

Press Release

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SENI JAYA ACHIEVES STRONG START TO FY2026 WITH PBT DOUBLING TO RM4.6 MILLION

Revenue Jumps 25% YoY; Core PAT Nearly Doubles from Previous Quarter

KUALA LUMPUR, 19 NOVEMBER 2025 – **Seni Jaya Corporation Berhad** (“Seni Jaya” or the “Group”), a dynamic and leading Out-of-Home (“OOH”) media specialist in Malaysia, today announced its unaudited financial results for the first quarter ended 30 September 2025 (“Q1 FY2026”), delivering a firm start to the new financial year supported by strengthened billboard demand and effective execution of strategic growth initiatives.

For Q1 FY2026, the Group recorded revenue of RM22.1 million, an increase of 25% compared to RM17.6 million in the corresponding quarter last year (“Q1 FY2025”). Profit before tax (“PBT”) rose 71% year-on-year (“YoY”) to RM4.6 million from RM2.7 million, supported by improved utilisation of billboard assets, better operating leverage and disciplined cost management. Profit after taxation (“PAT”) increased to RM4.0 million from RM2.6 million in Q1 FY2025.

On a quarter-on-quarter (“QoQ”) basis, the Group delivered a marked improvement over the immediate preceding quarter ended 30 June 2025. Revenue grew by RM6.3 million, or 40%, from RM15.8 million previously, reflecting stronger demand across billboard segments. PBT doubled to RM4.6 million from RM2.3 million, representing a 100% QoQ increase, mainly due to higher revenue and gross profit arising from increased billboard advertising and the successful execution of the Group’s business strategies.

The Group’s core/normalised PAT for the current quarter surged to RM5.0 million, almost doubling from RM2.6 million in the previous quarter. This 89% QoQ increase, with core PAT margin improving to 23% from 16%, highlights the resilience and scalability of Seni Jaya’s core OOH and DOOH operations after excluding non-core items and one-off contributions.

Mr. Jeff Cheah See Heong, Chief Executive Officer of Seni Jaya Corporation Berhad commented, “Our Q1 FY2026 performance reflects clear momentum as we enter the new financial year. The uptick in demand across billboard segments, combined with tight cost controls, has enabled us to deliver meaningfully stronger margins. These results reinforce the sustainability of our core business and showcase the strength of our market positioning in Malaysia’s OOH landscape.”

He added, “As we move forward, we remain focused on scaling our digital OOH footprint and deepening technology integration across our network. Our ongoing acquisitions of Unilink Group, Vision OOH and Ganad Media are progressing, which will expand our premium inventory, create operational synergies, and widen our customer reach nationwide. Further, our expanding billboard portfolio also provided clients with a wider range of advertising options, strengthening client appeal and ultimately contributing to increased market share.”

Malaysia's favourable economic outlook, supported by Bank Negara Malaysia's projected GDP growth of 4.0% to 4.8% in 2025, continues to provide a supportive backdrop for advertising expenditure. Meanwhile, the local OOH and DOOH segments are expected to grow steadily in tandem with rising mobility, urbanisation, and increased adoption of data-driven marketing. Seni Jaya plans to capture these opportunities through its expanding high-impact OOH and DOOH footprint, strategic locations across key commercial and transit corridors, and increasing technological capabilities in audience analytics, programmatic advertising and integrated content management. These initiatives are aimed at delivering measurable, targeted and engaging campaigns for advertisers, further strengthening the Group's position as one of Malaysia's leading OOH and DOOH media operators.

As at 5:00 P.M., **19 November 2025**, Seni Jaya's share price closed at **RM0.43**, showcasing a market capitalisation of **RM91.8 million**.

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About Seni Jaya Corporation Berhad

Incorporated in 1983, Seni Jaya Corporation Berhad ("Seni Jaya" or the "Group") is a leading Out-of-Home ("OOH") media solutions provider in Malaysia, listed on the Main Market of Bursa Malaysia. With over 500 billboards nationwide, the Company offers static and digital billboards and also provides advertising solutions leveraging on rail transit, airports, and e-hailing vehicles through its media brands, including UNILINK, VISION, CSSB, OSSB, ANDAMAN MEDIA, ENOMAD and BTSJ. Committed to innovation and data-driven advertising, Seni Jaya delivers high-impact, targeted solutions, staying true to its promise of "*Connecting Brands, Connecting People*", helping brands reach the right audience, in the right place, at the right time.

For more information, visit <https://www.senijayacorp.com/>

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