

SENI JAYA SHOWS SUSTAINED GROWTH EXCELLENCE AS IT EARNS NATIONAL BUSINESS RECOGNITION

Seni Jaya Named Winner of the Outstanding Bull Award at the Golden Bull Award 2026

PETALING JAYA, 23 JULY 2026 – Seni Jaya Corporation Berhad (“Seni Jaya” or the “Group”), a leading Out-of-Home (“OOH”) media owner and specialist in Malaysia, has been named winner of the Outstanding Bull Award at the Golden Bull Award 2026, organised by Business Media International, with the awards ceremony held at One World Hotel, Petaling Jaya.

Now in its 23rd year, the Golden Bull Award is Malaysia's first business award, recognising successful businesses across industries and company sizes, from emerging SMEs to established, publicly listed companies, for their extraordinary business practices and sustained growth. Awarded across three tiers, Emerging Bull, Outstanding Bull and Super Golden Bull, the award celebrates businesses that have shown resilience, financial discipline and forward-thinking strategy in building lasting enterprises. The Outstanding Bull Award recognises established businesses with a proven track record of profitable operations in Malaysia. Seni Jaya's win reflects a business that has grown well beyond that bar, with revenue of RM69.71 million in FY2025, an increase of almost 7 times since FY2021.

Since Jeff Cheah took over as CEO in May 2021, Seni Jaya has grown from a business limited to static billboards into one of the most recognisable brands in the digital Out-of-Home (“DOOH”) space. By September 2021, just months into his tenure, the Group had become the country's second-largest OOH advertising provider by inventory and asset diversity, after repositioning itself as a platform for third-party OOH and DOOH operators, aggregating partner assets nationwide rather than owning every billboard outright. This rapidly expanded its network to more than 520 locations nationwide, including over 80 digital billboards, among them the digital gantry along the LDP in

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Kelana Jaya, introduced in 2023 and recognised by the Malaysia Book of Records as the country's first of its kind.

Seni Jaya has since expanded its footprint through the acquisitions of Unilink Outdoor Group, Andaman Media, Vision OOH and Ganad. To extend its reach beyond traditional OOH, the Group launched SYNQ this year as its new digital solutions company, integrating digital capabilities to maximise brand impact beyond outdoor advertising across the pillars of visibility, engagement and influence. Together, Seni Jaya's OOH and digital offerings form an Integrated Intelligent Digital Solution ("IIDS"), a digital ecosystem that unifies the Group's traditional and digital media offerings into one seamless network.

Looking ahead, the Group intends to deepen its audience analytics and programmatic advertising capabilities and grow its gamification platform into a recurring revenue stream, with the ambition of becoming Malaysia's leading technology driven OOH media player.

Mr. Jeff Cheah, Chief Executive Officer of Seni Jaya Corporation Berhad, commented, "This award reflects the sustained growth and resilience we have built since 2021, and we are honoured to be recognised among Malaysia's most outstanding businesses. I would like to thank the Golden Bull Award panel and Business Media International for this recognition, our shareholders and investors for their continued belief in Seni Jaya, and the entire Seni Jaya team for making it possible."

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

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over 520 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, GANAD, CSSB, ANDAMAN MEDIA and ENOMAD. 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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