

## Senheng bolsters market leadership with omnichannel retail optimization and digital drive

- *Leverages 4M+ member base for future revenue growth*
- *Posts 1Q25 revenue of RM277.0 million and net profit of RM4.5 million amid consumer market normalization*
- *Targets asset replacement cycle in 2025/2026 to spur growth*

Kuala Lumpur, Malaysia, May 29, 2025 - Senheng New Retail Berhad (Senheng or the Group; Bloomberg: SENHENG MK; 新兴集团) continued to future-proof its revenue streams amidst challenging consumer sentiment in the first quarter ended 31 March 2025 (1Q25), leveraging its ecosystem of over 4 million PlusOne loyalty members and enhancing its omnichannel retail network and digital penetration during this period.

The Group recorded revenue of RM277.0 million and net profit of RM4.5 million in 1Q25, compared to RM322.0 million in revenue and RM6.2 million in net profit in the previous corresponding quarter (1Q24), reflecting a normalization from the exceptional demand surge seen during 2020-2021.

Meanwhile, Senheng's online sales contribution is reflecting successful digital penetration and engagement through new media channels. This digital drive is further fueled by actively utilizing new media and growing its presence across various social media platforms, enhancing brand awareness among diverse consumer segments.

The Group is actively implementing its Senheng's 'Flywheel 1.0' strategic blueprint - a comprehensive framework unveiled earlier in 2025.

"As Malaysia's leading omnichannel retailer for consumer electronics, we continue to redefine the customer experience and strengthen our market leadership. Driven by our 'Flywheel 1.0' blueprint, we are enhancing our operations for greater experiences across every touchpoint - from optimizing our physical store network for immersive shopping to leveraging digital platforms and AI for seamless online engagement.

By actively utilizing new media and expanding our presence across social platforms, we effectively reach out to diverse consumer segments, deepening brand awareness and engagement. We are also proactively preparing for the emerging asset replacement cycle for consumer electronics following the surge in demand that happened in 2020-2021, strategically positioning ourselves to capture this next wave."

**Mr Lim Kim Heng ("林金兴")**

**Executive Chairman, Senheng New Retail Berhad**

The Group anticipates the emerging replacement cycle for consumer electronics purchased during the 2020-2021 demand surge will provide a supportive factor for demand in the next few years, a trend its enhanced omnichannel retail model and network are well-positioned to capture.

Senheng's unique strength lies in its unparalleled PlusOne loyalty ecosystem, comprising over 4 million members who consistently contribute more than 90% of the Group's annual revenue. This formidable customer base provides an extraordinary foundation for resilient performance against market fluctuations.

The new "My Rewards, My Choice" brand positioning, coupled with enhanced S-Coin cashback and flexible redemption options, is designed to further maximize value and loyalty. Customers are enjoying expanded access to over 2,000+ reward products and services redeemable with S-Coin cashback, and the recently launched S-Coin Redemption Centre offers enhanced opportunities to use S-Coins for various third-party merchants' products and services, significantly enriching the overall shopping experience.

Senheng's ongoing omnichannel network optimization involves continued review of operational performance of outlets, with a strong focus on driving improvements, implementing strategies and promotions to boost store productivity, and enhancing overall efficiency across all locations.

The 'Flywheel 1.0' strategy further encompasses an enhanced digital ecosystem as Senheng refines its digital presence by expanding online presence across social media platforms, optimizing e-commerce operations, and boosting engagement via data-driven insights and AI solutions. These efforts complement its omnichannel model, providing enhanced customer experience, seamless engagement, and service across online and offline channels, driving customer acquisition and loyalty.

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## **About Senheng New Retail Berhad**

Senheng is Malaysia's leading consumer electrical and electronics retailer. Founded in 1989, the Group has grown its retail network to over 100 physical stores across Peninsular and East Malaysia, and is supported by various online retail platforms.

The Group's stores carry renowned consumer E&E brands, featuring a comprehensive range of digital gadgets, audio visuals, home appliances and related products.

An early adopter of digitalisation and business transformation, Senheng continues to deliver excellent customer satisfaction via its seamless New Retail Model. The Group has a growing customer base, with over 4 million PlusOne loyalty members to-date.

**Issued for and on behalf of SENHENG NEW RETAIL BERHAD by Aquilas Advisory (Malaysia) Sdn Bhd**

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