



**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

SENI JAYA PARTNERS WITH NEWSWAV TO OFFER NATIONWIDE DYNAMIC CONTENT ON DIGITAL BILLBOARDS

Selangor, 12 June 2024 – **Seni Jaya Corporation Berhad** (“Seni Jaya” or “Company”), a dynamic out-of-home (“OOH”) media specialist & one of the market leaders, today announced its strategic partnership with Newswav, Malaysia’s leading news & content aggregator, to diversify its billboard content offerings.

Typically, digital billboard advertisements offer limited engagement opportunities for both advertisers and audiences. However, with this collaboration, Seni Jaya and Newswav will be introducing a content-sponsorship digital out-of-home (“DOOH”) advertising solution that focuses on delivering real-time news and content to enhance brands’ credibility and authenticity.

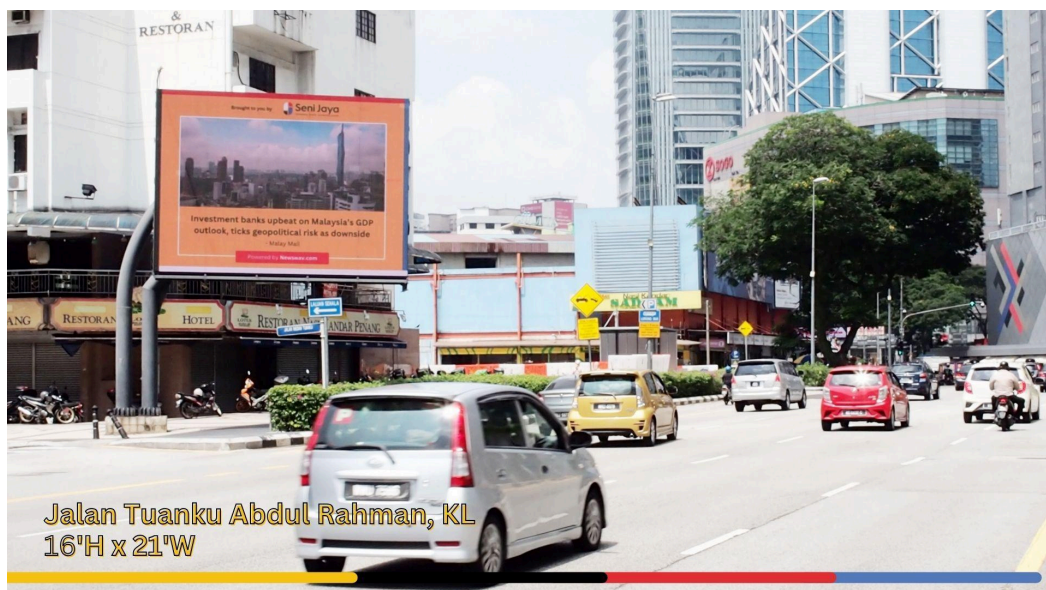
Seni Jaya chief executive officer Jeff Cheah See Heong said, “We are thrilled to partner with Newswav to bring this excellent product to the market. The integration of Newswav’s content onto our digital billboards marks a significant step forward in the evolution of DOOH media advertising, offering a powerful tool for brands to connect with audiences in meaningful way. From breaking news updates to trending lifestyle features, we can now deliver timely and relevant messages that resonate with audiences. As audience preferences continue to evolve, we aim to enhance our ability to help brands to create a lasting and memorable impression.”

"Our extensive network of over 280 local and international publishers allows us to deliver a wide range of content categories directly to Seni Jaya’s digital billboards across the nation. This initiative aims to share timely news updates and engaging content, including Business & Finance, Travel, Lifestyle, Sport and even Breaking News, with audiences on the road, enhancing their daily commute with valuable and current information," said Janice Chin, CEO of Newswav.

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Dynamic Content on Digital Billboard @ Jalan Syed Putra, Kuala Lumpur

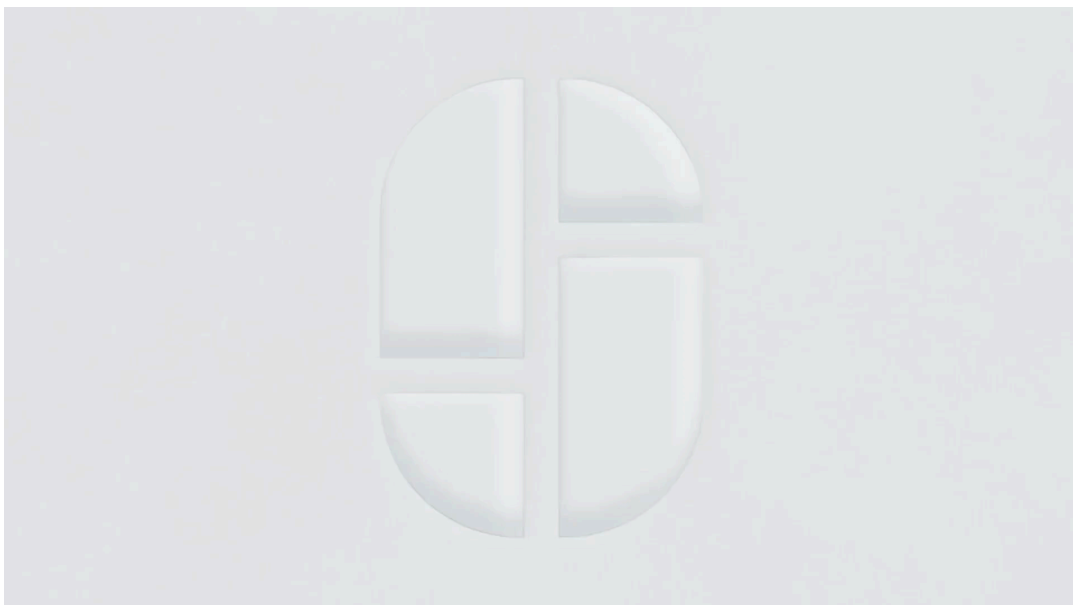


Dynamic Content on Digital Billboard @ Jalan Tunku Abdul Rahman, Kuala Lumpur

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Dynamic Content on Digital Billboard @ LDP near Kompleks Sukan PKNS, Petaling Jaya



Introduction Video of Seni Jaya's Partnership with Newsway



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Youtube link to video: <https://youtu.be/lavJm4g9Do0>

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About Seni Jaya Corporation Berhad

“Connecting Brands, Connecting People”

Seni Jaya Corporation Berhad (“Seni Jaya” or the “Company”), listed on the Main Market of Bursa Malaysia Securities Berhad, adheres to the motto of connecting brands, connecting people and boasts a legacy that spans 40 years in the vibrant landscape of comprehensive out-of-home (“OOH”) media solutions.

Established in 1983, the Company has solidified its position as one of the largest OOH advertising services providers in Malaysia, commanding over 500 billboards located at prime locations nationwide and advertising solutions leveraging on rail transit, airport & e-hailing car.

In 2021, Seni Jaya embarked on a groundbreaking three-year transformation, propelling the company into the digital forefront through strategic partnerships, M&As, and expanding geographical presence. The three-year transformation led to a tremendous revenue surge of 4.3 times in 2022, marking a significant leap in the company’s financial performance. In April 2023, Seni Jaya’s spectacular digital gantry located along Lebuhraya Damansara-Puchong (LDP) was crowned with “First Digital Gantry in Malaysia” in the Malaysia Book of Records.

For more information about Seni Jaya, please visit www.senijayacorp.com.

About Newsway Sdn. Bhd.

With over 3.4 million installations and growing, Newsway has close to 7 million average monthly visits across its mobile application and website combined. It aggregates over 680 publications and independent content creators, including renowned publishers such as Malay Mail, The Edge, Sinar Harian, BFM, The Sun Daily, SCMP, The Straits Times, Independent UK, The Borneo Post, and many more.



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Established in 2017, the politically-independent aggregator caters to diverse preferences by providing content in three languages (English, Malay, Chinese) and in three formats (articles, videos, podcasts). Download Newswav from the [App Store](#), [Play Store](#), [App Gallery](#) or visit newswav.com to experience Malaysia's #1 news & content aggregator.

Issued by Imej Jiwa Communications Sdn Bhd on behalf of Seni Jaya Corporation Berhad

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