SUSTAINABILITY **REPORT**

ABOUT THIS REPORT

Seni Jaya Corporation Berhad ("**Seni Jaya**" or "**the Company**"), together with its subsidiaries (collectively referred to as "**the Group**"), is pleased to present its Sustainability Report for the financial year ended 30 June 2025 ("**FYE 2025**").

This Report outlines the Group's sustainability strategy, guiding principles, key initiatives, and performance for FYE 2025. It addresses the material sustainability issues identified through our materiality assessment, which are most relevant to our stakeholders. The Report also provides updates on the Group's ongoing sustainability efforts across core business units and operations, demonstrating the progress made towards fulfilling our sustainability commitments. These efforts reflect our continued focus on integrating sustainable practices and generating long-term value for all stakeholders.

Our approach to sustainability continues to evolve in response to emerging challenges and opportunities. Recognising that sustainability is a continuous journey, we remain committed to enhancing our strategies to ensure meaningful contributions to both society and the environment.

REPORTING FRAMEWORKS AND STANDARDS

This Report has been prepared in accordance with the Main Market Listing Requirements of Bursa Malaysia Securities Berhad ("**Bursa Malaysia**"), with reference to the Bursa Malaysia Sustainability Reporting Guide (3rd Edition) as a key framework. Additionally, this Report has been prepared with reference to the United Nations Sustainable Development Goals ("**UN SDGs**").

REPORTING SCOPE AND BOUNDARIES

This Report covers the reporting period from 1 July 2024 to 30 June 2025, and it includes comparative historical data where relevant and available to provide context and continuity in our disclosure. The prior reporting period covered an 18-month timeframe, from 1 January 2023 to 30 June 2024, due to a change in the Group's financial year end.

The scope of this Report encompasses the sustainability performance and progress of Seni Jaya and its subsidiaries, including the Group's headquarters and all operations in Malaysia. The Report excludes the activities of associate companies and joint ventures, which are not under the direct operational control of the Group.

Sustainability Report
(Continued)

INDEPENDENT ASSURANCE

To ensure the accuracy, objectivity, and transparency of the information presented in this Report, an independent assurance review was undertaken by Resolve IR Sdn. Bhd. ("**Resolve**"). The review assessed the sustainability disclosures contained within this Report against the defined scope of work. A summary of the assurance scope, approach, and key findings is provided at the conclusion of this Report.

FEEDBACK ON THE REPORT

As part of our ongoing commitment to continuous improvement, we aim to enhance the depth, accuracy, and transparency of our sustainability reporting with each annual cycle. We greatly value the perspectives of our stakeholders and welcome any questions, feedback, or suggestions that may contribute to the refinement of our sustainability practices and disclosures. Stakeholders are encouraged to share their input via email at info@senijayacorp.com.

ABOUT US

Established in 1983, Seni Jaya is a leading out-of-home ("**OOH**") media advertising specialist listed on the Main Market of Bursa Malaysia. The Group offers integrated OOH advertising solutions across a variety of high-traffic environments, including urban areas, expressways, tunnels, transit systems, and retail locations. Our offerings encompass both static and digital media formats, tailored to meet the diverse needs of our clients.

42	>520	>110	>55	>35,170
Years of Experience	Strategic locations nationwide	Clients	Nationwide LED network	Street Furniture

Seni Jaya
CONNECTING BRANDS • CONNECTING PEOPLE

OUR BRANDS

UNILINK CISISIB VISION ganad AM ENOMAD

Sustainability Report
(Continued)

OUR SUSTAINABILITY APPROACH

SUSTAINABILITY FRAMEWORK

Our sustainability framework is structured around four core pillars: Economic, Environmental, Social and Governance, and is closely aligned with the Company's identified material matters. This holistic approach enables us to consistently address our key sustainability priorities in a balanced and integrated manner. As we deepen our understanding of how best to align our business objectives with the broader global sustainability agenda, the framework will be regularly reviewed and refined to ensure its continued relevance, effectiveness, and responsiveness to emerging challenges and opportunities.

Our Vision:
To be undisputed leader in the Out-Of-Home landscape, recognised for our innovative spirit, setting the standard for creativity and excellence in the industry, and consistently delivering unparalled value to our clients.

Our Mission:
Connecting brands and people through vibrant, reliable Out-Of-Home solution, fuelled by creativity and a visionary approach

Seni Jaya's Focus Area

ECONOMIC SUSTAINABILITY

- Economic Performance
- Customer Satisfaction
- Anti-Corruption
- Supply Chain Management

ENVIRONMENTAL SUSTAINABILITY

- Climate Action
- Waste Management
- Water Management

SOCIAL SUSTAINABILITY

- Human Rights
- Health & Safety
- Diversity, Equity & Inclusion
- Employee Management
- Community Investment

GOVERNANCE SUSTAINABILITY

- Policy & Regulatory Compliance
- Cybersecurity & Data Protection

In alignment with the United Nations Sustainable Development Goals



Sustainability Report
(Continued)

OUR SUSTAINABILITY APPROACH (CONTINUED)

COMMITMENT TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Seni Jaya is committed to advancing the UN SDGs as part of our broader sustainability agenda. We recognise the importance of these global goals in addressing critical economic, environmental, and social challenges, and have taken deliberate steps to align our strategies and operations with selected SDGs that are most relevant to our business and stakeholders. Through our initiatives and performance across our key sustainability pillars, we aim to contribute meaningfully to the achievement of these goals while fostering long-term value for society and the environment.



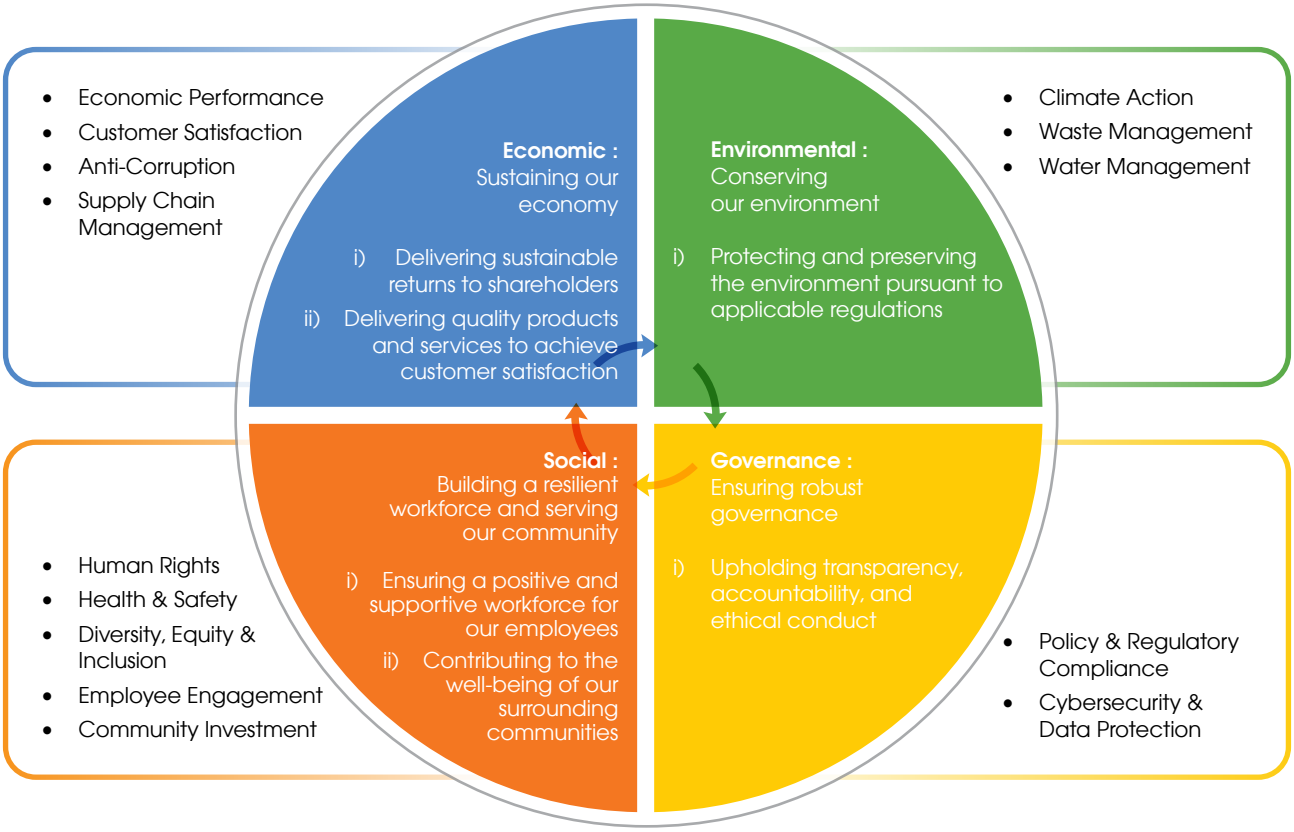
SUSTAINABILITY POLICY

As Seni Jaya continues to grow, our commitment to sustainability remains unwavering. We have established a clear and purposeful sustainability philosophy that guides economic, strategic, and operational decision-making across the Group.

Sustainability is deeply embedded in our corporate culture and is a key driver of our long-term value creation. We are committed to operating in a manner that is safe, responsible, and sustainable, ensuring that our growth does not come at the expense of environmental or social well-being.

OUR SUSTAINABILITY APPROACH (CONTINUED)

SUSTAINABILITY POLICY (CONTINUED)



SUSTAINABILITY GOVERNANCE

Seni Jaya's governance structure is designed to ensure effective oversight and execution of the Group's sustainability responsibilities through clearly defined roles, accountability mechanisms, and performance monitoring. To support our sustainability agenda, the Group has established a robust three-tiered sustainability governance framework.

1. Board of Directors

At the highest level, the Board provides strategic oversight of the Group's overall sustainability direction, including the management of material sustainability matters and performance outcomes. The Board is responsible for embedding sustainability into the Group's core business strategy and oversees the following key areas:

- Engagement with key stakeholders
- Materiality assessment processes
- Identification and management of sustainability-related risks and opportunities
- Communication of sustainability strategies, priorities, and targets, as well as performance against these targets, to both internal and external stakeholders

OUR SUSTAINABILITY APPROACH (CONTINUED)

SUSTAINABILITY GOVERNANCE (CONTINUED)

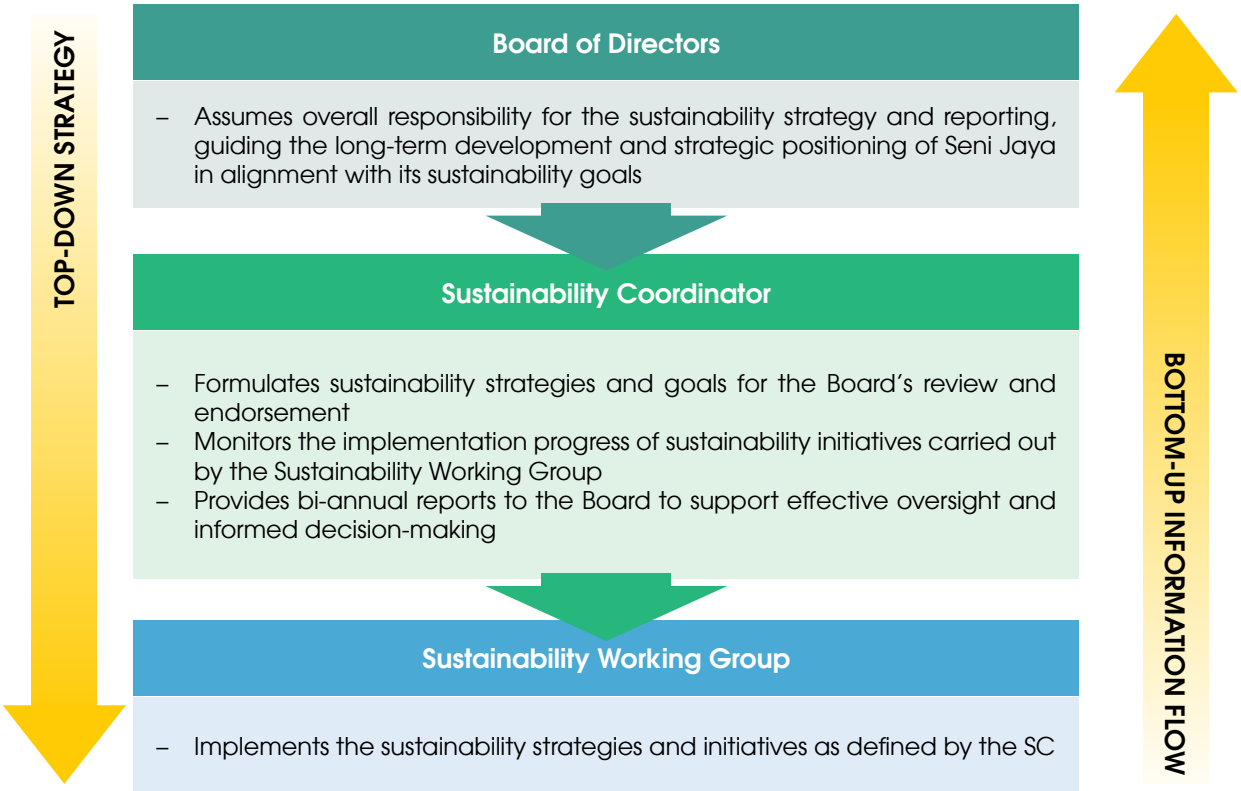
2. Sustainability Coordinator

The second tier is the Sustainability Coordinator ("**SC**"), chaired by the Chief Executive Officer ("**CEO**") and comprising members of the finance department, including a representative from Key Senior Management. The SC plays a pivotal role in supporting the Board by:

- Formulating sustainability strategies and goals for the Board's endorsement
- Reviewing and advising on ongoing sustainability initiatives
- Monitoring and evaluating progress against strategic sustainability targets
- Reporting on the Group's sustainability performance to the Board on a bi-annual basis

3. Sustainability Working Group

The third tier consists of Key Senior Management and representatives from relevant departments across the Group. This team is responsible for the implementation of sustainability strategies and initiatives. Their involvement reflects our collective commitment to embedding sustainability into day-to-day operations and decision-making processes.



To ensure accountability across all levels, annual assessments are conducted to evaluate the effectiveness of the Board and Key Senior Management in advancing the Group's sustainability agenda. This includes reviewing progress against established sustainability targets, analysing key performance indicators ("**KPIs**"), and identifying areas requiring improvement. Where performance gaps or challenges are identified, targeted interventions are proposed for senior-level deliberation and decision-making.

OUR SUSTAINABILITY APPROACH (CONTINUED)

STAKEHOLDER ENGAGEMENT

Stakeholder engagement remains a fundamental component of Seni Jaya's sustainability strategy and business operations. By actively considering the perspectives, expectations, and concerns of its stakeholders, Seni Jaya ensures that its activities, performance, and value creation efforts are aligned with stakeholder priorities.

Seni Jaya is committed to building an inclusive organisation that proactively addresses the diverse needs of its stakeholders. We recognise that meaningful engagement is essential to achieving long-term, sustainable growth. In identifying stakeholders, Seni Jaya focuses on individuals or groups who are significantly affected by or have considerable influence over the Group's operations and presence. These stakeholders are recognised as key contributors in shaping material matters related to the Group's sustainability priorities.

Through consistent engagement, Seni Jaya has gained valuable insights into stakeholder concerns and expectations, fostering a deeper understanding of their needs. This ongoing dialogue conducted through both formal and informal channels continues to inform leadership decisions, influence business strategies, and enhance the Group's ability to deliver sustainable value.

Stakeholder feedback plays a vital role in identifying topics of material importance and clarifying stakeholder expectations. As there have been no changes to the Group's key stakeholder groups, the stakeholder engagement table presented for FYE 2025 is a continuation from the previous financial period.



Sustainability Report
(Continued)

OUR SUSTAINABILITY APPROACH (CONTINUED)

STAKEHOLDER ENGAGEMENT (CONTINUED)

Stakeholders	Areas of Interest	Our Responses	Related Material Matters
Shareholders, Investors & Financiers	• Business strategies and future plans • Return on investment • Financial and operational performance • Strong management and corporate governance • Sustainability initiatives	• Provide timely updates on the Group's strategy and financial performance through official announcements • Uphold sound governance practices across the Group • Monitor and report sustainability performance and targets via Bursa Malaysia Environment, Social and Governance Reporting Platform	• Economic Performance • Customer Satisfaction • Anti-Corruption • Cybersecurity & Data Protection • Supply Chain Management • Policy & Regulatory Compliance • Climate Action • Human Rights • Health & Safety
Government Agencies & Regulators	• Regulatory compliance • Corporate governance practices	• Regularly review and monitor operations to ensure full compliance with applicable regulations • Apply for licenses and permits for advertising assets • Adopt best practices in accordance with the Malaysian Code on Corporate Governance	• Economic Performance • Policy & Regulatory Compliance • Anti-Corruption • Climate Action • Waste Management • Human Rights • Health & Safety
Customers	• Customer satisfaction i.e., rebate programmes, cost optimisation, value-added services • Customer experience i.e., speed of service response, on-time delivery • Innovation in service quality and deliverables • Data privacy	• Deliver high-quality and value-driven services • Maintain adherence to service and quality standards • Comply with the Personal Data Protection Act 2010 to safeguard customer information	• Customer Satisfaction • Anti-Corruption • Cybersecurity & Data Protection • Policy & Regulatory Compliance • Climate Action • Waste Management • Human Rights • Health & Safety

Sustainability Report
(Continued)

OUR SUSTAINABILITY APPROACH (CONTINUED)

STAKEHOLDER ENGAGEMENT (CONTINUED)

Stakeholders	Areas of Interest	Our Responses	Related Material Matters
Employees	• Business growth and strategic direction • Inclusive and supportive workplace • Remuneration and benefits • Career development and upskilling opportunities • Occupational safety and health	• Promote transparent and consistent communication across all levels • Provide equal employment opportunities and a non-discriminatory work environment • Offer competitive remuneration and benefits packages • Support career growth through relevant upskilling and training programmes • Ensure full compliance with the Occupational Safety and Health Act (OSHA)	• Human Rights • Health & Safety • Employee Management • Diversity, Equity & Inclusion • Economic Performance • Cybersecurity & Data Protection • Policy & Regulatory Compliance
Suppliers, Sub-contractors & Business Partners	• Transparency in procurement processes • Business growth opportunities • Timely payment	• Ensure transparent and fair procurement practices • Make timely payments in accordance with agreed credit terms	• Supply Chain Management • Anti-Corruption • Cybersecurity & Data Protection • Economic Performance
Communities	• Community welfare and long-term livelihood	• Invest in initiatives that enhance community well-being	• Climate Action • Water Management • Waste Management • Community Investment • Human Rights • Health & Safety
Analysts & Media	• Transparent communication of business performance and key initiatives	• Ensure clear and timely communication through official announcements and media engagement	• Economic Performance • Customer Satisfaction • Anti-Corruption • Cybersecurity & Data Protection • Supply Chain Management • Policy & Regulatory Compliance • Climate Action • Human Rights • Health & Safety

Sustainability Report
(Continued)

OUR SUSTAINABILITY APPROACH (CONTINUED)

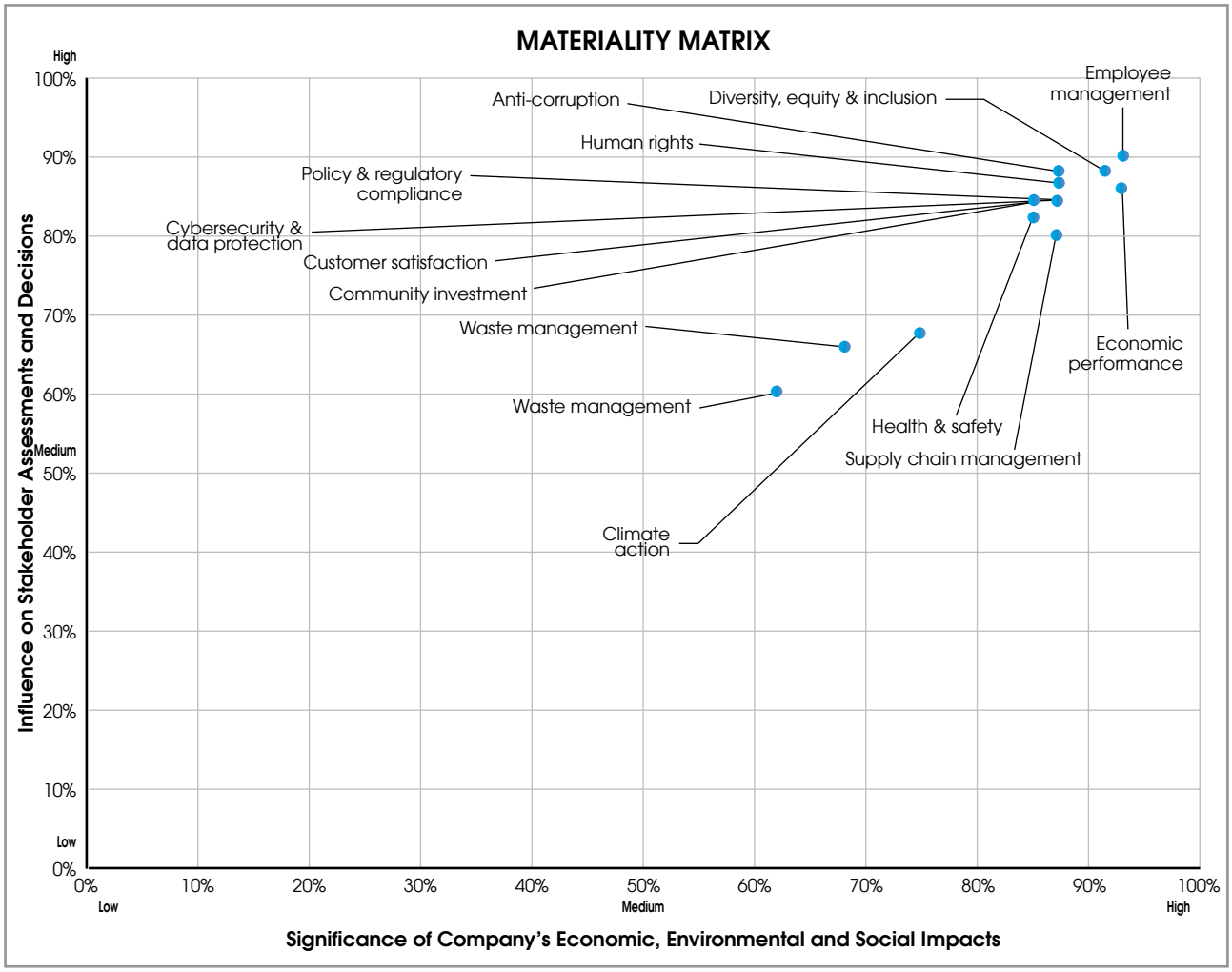
MATERIAL MATTERS

Materiality assessment remains a core component of our sustainability agenda, enabling us to align business planning, strategic direction, and performance management with the Group's key sustainability priorities.

In FYE 2025, we conducted an internal review of our material matters, building on the limited-scale assessment completed in prior year. This review incorporated insights from key internal stakeholders who regularly engage with our primary stakeholder groups, helping us to better identify and prioritise the economic, environmental, social, and governance issues most relevant to our business and stakeholders. Notably, there were no changes to the top 14 material matters identified in FYE 2025.

Looking ahead, under the National Sustainability Reporting Framework ("**NSRF**"), all listed issuers and large non-listed companies will be required to adopt the International Financial Reporting Standards ("**IFRS**") Sustainability Disclosure Standards issued by the International Sustainability Standards Board ("**ISSB**"), namely IFRS S1 and IFRS S2. These standards are designed to improve the consistency and reliability of sustainability and climate-related disclosures, thereby enhancing investor confidence and Malaysia's global competitiveness. To ensure continued relevance and regulatory compliance, we will revisit and update our materiality matrix in FYE 2026 to align with the evolving disclosure requirements.

MATERIALITY MATRIX



OUR SUSTAINABILITY APPROACH (CONTINUED)

RISK MANAGEMENT

At Seni Jaya, our unwavering commitment to effective risk management is fundamental to ensuring long-term resilience, enhancing stakeholder confidence, and delivering sustainable value.

We have established a robust and comprehensive system of risk management and internal control that extends beyond financial oversight to encompass operational and compliance-related risks. This integrated approach is part of an ongoing and coordinated effort to manage, rather than eliminate, the risks that could impede the achievement of our business objectives. It also serves to minimise the potential for fraud, error, and other disruptions across the organisation.

Material Matters	Risks	Opportunities
Economic Performance	Poor financial performance jeopardises business continuity and results in loss of investment opportunities.	Sustainable financial performance enhances stakeholder confidence, attracts long-term investment, and supports expansion into new markets. The ongoing acquisition of Unilink Group ("**Unilink**"), Vision OOH Sdn. Bhd. ("**Vision**") and Ganad Media Sdn. Bhd. ("**Ganad**") presents a strategic opportunity to broaden our customer base, strengthen our media network in high-impact locations, and create operational synergies that will drive future growth.
Customer Satisfaction	Failure to meet clients' expectations in campaign execution, service delivery, or innovation could undermine trust, affect retention, and lead to loss of market share in a competitive OOH advertising landscape.	Delivering high-quality, impactful, and timely advertising solutions strengthens client relationships, drives repeat business, and enhances brand reputation. Landmark digital assets such as The Symbol @ Bangsar, with its cutting-edge anamorphic display, exemplify our commitment to innovation and offer clients a high-impact platform that elevates audience engagement and campaign effectiveness.
Anti-Corruption	Corruption can tarnish reputation, cause financial losses, and reduce competitiveness.	Strong governance to combat corruption enhances credibility and provides a competitive advantage.
Supply Chain Management	Reliance on limited or single supplier increases risks of disruption, quality issues, and price volatility, exposing the organisation to market changes or supplier behaviour.	Building collaborative supplier relationships based on trust and transparency fosters innovation, cost savings, and competitive advantage.

Sustainability Report
(Continued)

OUR SUSTAINABILITY APPROACH (CONTINUED)

RISK MANAGEMENT (CONTINUED)

Material Matters	Risks	Opportunities
Climate Action	Increasing regulatory pressure to reduce greenhouse gas emissions may require significant investment in low-carbon infrastructure, with potential penalties for non-compliance. Climate-related events such as extreme weather or material shortages could disrupt billboard installation, damage assets, and delay campaign delivery—impacting operational efficiency and profitability.	By proactively adopting environmentally responsible practices, Seni Jaya can position itself as a sustainability leader in the OOH sector, enhance brand reputation, comply with future regulations, and attract environmentally conscious clients and investors.
Waste Management	Non-compliance with waste management regulations, environmental laws, or health and safety standards can lead to fines, legal liabilities, and reputational damage. Improper disposal of advertising materials and electronic waste (e-waste) may also harm the environment and public health.	Implementing structured waste reduction, recycling, and responsible disposal practices, including the safe handling of e-waste from digital billboards, supports regulatory compliance, conserves resources, reduces raw material costs, and promotes circular economy principles. These efforts reinforce Seni Jaya's commitment to sustainability and operational efficiency.
Water Management	Water disruptions caused by droughts, climate change, and other factors pose operational risks.	Implementing water conservation measures, water-saving technologies, and sustainable water management practices improves efficiency, reduces consumption, and minimises water-related costs and risks.
Human Rights	Violations such as labour exploitation, discrimination, or unsafe working conditions can damage the organisation's reputation, leading to loss of stakeholder trust, negative public perception, and legal liabilities.	Demonstrating commitment to human rights and ethical practices enhances reputation, builds stakeholder trust, and attracts socially conscious consumers, investors, and partners.
Health & Safety	Failure to address hazards can cause workplace accidents, injuries, or fatalities, resulting in human suffering, legal liabilities, and financial losses.	Prioritising health and safety foster a culture of care, trust, and respect, boosting employee morale, motivation, and engagement.
Diversity, Equity & Inclusion	Exclusionary practices can cause alienation and disengagement among underrepresented groups, limiting collaboration, innovation, and productivity.	Embracing diversity and equity creates an inclusive culture where employees contribute diverse perspectives, driving innovation and creativity.

OUR SUSTAINABILITY APPROACH (CONTINUED)

RISK MANAGEMENT (CONTINUED)

Material Matters	Risks	Opportunities
Employee Management	Difficulty attracting and retaining skilled employees can hinder growth and innovation, causing competitive disadvantages.	Engaged employees are more productive, committed, and loyal, leading to higher job satisfaction, retention, and organisational success.
Community Investment	Failure to address social issues, economic disparities, and community grievances may lead to social unrest, protests, and opposition, causing operational disruptions, reputational damage, and regulatory scrutiny.	Strategic community investment initiatives, philanthropic donations, and social programmes enable the organisation to tackle social challenges, support underserved communities, and contribute positively to poverty alleviation, education, healthcare, and sustainable development goals.
Policy & Regulatory Compliance	Non-compliance with policies and regulations can lead to legal penalties, fines, or lawsuits, significantly affecting financial stability and reputation.	Compliance with policies and regulations fosters trust and credibility among stakeholders, including customers, investors, employees, and regulators, strengthening long-term relationships and supporting business growth.
Cybersecurity & Data Protection	Cyberattacks, phishing attempts, or system breaches may result in unauthorised access, data theft, or exposure of sensitive information, leading to financial loss, legal liabilities, regulatory penalties, and reputational damage.	Strengthening cybersecurity infrastructure and data protection protocols fosters trust among clients, investors, and business partners. Robust digital safeguards not only ensure regulatory compliance but also enhance brand reputation and support the secure delivery of digital advertising services.

Sustainability Report
(Continued)

MANAGEMENT APPROACH FOR MATERIAL MATTERS

ECONOMIC SUSTAINABILITY

At Seni Jaya, we view long-term economic sustainability as essential to delivering value for our stakeholders and contributing to the broader development of the communities we serve. Our business success enables us to support employment, foster entrepreneurship, strengthen local supply chains, and contribute meaningfully to national and local tax revenues.

Material Matters

- Economic Performance
- Customer Satisfaction
- Anti-Corruption
- Supply Chain Management



ECONOMIC PERFORMANCE

Seni Jaya successfully concluded its three-year business transformation plan, which commenced in 2021. This strategic plan included:

- Significant investment in digital billboard infrastructure
- Strategic partnerships and collaborations with other OOH advertising players
- Acquisitions of advertising media companies
- Expansion of our product portfolio, including programmatic digital out-of-home ("pDOOH") advertising solutions

These initiatives have collectively delivered positive outcomes, as reflected in the Group's revenue growth and improved profit before tax.

	FYE 2025 RM'000	FPE 2024 RM'000
Economic value generated (i.e., revenue and other income)	78,381	94,418
Economic value distributed:		
• Operating costs	51,227	66,823
• Employee wages and benefits	12,102	15,847
• Payment to providers of capital (i.e., dividend and financing cost)	1,662	1,388
• Payment to government (i.e., tax)	3,306	1,939
• Community investment	11	–
Economic value retained	10,073	8,422

Note: Financial results are based on the audited financial statements and Management Discussion and Analysis, as presented in our Annual Report.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ECONOMIC SUSTAINABILITY (CONTINUED)

ECONOMIC PERFORMANCE (CONTINUED)

Strategic growth initiatives

To strengthen our market position and drive long-term growth, Seni Jaya is acquiring Unilink, Vision and Ganad, which operate within the outdoor advertising sector. These acquisitions align with our strategy to:

- Expand our media network, especially in high-impact urban locations
- Reinforce our digital transformation roadmap
- Broaden our customer base and enhance product offerings
- Achieve operational synergies
- Strengthen bargaining power with suppliers and contractors
- Improve future profitability and shareholder value

As digital adoption continues to accelerate, integrating these companies will enhance our ability to deliver data-driven, technology-enabled advertising solutions, positioning Seni Jaya as a leading player in Malaysia's evolving OOH advertising landscape.

CUSTOMER SATISFACTION

Customer satisfaction is a key driver of Seni Jaya's long-term success. As a trusted partner in the OOH advertising industry, we are committed to delivering high-quality products and services that meet the evolving needs of our clients and align with their campaign objectives.

Our approach prioritises responsiveness, reliability, innovation, and long-term relationship building. We strive to ensure that every campaign is delivered with precision, visual impact, and brand alignment.

Client engagement & feedback

We maintain open lines of communication with our clients to better understand their needs, gather feedback, and continuously improve our offerings. Key engagement initiatives include:

- Regular client meetings and check-ins
- Post-campaign reviews to assess effectiveness
- Feedback and satisfaction surveys to identify service improvement areas

Starting in the coming year, Seni Jaya plans to track Customer Satisfaction Scores as part of our commitment to service excellence. We will also conduct targeted surveys to measure advertising effectiveness directly from end-users, leveraging the expertise of our dedicated customer service team. These initiatives reflect our proactive approach to understanding client perceptions and enhancing service quality.

To support this, we have established formal complaint management protocols, ensuring client issues are addressed promptly and professionally with a strong emphasis on service recovery.

Sustainability Report
(Continued)

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ECONOMIC SUSTAINABILITY (CONTINUED)

CUSTOMER SATISFACTION (CONTINUED)

Campaign delivery excellence

From creative production to on-ground implementation, we adhere to strict quality control standards to ensure campaigns are delivered on time and to specification. Our internal standard operating procedures ("**SOPs**") are designed to minimise errors and maximise visual impact.

We also prioritise compliance with local regulations, structural integrity, and electrical safety to ensure public safety and maintain high operational standards. This holistic approach to quality and safety has contributed to our strong market reputation and long-standing client relationships.

Our account servicing teams provide end-to-end support throughout the campaign lifecycle, including strategic guidance, planning assistance, and real-time campaign updates, ensuring seamless execution and client satisfaction.

Innovation

Innovation is central to our client value proposition and key to sustaining our leadership in the OOH industry. We offer customised advertising solutions such as:

- Digital formats for dynamic content
- Location-specific placements tailored to target audiences
- pDOOH capabilities for precision targeting

A key example is The Symbol @ Bangsar, a cutting-edge digital billboard strategically located at Jalan Maarof, Bangsar. This landmark asset features anamorphic 3D display technology, creating highly engaging, immersive visuals that captivate audiences and deliver stronger brand impact.



MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ECONOMIC SUSTAINABILITY (CONTINUED)

CUSTOMER SATISFACTION (CONTINUED)

Innovation (Continued)

The Symbol @ Bangsar has enabled us to:

- Attract premium brands seeking innovative advertising platforms
- Increase asset utilisation through dynamic content scheduling
- Differentiate our offerings with an experience that surpasses traditional digital screens

Its high-traffic location, combined with its creative capabilities, strengthens our market position and contributes significantly to revenue growth.

Our collaboration with Newswav Sdn. Bhd., Malaysia's leading news and content aggregator, represents a major step forward in enhancing audience engagement. Together, we introduced a content-sponsorship DOOH solution that integrates real-time news and trending content into digital billboard displays.



This partnership:

- Enhances advertiser credibility through association with relevant and timely content
- Offers brands new ways to connect with audiences through meaningful, informative messaging
- Enables audiences to receive value-added content while engaging with brand messages

By aligning with evolving consumer expectations and content consumption behaviours, this collaboration helps brands leave a lasting impression and supports our goal to deliver next-generation DOOH experiences.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ECONOMIC SUSTAINABILITY (CONTINUED)

ANTI-CORRUPTION

Seni Jaya upholds the highest standards of business ethics, transparency, and regulatory compliance across the Group. Our commitment to anti-corruption practices is central to safeguarding the long-term interests of the company and our stakeholders, while fostering trust and confidence in our business operations.

Governance and policy framework

Our Board and Management are committed to conducting business with integrity and in full compliance with applicable laws. This commitment is guided by:

- Code of Conduct ("**Code**") – which outlines ethical standards and expected behaviours for all employees and Board.
- Anti-Bribery and Anti-Corruption ("**ABAC**") Policy – articulates our zero-tolerance stance towards bribery and corruption. This policy is regularly reviewed to ensure alignment with the Malaysian Anti-Corruption Commission (MACC) Act 2009 and best governance practices.
- Whistleblowing Policy – provides a secure and confidential channel for employees and external parties to report misconduct, unethical behaviour, or corruption-related concerns. Reports can be submitted directly to the Chairman of the Audit Committee via email or post.

All three policies are publicly available on our corporate website, ensuring transparency and accessibility for all stakeholders.

Corruption-related training

We believe that continuous education is critical to maintaining a culture of integrity. In FYE 2025, no new anti-corruption training was conducted, as the content remained unchanged from the previous year, and existing knowledge was considered fully up to date. A 100% completion rate was attained across all employees categories in FPE 2024.

Employee Category	Completion Rate FYE 2025	Completion Rate FPE 2024	Target
Management	0%	100%	100%
Executive	0%	100%	100%
Non-executive/Technical staff	0%	100%	100%
Total	0%	100%	100%

Corruption incidents

We are pleased to report that as of 30 June 2025, there were zero reported incidents of bribery or corruption within Seni Jaya's operations.

	FYE 2025	FPE 2024	Target
Number of complaints of bribery or corruptions reported	Nil	Nil	Nil

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ECONOMIC SUSTAINABILITY (CONTINUED)

ANTI-CORRUPTION (CONTINUED)

Corruption risk assessment

During the reporting period, a review of the corruption risk assessment was undertaken for the Group's operations to evaluate the Group's exposure to corruption, bribery and fraud risks.

	FYE 2025	FPE 2024
Percentage of operations that underwent corruption risk assessments	100%	100%

SUPPLY CHAIN MANAGEMENT

At Seni Jaya, we place strong emphasis on trust, transparency, and integrity in all supplier and subcontractor relationships. As a responsible business, we recognise our role in supporting a resilient and inclusive supply chain, particularly by empowering local small and medium-sized enterprises (SMEs), which are vital to Malaysia's economic recovery and long-term growth.

Quality & performance management

To ensure product and service quality, we have implemented a robust supplier management framework, which includes:

- Establishing clear product specifications and quality standards in all purchase orders
- Selecting reputable suppliers with proven track records of performance and compliance
- Requesting and testing samples prior to full-scale production
- Conducting audits and physical inspections of supplier facilities as part of ongoing due diligence
- Maintaining open communication to provide feedback and ensure continuous improvement
- Collaborating with suppliers on joint initiatives to improve product reliability and sustainability

This structured approach ensures that materials and components used in our OOH advertising infrastructure meet our high standards for durability, safety, and visual impact.

Ethical & responsible procurement

We are committed to fair and transparent procurement practices, working only with suppliers and subcontractors who operate with integrity and uphold strong ethical, social, and environmental values. Our procurement processes are designed to identify and engage the most qualified partners while promoting responsible business conduct.

Suppliers and subcontractors are expected to comply with our procurement requirements and demonstrate accountability across key areas, including labour practices, environmental compliance, and operational efficiency.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ECONOMIC SUSTAINABILITY (CONTINUED)

SUPPLY CHAIN MANAGEMENT (CONTINUED)

Prioritising local sourcing

In line with our commitment to supporting the local economy, Seni Jaya prioritises sourcing products and services from local suppliers and subcontractors wherever feasible. This approach not only reduces transport-related emissions, supporting our environmental goals, but also helps create jobs and foster economic resilience within the communities we serve.

In FYE 2025, we allocated 100% of our procurement spending to local suppliers and subcontractors. These partners were carefully selected based on their track record of service excellence, reliability, and ethical conduct.

	FYE 2025	FPE 2024
Proportion of spending on local suppliers / subcontractors	100%	100%



ENVIRONMENTAL SUSTAINABILITY

Climate change remains one of the most critical global challenges, posing long-term risks to businesses across all sectors. While Seni Jaya operates within the media and advertising industry, we acknowledge that our activities, from infrastructure development to digital operations, carry environmental implications that must be addressed responsibly.

We are committed to reducing our environmental impact and actively adopt strategies to enhance resilience, ensure regulatory compliance, and support the broader transition to a low-carbon economy. Our environmental efforts are focused on improving performance in key areas such as energy efficiency, waste management, and water conservation.

Material Matters

- Climate Action
- Waste Management
- Water Management



CLIMATE ACTION

As part of our commitment to environmental sustainability, climate action is a key focus area for Seni Jaya. Although our business operates in a relatively low-emissions industry, we recognise the importance of doing our part to mitigate climate change and reduce our carbon footprint across all aspects of our operations.

We have taken proactive steps to reduce energy consumption and improve efficiency, particularly across our digital OOH advertising infrastructure.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ENVIRONMENTAL SUSTAINABILITY (CONTINUED)

CLIMATE ACTION (CONTINUED)

Energy efficiency

- We continue to transition to energy-efficient LED screens, which consume less power and offer a longer lifespan. A systematic replacement of incandescent and fluorescent bulbs with LED alternatives has been carried out at most of the billboard sites.
- Smart controls and timers are installed on digital billboards to manage operating hours efficiently, including auto-dimming during periods of low traffic.
- Where feasible, we are adopting solar power systems to run lighting and electronics, particularly on remote or standalone structures.
- Battery storage systems are installed to store off-peak solar energy, supporting more stable and efficient energy use.

Sustainable office practices

- Traditional lighting has been replaced with LED lights, and inverter-type air conditioners are gradually being introduced.
- A lighting schedule is in place to switch off lights during non-peak hours, supported by regular preventive maintenance of electrical systems.
- Staff are routinely reminded to practise energy-saving habits.

Sustainable materials & circular design

- Where feasible, we are redesigning billboards and fittings to allow for easy disassembly, reuse, and recycling. After dismantling old structures, any usable parts are recycled, supporting the principles of a circular economy and reducing material waste at the end of product life.

Efficient logistics

- We continually optimise our logistics and transport practices to minimise the carbon emissions associated with billboard delivery, installation, and servicing.
- This includes route optimisation, reduced trip frequency, and the use of fuel-efficient or lower-emission vehicles.

Stakeholder & client collaboration

- We dedicate billboard space to promote environmental awareness campaigns in partnership with public agencies.
- We also work with clients to incorporate climate-conscious design principles into advertising content, using our platform to encourage positive environmental behaviour.

This year, the total energy consumption from the grid was recorded at 1,987 megawatt-hours ("**MWh**"), representing a 3% increase compared to 1,927 MWh reported in FPE 2024.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ENVIRONMENTAL SUSTAINABILITY (CONTINUED)

WASTE MANAGEMENT

Seni Jaya recognises the importance of responsible waste management in reducing environmental impact and supporting a circular economy. As part of our sustainability agenda, we are committed to managing waste generated from our operations including printed advertising materials, packaging, electrical equipment, and office waste in a way that minimises landfill disposal and encourages reuse and recycling.

We have adopted a number of waste reduction initiatives across our value chain.

Material recycling & reuse

We have implemented several initiatives across our value chain to reduce waste and encourage resource efficiency:

- We reclaim and reuse steel frames, wiring, and mounting brackets wherever feasible.
- Billboard frames are made from durable steel to extend lifespan and support various lighting and display functions, ensuring maximum visibility and impact over time.
- Recycling bins are placed in office areas to encourage waste segregation.
- Preventive maintenance is conducted regularly to extend equipment lifespan, and we prioritise selective upgrades over full replacements to reduce electronic waste.

Office waste minimisation

- We are shifting towards paperless workflows by adopting digital documentation and communication practices.
- Office recycling is actively practised, with employees encouraged to segregate waste into recyclable and non-recyclable categories.

Staff awareness

- Waste segregation SOPs are being developed for campaign setups, maintenance teams, and printing crews.
- Training and awareness sessions are conducted regularly for employees and contractors on waste reduction and safe disposal practices.

The Company plans to develop a waste tracking system in the next financial year to monitor the types and volumes of waste generated across our operations. This will include waste from printed advertising materials, packaging, construction debris, and other operational sources.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

ENVIRONMENTAL SUSTAINABILITY (CONTINUED)

WATER MANAGEMENT

Although Seni Jaya's operations are not water-intensive by nature, we recognise that responsible water stewardship is a vital component of environmental sustainability.

Our water consumption primarily arises from routine office use, including sanitation, cleaning, and general administrative activities, rather than from core business functions such as billboard production or installation. As such, our overall water footprint is relatively low. Nevertheless, we remain committed to monitoring and managing our water use efficiently.

Water efficiency

To minimise our environmental impact and promote sustainable water practices, we have implemented the following measures:

- Installation of low-flow taps and dual-flush toilet systems in our office facilities to reduce daily water consumption.
- Regular checks are conducted to detect and repair leaks promptly, preventing unnecessary water loss.
- Staff are encouraged to use water responsibly through periodic reminders and awareness campaigns as part of our wider sustainability engagement.

In the current reporting year, our total water consumption was 0.4441 megalitres, reflecting a reduction compared to the previous year. This decline demonstrates the positive impact of our water efficiency initiatives and reinforces our ongoing commitment to improving resource management.



SOCIAL SUSTAINABILITY

As Seni Jaya continues to grow, attracting, developing, and retaining talent is essential to our long-term success. We are committed to cultivating a workplace that upholds human rights, prioritises safety and well-being, and fosters a culture of inclusivity, respect, and continuous development. These principles also guide our broader efforts to engage with and uplift the communities in which we operate.

Material Matters

- Human Rights
- Health & Safety
- Diversity, Equity & Inclusion
- Employee Management
- Community Investment



Sustainability Report
(Continued)

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

HUMAN RIGHTS

At Seni Jaya, we are steadfast in our commitment to protecting and promoting the rights of every individual within our organisation. We believe in treating all employees with dignity, fairness, and respect, and in recognising the unique value each person brings.

Our leadership plays a critical role in establishing and maintaining high ethical standards, guided by a robust Code of Conduct that applies to all employees and external stakeholders. This ensures our operations are aligned with principles of professionalism, equality, and accountability.

We actively promote:

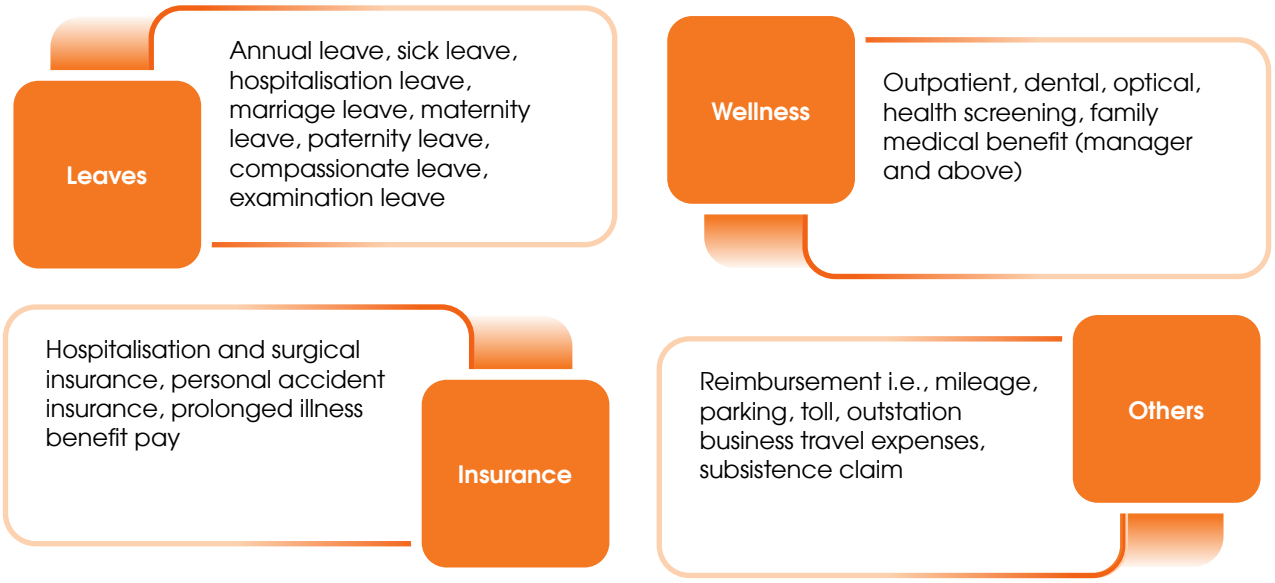
- Safe and fair working conditions
- Freedom of association
- Equal opportunity and non-discrimination
- Protection from harassment or unfair treatment

Our employment policies comply fully with Malaysia's labour laws, including the Employment Act 1955 and the Employment (Amendment) Act 2022. We uphold strict prohibitions against child and forced labour and ensure full adherence to legal requirements on working hours and compensation.

Fair compensation & benefits

Seni Jaya continuously evaluates employee compensation and benefits to ensure that our people are well-supported and fairly rewarded. We comply with the Minimum Wage Order 2024, ensuring that all employees receive at least the minimum wage and fair remuneration for overtime and additional responsibilities.

Employee benefits include:



MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

HUMAN RIGHTS (CONTINUED)

Grievance mechanism & whistleblowing

We maintain an open and transparent environment where all individuals, employees or external parties, can raise concerns freely and without fear of retaliation.

Our Whistleblowing Policy promotes ethical conduct, protects whistleblowers, and ensures concerns are addressed fairly and confidentially. Procedures for lodging a complaint are available on the Company's website, and reports may be directed to the Chairman of the Audit Committee for independent review.

We are committed to investigating all reports impartially, maintaining confidentiality, and providing timely redress wherever necessary. Our goal is to maintain zero incidents of human rights violations, fostering a workplace built on trust, respect, and integrity.

	FYE 2025	FPE 2024	Target
Number of substantiated complaints concerning human rights violations	Nil	Nil	Nil

HEALTH & SAFETY

At Seni Jaya, ensuring the health, safety, and well-being of all individuals involved in our operations including employees, subcontractors, and on-site personnel, is a non-negotiable priority. We believe that a safe workplace is a shared responsibility, and we are committed to creating a zero-harm environment through proactive safety practices, strict regulatory compliance, and continuous improvement.

We comply with the Occupational Safety and Health Act 1994, alongside all relevant Malaysian occupational health and safety regulations. Our health and safety protocols are embedded across our operations, from installation and maintenance of digital billboards to office-based activities.

We recognise that training is fundamental to building a safety-conscious workforce. That's why we provide targeted safety training to relevant on-site employees, equipping them with the skills and knowledge needed to work safely. In 2025, 12 employees participated in our safety training programmes.

	FYE 2025	FPE 2024
Number of employees trained on health and safety standards	12	4

We also engage qualified safety officers to be present on-site, ensuring that all safety protocols are strictly adhered to during the execution of works. Their presence provides an additional layer of oversight, reinforcing compliance and safeguarding the well-being of everyone involved.

We expect our subcontractors and partners to uphold the same high standards of health and safety. To ensure this, we:

- Include health and safety requirements in all contracts and tender documents.
- Conduct pre-qualification assessments to evaluate subcontractors' safety track records.
- Provide joint safety training sessions and induction programmes.
- Carry out on-site safety audits to verify compliance with our safety expectations.
- Enforce stop-work authority in the event of any non-compliance or unsafe behaviour.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

HEALTH & SAFETY (CONTINUED)

Through these efforts, we aim to build a culture of shared accountability, ensuring that everyone on site, regardless of employment status, returns home safely at the end of the day.

	FYE 2025	FPE 2024
Number of fatalities	0	0
Number of lost time injuries	0	0
LTIR	0	0

DIVERSITY, EQUITY & INCLUSION

At Seni Jaya, embracing diversity is not only a moral imperative but a strategic one. We recognise that a diverse workforce, encompassing differences in gender, age, race, ethnicity, religion, abilities, and sexual orientation, enhances innovation, decision-making, and resilience across our business.

Our inclusive culture values every employee's unique perspective and experience. We are committed to providing a workplace free from discrimination, harassment, and marginalisation, where all individuals are respected, empowered, and able to thrive.

Inclusive culture and equal opportunities

We promote equity in all aspects of our operations, ensuring fair recruitment, equal pay, and merit-based progression across all levels. Performance assessments, promotions, and remuneration are based on objective key performance indicators, with no tolerance for gender or other biases.

- Wage Equity: We ensure that wages are competitive and free from gender bias.
- Merit-Based Development: Career growth is guided by clear criteria and aligned with individual performance and contribution.

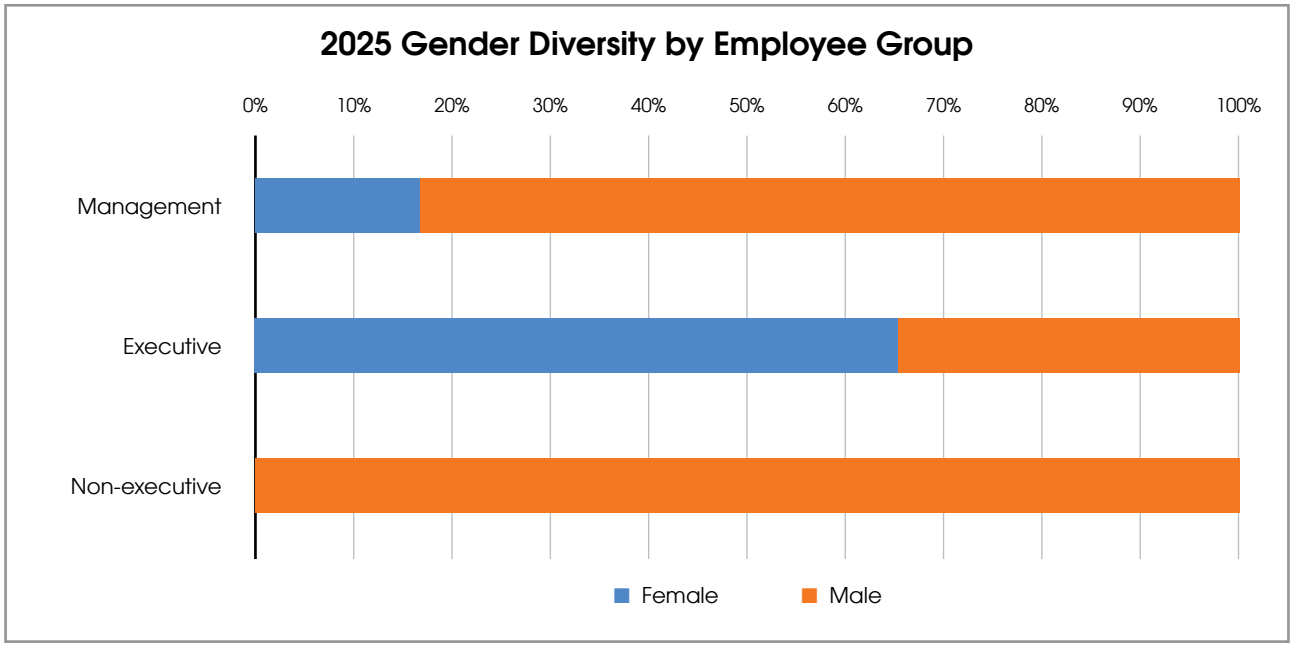
MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

DIVERSITY, EQUITY & INCLUSION (CONTINUED)

Workforce snapshot

As of 30 June 2025, Seni Jaya employed a total of 64 individuals, with 45% of our workforce being female and 55% male. This reflects our continued commitment to fostering gender balance across all organisational levels.



The age distribution of our workforce in 2025 demonstrates a diverse and balanced composition across all levels of the organisation. Executive is predominantly comprised of individuals aged 30–50, accounting for 72% of the group. This provides a foundation of strong leadership, supported by a depth of industry knowledge and experience.

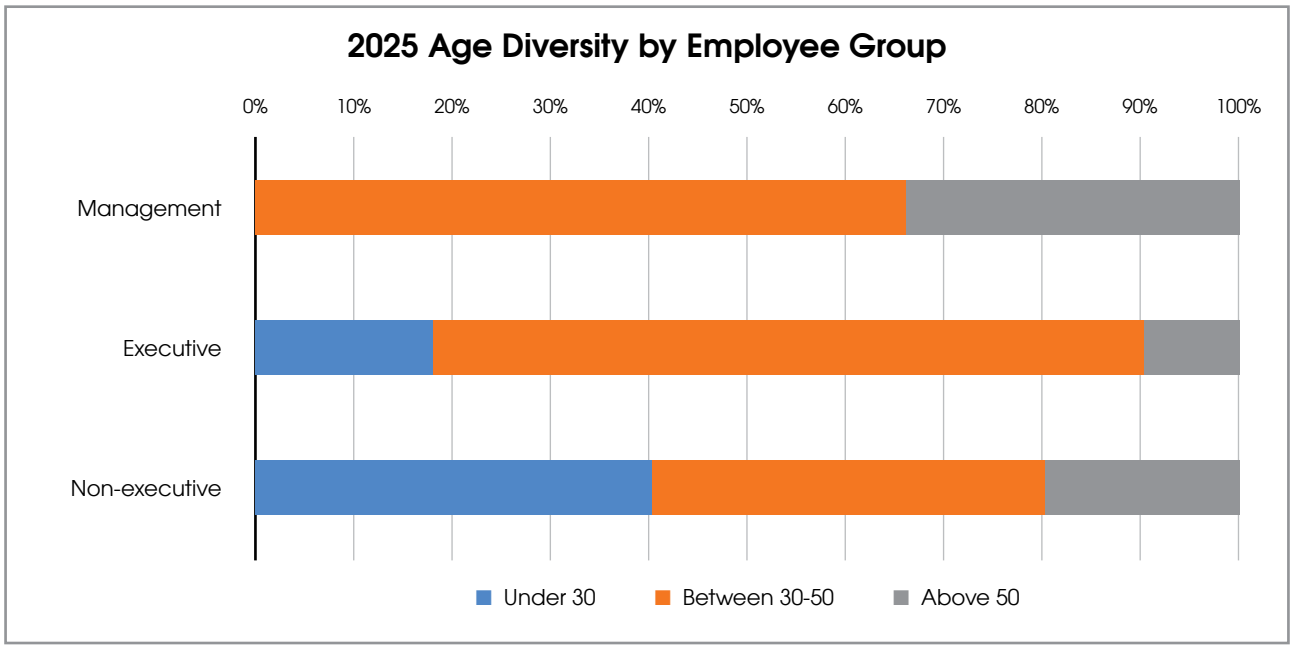
MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

DIVERSITY, EQUITY & INCLUSION (CONTINUED)

Workforce snapshot (Continued)

Our non-executives are comparatively younger, with 40% under the age of 30 and another 40% in the 30-50 age bracket. This balanced age profile promotes innovation, adaptability, and effective knowledge transfer, contributing to a dynamic, agile, and future-ready organisation.



Ethnic & local representation

Seni Jaya takes pride in its commitment to local talent development. Our entire workforce is made up of individuals residing in the regions where we operate. This not only reflects Malaysia's rich multicultural makeup, including Malay, Chinese, Indian, and other ethnic groups, but also reinforces our dedication to supporting local employment and community integration.

Board diversity

As of the date of this report, the Board of the holding company comprises 2 women among its 6 members, with 33% female representation, surpassing the 30% threshold recommended under Practice 5.9 of the Malaysian Code on Corporate Governance.

While the Board continues to focus on securing the right balance of skills, experience, and strategic insight, this level of representation marks meaningful progress towards gender equality at the highest level of governance.

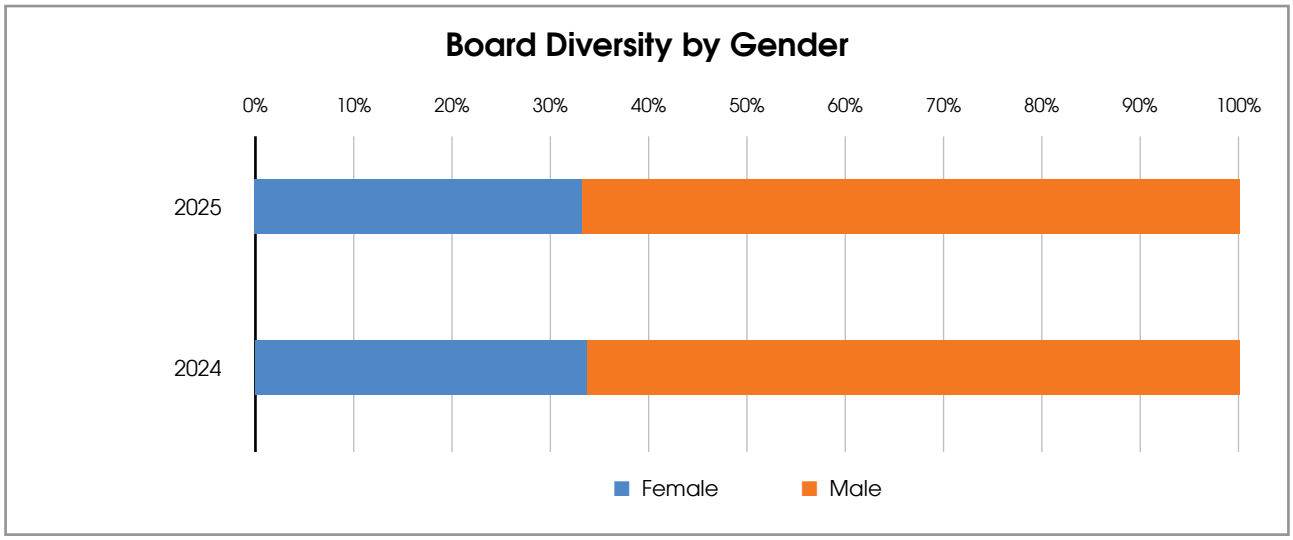
The Board remains committed to enhancing gender diversity across senior leadership and throughout the organisation, with efforts underway to identify qualified female candidates and implement broader gender equity initiatives.

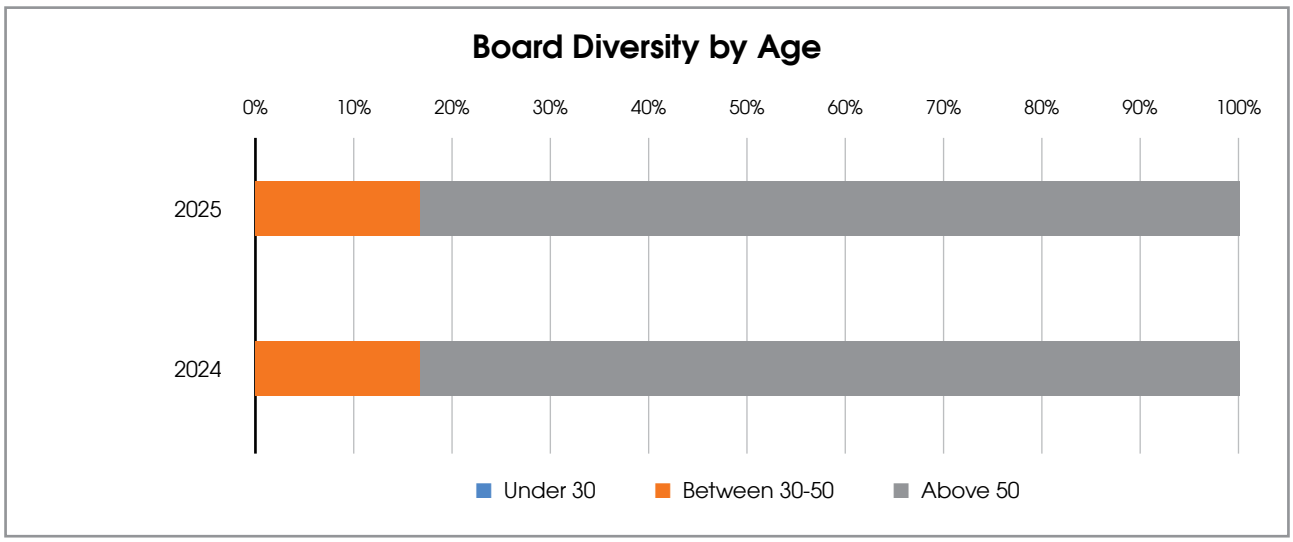
MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

DIVERSITY, EQUITY & INCLUSION (CONTINUED)

Board diversity (Continued)



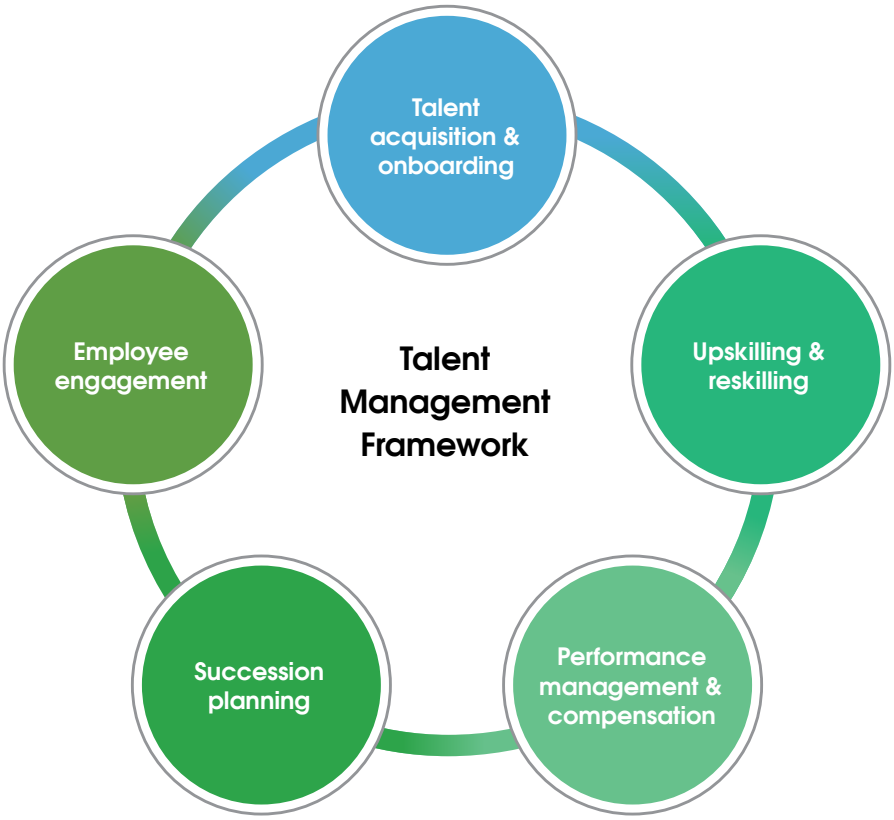


MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

EMPLOYEE MANAGEMENT

At Seni Jaya, our employees are our greatest asset. We are committed to fostering a positive, supportive, and safe work environment where everyone feels valued and respected. By ensuring equal access to opportunities for growth, development, and well-being, we create a workplace that empowers individuals and strengthens our business for long-term success.



Talent acquisition & onboarding

Our goal at Seni Jaya is to nurture and advance the professional growth of our existing workforce, providing ample opportunities for career progression within the company. We are committed to maximizing the potential of our internal talent pool, ensuring that our team members have the resources and support they need to thrive and advance their careers.

When external recruitment is necessary, our Human Resources team applies fair and structured selection processes to attract candidates whose skills and values align with our organisational goals. New employees are supported through a structured onboarding programme, which helps them integrate smoothly into the company and understand our culture, values, and operational standards from day one.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

EMPLOYEE MANAGEMENT (CONTINUED)

Upskilling & reskilling

We are committed to continuous learning, enabling our workforce to adapt and grow. In FYE 2025, employees participated in a total of 168 training hours through internal and external learning opportunities, both in-person and online.

Employee Category	Total hours of training FYE 2025	Total hours of training FPE 2024
Management	42	63
Executive	119	105
Non-executive/Technical staff	7	–
Total	168	168

Employee Category	Average training hours per employee FYE 2025	Average training hours per employee FPE 2024
Management	7	11
Executive	3	2
Non-executive/Technical staff	–	–
Overall	10	13

Performance management & compensation

Our performance culture is built around being result-oriented, accountable, collaborative, and commitment to shared success. KPIs are established for both the business and individual employees to ensure alignment with our strategic goals.

We conduct annual year-end performance reviews to provide constructive feedback, recognise achievements, and identify each employee's development needs and career aspirations. This ongoing dialogue helps drive continuous improvement and professional growth.

Outstanding performance is recognised through bonuses and promotions, rewarding exceptional results and exemplary behaviour. We also benchmark our remuneration packages regularly to ensure they remain competitive within the industry and are aligned with local market standards.

To enhance efficiency and support our sustainability goals, we have implemented the Kakitangan online management system. This platform allows employees and managers to access payroll information, tax details, and payslips digitally, reducing paper usage and streamlining HR processes.

Sustainability Report
(Continued)

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

EMPLOYEE MANAGEMENT (CONTINUED)

Succession planning

We recognise the importance of strong leadership continuity. Our Nomination Committee oversees the Group's human capital strategy and succession planning, focusing on leadership development and internal talent readiness. Managerial staff receive targeted training to support their progression into future leadership roles.

Employee engagement

We foster a culture of inclusion and engagement through regular team-building activities, festive celebrations, and company trips that help strengthen camaraderie and workplace morale. To support employee well-being and satisfaction, we have made a series of enhancements to our current office, including upgraded pantry areas, breakout zones and a coffee machine, all designed to create a more comfortable and productive working environment.

As part of our commitment to support employee engagement and accommodate our growing team, the Company plans to relocate its headquarters to a newly acquired office at The Mate, Petaling Jaya. The move, expected to take place in 2026, is part of a broader transformation initiative to provide a more modern, spacious, and collaborative working environment.



Seni Jaya's Christmas Party in 2024





Company Trip to Dubai in 2025

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

EMPLOYEE MANAGEMENT (CONTINUED)

Employee retention & attrition

In FYE 2025, our attrition rate was 13%, compared to 30% recorded in FPE 2024. We aim to further reduce this by enhancing our salary and reward schemes, developing a robust talent pipeline, and continuing to strengthen our talent development programmes.

Employee Category	Total numbers of new hires FYE 2025	Total numbers of new hires FPE 2024
Management	1	2
Executive	6	9
Non-executive/Technical staff	1	9
Total	8	20

Employee Category	Total numbers of employee turnover FYE 2025	Total numbers of employee turnover FPE 2024
Management	1	3
Executive	6	8
Non-executive/Technical staff	1	7
Total	8	18

	FYE 2025	FPE 2024
New hire rates (%)	13%	33%
Turnover rates (%)	13%	30%

Below is an overview of the proportion of contractors within our workforce across the reporting periods. Contractors form an important part of our operational model, particularly in supporting project-based and specialised functions within the OOH industry. This arrangement provides the Group with the flexibility to scale resources in line with market demand and campaign cycles. While contractors complement our permanent workforce, we remain committed to ensuring that all individuals engaged by the Group are treated fairly, in accordance with our labour practices and standards.

	FYE 2025	FPE 2024
Percentage of employees that are contractors or temporary staff	1.56%	1.61%

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

COMMUNITY INVESTMENT

With a nationwide presence of over 500 strategic locations, Seni Jaya recognises the powerful role OOH advertising can play in shaping public awareness and promoting responsible communication. Through its extensive network, Seni Jaya reaches both pedestrians and motorists, offering a unique platform to deliver messages that benefit the wider community.

Seni Jaya is committed to promoting responsible advertising and actively supports public interest communications. This approach not only enhances the social value of advertising content but also fosters a stronger bond of trust with the public. By using its platform to support causes of societal importance, Seni Jaya reaffirms its commitment to ethical and purposeful advertising, where media becomes a driver of positive and conscious change.

Key initiatives include allocating a portion of screen time or ad space on selected billboards for public service and civic messages, and campaigns in conjunction with Malaysia's ASEAN Chairmanship 2025. Seni Jaya supported the outdoor advertising industry's civic efforts through collaborations with the Outdoor Advertising Association of Malaysia ("**OAAM**") and sponsorship of ad spaces for community-oriented events such as the IJM Allianz Duo Highway Challenge.



Promotion in Conjunction with the ASEAN-Malaysia Chairmanship 2025

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

COMMUNITY INVESTMENT (CONTINUED)



Civic Message for OAAM



IJM Allianz Duo Highway Challenge (Sponsor: Ad Space)

Sustainability Report
(Continued)

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

SOCIAL SUSTAINABILITY (CONTINUED)

COMMUNITY INVESTMENT (CONTINUED)



Datuk Lee Chun Fai, Group Chief Executive Officer & Managing Director of IJM Corporation Berhad (left), and Hajah Wan Salwani Wan Yusoff, Chief Executive Officer of NPE (right), presenting Jeff Cheah, Chief Executive Officer of Seni Jaya (centre), with certificate as one of the event sponsors.

	FYE 2025	FPE 2024
Total value invested where the target beneficiaries are external to Seni Jaya (RM)	11,000	88,000
Total number of beneficiaries of the investment in communities (number of organisation)	2	5

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

GOVERNANCE SUSTAINABILITY

At Seni Jaya, we are committed to the highest standards of corporate governance and ethical conduct. This commitment is demonstrated through our strict compliance with relevant laws and regulations, alongside continuous efforts to foster a culture of transparency, accountability, and integrity throughout the organisation.

In today's increasingly digital environment, we recognise the critical importance of protecting data and maintaining stakeholder trust. To this end, we have established robust cybersecurity and data protection measures to safeguard sensitive information, comply with regulatory requirements, and ensure the privacy and security of all those we serve.

Material Matters

- Policy & Regulatory Compliance
- Cybersecurity & Data Protection



POLICY & REGULATORY COMPLIANCE

Regulatory compliance remains a cornerstone of our sustainability strategy. By prioritising ethical business practices, Seni Jaya enhances stakeholder confidence, strengthens risk resilience, and supports long-term value creation. Conversely, non-compliance may result in regulatory sanctions, legal liabilities, reputational damage, and operational setbacks.

To mitigate these risks, we closely monitor the regulatory landscape and maintain strong internal systems to ensure continued compliance.

Corporate governance policies

Our governance practices are guided by the Malaysian Code on Corporate Governance 2021 and Bursa Malaysia's Main Market Listing Requirements. These frameworks form the foundation of our corporate conduct, helping to ensure that we operate with integrity and in the best interests of our stakeholders.

Legal & regulatory oversight

Seni Jaya routinely reviews its legal register to ensure alignment with evolving laws and standards. Our internal compliance mechanisms enable us to assess regulatory performance, identify gaps, and implement timely improvements. This proactive approach supports effective risk management and reinforces our commitment to responsible business practices.

MANAGEMENT APPROACH FOR MATERIAL MATTERS (CONTINUED)

GOVERNANCE SUSTAINABILITY (CONTINUED)

CYBERSECURITY & DATA PROTECTION

As Seni Jaya expands its footprint in DOOH advertising and programmatic media services, the importance of robust cybersecurity and data protection has never been more critical. Operating in a digital ecosystem that increasingly relies on real-time data, system connectivity, and automation, we recognise that safeguarding information assets is vital to business continuity, regulatory compliance, and stakeholder trust.

Unauthorised internal or external access to our digital billboards poses a material risk, potentially resulting in the broadcast of unregulated or malicious content. Such incidents could significantly impact the Group's reputation and compromise our ability to provide credible and compliant media solutions to our clients.

To mitigate these risks, Seni Jaya has implemented a cybersecurity framework focused on strengthening the resilience of our IT infrastructure, digital assets, and internal networks. Our approach emphasises proactive monitoring, regular reviews, and alignment with industry best practices to ensure a secure and reliable digital environment for our stakeholders.

Our data handling and storage practices are aligned with the Personal Data Protection Act (PDPA) 2010 of Malaysia, ensuring that all personal and sensitive data is managed securely and lawfully.

Cyber hygiene is promoted internally through mandatory cybersecurity awareness training, simulated phishing exercises, and regular employee engagement on data protection best practices. Our IT and compliance teams work closely together to monitor threats, address emerging vulnerabilities, and enhance our security framework.

In FYE 2025, there were no reported incidents of customer data breaches or violations of privacy regulations, underscoring our commitment to data security and responsible digital operations.

	FYE 2025	FPE 2024	Target
Number of substantiated complaints concerning breaches in customer privacy or data loss	Nil	Nil	Nil

MOVING FORWARD

At Seni Jaya, sustainability is not just a guiding principle; it is central to our identity and informs every aspect of our decision-making. We recognise that responsible practices are both a moral duty and a strategic advantage in today's dynamic business landscape.

Sustainability Report
(Continued)

PERFORMANCE DATA TABLE FROM ESG REPORTING PLATFORM

As a listed issuer, Seni Jaya complies with the mandatory ESG disclosure requirements under Bursa Malaysia's Main Market Listing Requirements, in accordance with the enhanced Sustainability Reporting Guide (3rd Edition). The performance data table below, extracted from the ESG Reporting Platform, presents key indicators aligned with our identified material sustainability matters.

Indicator	Measurement Unit	2025
Bursa (Anti-corruption)		
Bursa C1(a) Percentage of employees who have received training on anti-corruption by employee category		
Management	Percentage	0.00
Executive	Percentage	0.00
Non-executive/Technical Staff	Percentage	0.00
Bursa C1(b) Percentage of operations assessed for corruption-related risks	Percentage	100.00
Bursa C1(c) Confirmed incidents of corruption and action taken	Number	0
Bursa (Community/Society)		
Bursa C2(a) Total amount invested in the community where the target beneficiaries are external to the listed issuer	MYR	11,000.00
Bursa C2(b) Total number of beneficiaries of the investment in communities	Number	2
Bursa (Diversity)		
Bursa C3(a) Percentage of employees by gender and age group, for each employee category		
Age Group by Employee Category		
Management Under 30	Percentage	0.00
Management Between 30-50	Percentage	66.67
Management Above 50	Percentage	33.33
Executive Under 30	Percentage	20.93
Executive Between 30-50	Percentage	69.77
Executive Above 50	Percentage	9.30
Non-executive/Technical Staff Under 30	Percentage	40.00
Non-executive/Technical Staff Between 30-50	Percentage	40.00
Non-executive/Technical Staff Above 50	Percentage	20.00
Gender Group by Employee Category		
Management Male	Percentage	83.33
Management Female	Percentage	16.67
Executive Male	Percentage	34.88 *
Executive Female	Percentage	65.12 *
Non-executive/Technical Staff Male	Percentage	100.00
Non-executive/Technical Staff Female	Percentage	0.00
Bursa C3(b) Percentage of directors by gender and age group		
Male	Percentage	66.67
Female	Percentage	33.33
Under 30	Percentage	0.00
Between 30-50	Percentage	16.67
Above 50	Percentage	83.33

Internal assurance | External assurance | No assurance | (*)Restated

Sustainability Report
(Continued)

Indicator	Measurement Unit	2025
Bursa (Energy management)		
Bursa C4(a) Total energy consumption	Megawatt	1,987.00
Bursa (Health and safety)		
Bursa C5(a) Number of work-related fatalities	Number	0
Bursa C5(b) Lost time incident rate ("LTIR")	Rate	0.00
Bursa C5(c) Number of employees trained on health and safety standards	Number	12
Bursa (Labour practices and standards)		
Bursa C6(a) Total hours of training by employee category		
Management	Hours	42
Executive	Hours	119
Non-executive/Technical Staff	Hours	7
Bursa C6(b) Percentage of employees that are contractors or temporary staff	Percentage	1.56
Bursa C6(c) Total number of employee turnover by employee category		
Management	Number	1
Executive	Number	6
Non-executive/Technical Staff	Number	1
Bursa C6(d) Number of substantiated complaints concerning human rights violations	Number	0
Bursa (Supply chain management)		
Bursa C7(a) Proportion of spending on local suppliers	Percentage	100.00
Bursa (Data privacy and security)		
Bursa C8(a) Number of substantiated complaints concerning breaches of customer privacy and losses of customer data	Number	0
Bursa (Water)		
Bursa C9(a) Total volume of water used	Megalitres	0.444100
Bursa (Waste management)		
Bursa C10(a) Total waste generated	Metric tonnes	0.00
Bursa C10(a)(i) Total waste diverted from disposal	Metric tonnes	0.00
Bursa C10(a)(ii) Total waste directed to disposal	Metric tonnes	0.00
Bursa (Emissions management)		
Bursa C11(a) Scope 1 emissions in tonnes of CO2e	Metric tonnes	0.00
Bursa C11(b) Scope 2 emissions in tonnes of CO2e	Metric tonnes	0.00
Bursa C11(c) Scope 3 emissions in tonnes of CO2e (at least for the categories of business travel and employee commuting)	Metric tonnes	0.00

Internal assurance | External assurance | No assurance | (*)Restated