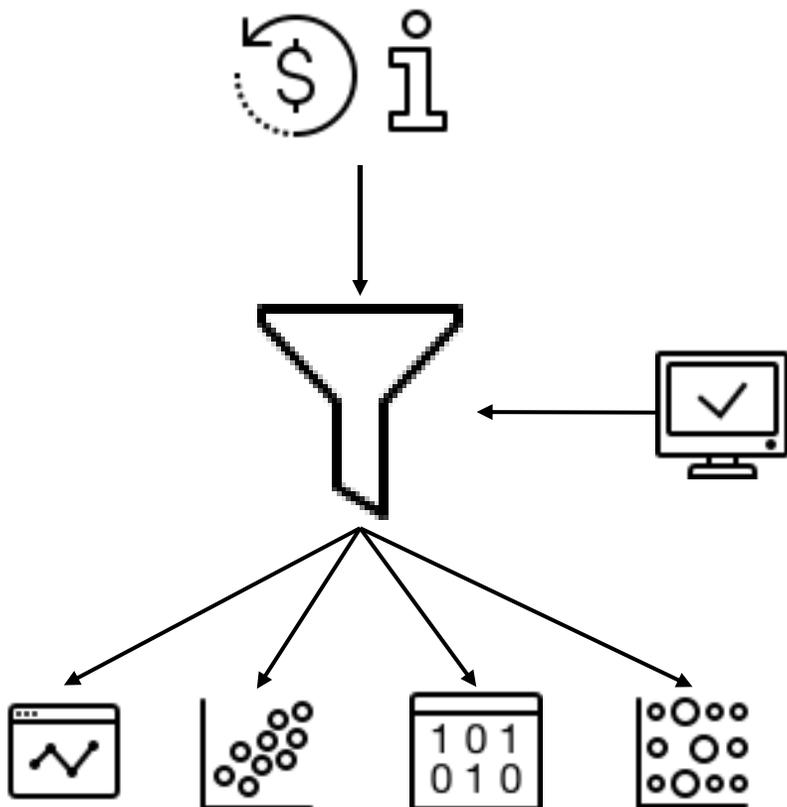
- Unlike other e-commerce companies, Senheng has extensive retail footprint that complements our online channels
- Retail store assistants to provide personalized services for unparalleled customer experience

More value-add

- Offering more value-add services and incentives along with our sales partners:
- Member sign ups
 - Payments through installments
 - Delivery services and more...

Private Traffic, acquiring 1st Party data to gain a deeper understanding of customer behaviour

1st Party Data Priority



1st Party Data

- Customer information obtained through simple sign-up or social login prompts, in-site search history, spending behavior, promotional campaigns
- No costly third-party data providers.

Applying Data Analytics

- Customer data will be funneled into a secure private platform where data analytics will be applied

Customer Insights

- Integration of 1st party data with Customer Data Platform enables tailored marketing campaigns and promotions to specific customer segments and increase traffic to online platforms
- Providing optimized marketing performance and enriched customer experience

	Non CDP Campaign	CDP Campaign
Return on Investment (ROI)	23x	48x

SENHENG

THANK YOU

INVESTOR RELATIONS CONTACT

Tay Tze Yi | IR Consultant



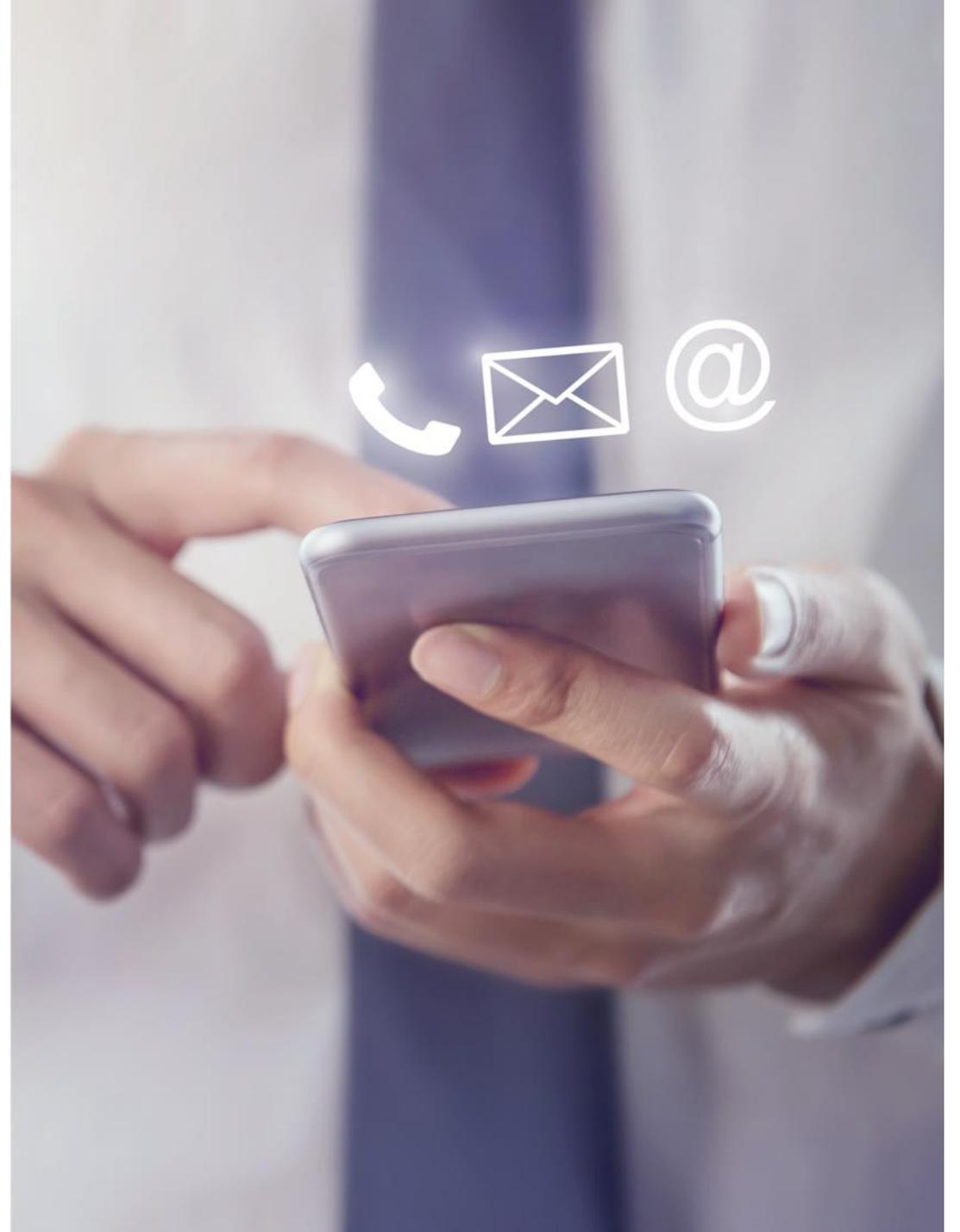
MAIL

tayty@aquilas.com.my



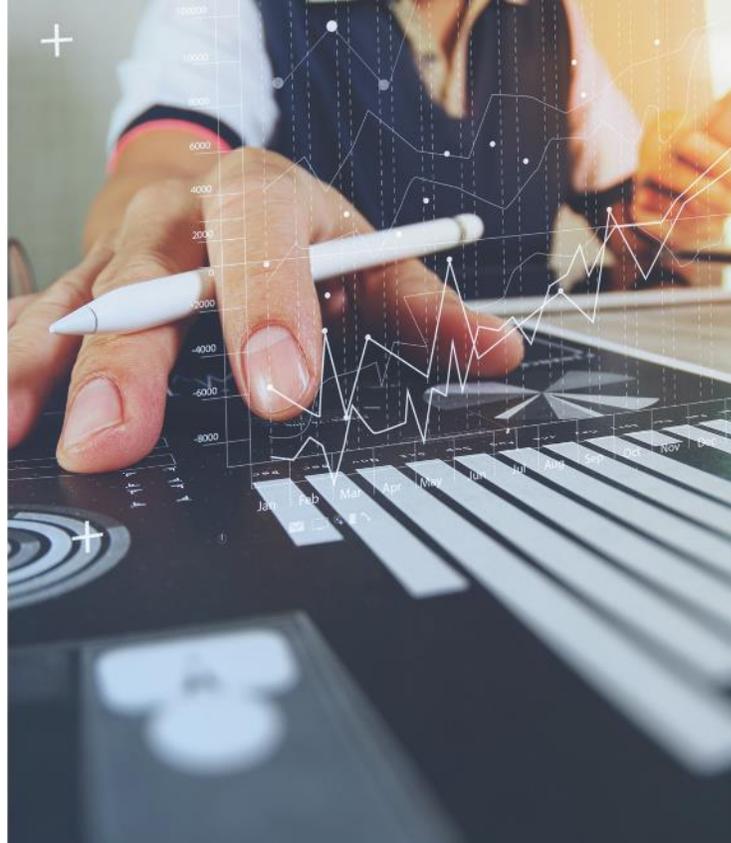
MOBILE PHONE

+6016-3380 555



SENHENG

INVESTMENT MERITS



Market yet to appreciate Senheng's leading position in consumer E&E retailing and resilient growth proposition... tech-enabling tools remain its trump card

Visionary Leadership by Retail Maverick

Supplier Magnet, forming long-term partnership with renowned brands

Market leader in consumer E&E products in Malaysia

Adopter of **Innovative Marketing strategies**

Tech-driven operations, aided by BI and Data Analytics

ESG-focused and brand affinity builder

Loyal customer base of >3.0 million a competitive edge against peers

Enticing valuation compared to industry peers

Share Price (@ 1 Mar 2023)	RM0.465
Market Cap ('mil) (@ 1 Mar 2023)	RM697.5
PE (ttm)	11.5
Price to Book* (x)	1.3

Valuations based on 1.5 billion shares

Price Movement since IPO

