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SENI JAYA SHOWS EXCELLENCE IN CORPORATE TURNAROUND AS DOOH FIRM ACHIEVES REGIONAL RECOGNITION

CEO of Seni Jaya, Jeff Cheah Named Master Entrepreneur as Group Wins Fast Enterprise Award

KUALA LUMPUR, 15 JULY 2026 – Seni Jaya Corporation Berhad (“Seni Jaya” or the “Group”), a leading Out-of-Home (“OOH”) media owner and specialist in Malaysia, has gained recognition not just within the media industry but across the entire region for its excellence in corporate turnaround. The Chief Executive Officer, Jeff Cheah, was awarded the Master Entrepreneur Award, while the Group itself was awarded the Fast Enterprise Award, at the Asia Pacific Enterprise Awards (“APEA”) 2026 Regional Edition, held at the InterContinental Kuala Lumpur.

Organised by Enterprise Asia, APEA is a regional award recognition programme honouring entrepreneurial and corporate excellence across Asia, spanning four categories, Master Entrepreneur, Fast Enterprise, Inspirational Brand and Corporate Excellence. The Master Entrepreneur Award recognises individual business leaders who have shown the vision and tenacity to keep innovating, while the Fast Enterprise Award goes to companies that have shown rapid growth in revenue, market share, profit or brand recognition.

Mr. Jeff Cheah, Chief Executive Officer of Seni Jaya Corporation Berhad, commented, “When the pandemic brought this industry to a near standstill, I held on to one belief, that self conviction is the foundation of any turnaround. The strongest headwinds, when met with clarity and resolve, can be converted into the very lift that drives a business forward. That has been true for every person who helped rebuild Seni Jaya, not for me alone. I would like to thank the APEA judging panel and Enterprise Asia for this recognition.”

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When Jeff took over as CEO in May 2021, Seni Jaya’s business was limited to static billboards with no digital out-of-home capability, further weighed down by the COVID-19 pandemic. Rather than scale back, he rebuilt the Group from the ground up, growing the workforce to 74 employees and repositioning Seni Jaya as a platform for third party OOH and DOOH operators, taking the billboard network past 520 locations nationwide, including 80+ digital billboards, without the capital outlay of owning every asset outright.

The results followed quickly. By September 2021, just months into his tenure, Seni Jaya had already become the second largest OOH advertising provider in Malaysia by inventory and asset diversity. Revenue has since climbed from RM8.75 million in FY2021 to RM69.71 million in FY2025, an increase of approximately 697%, or nearly eightfold. The Group’s digital gantry along the LDP in Kelana Jaya, introduced in 2023, was 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, its new digital solutions company. SYNQ integrates and extends digital capabilities to maximise brand impact beyond outdoor advertising, built around 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 all of the Group’s traditional and digital media offerings into one seamless network. Where outdoor advertising reaches many audiences at once, digital solutions engage audiences one to one, enabling activations that are measurable and trackable. Combined, the two turn a single roadside impression into a connected journey, from eyeballs on the road to personalised devices that enable a direct call to action.

Jeff has also invested in Seni Jaya's people and the communities it serves. On the people side, this includes training and staff welfare initiatives, such as overseas

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company trips and World Out of Home Organization ("WOO") regional forums. On the community side, the Group has sponsored digital airtime for causes such as the 2026 Derma Organ – Kiwanis, 2026 Cultural Night Run Penang 2nd Bridge, 2026 IJM Allianz Duo Highway Challenge, 2026 HOSPIS Malaysia 'Voices for Hospices' Charity Gala, Hari Anggota Bomba Sedunia, PDRM Terengganu Monsoon Fun Ride and many more.

The Group's growing scale has also made it a partner of choice for major brands seeking high impact, large format campaigns, including the 2024 TRX Samsung Galaxy Station wrap with Samsung Malaysia and the 'B★VERSE, BTS Singing the Stars' exhibition at Pavilion Bukit Jalil from December 2023 to March 2024. 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.

"These two recognitions belong to the whole Seni Jaya team," Jeff added. "I would also like to thank our shareholders and investors for their continued confidence in Seni Jaya. My advice to any entrepreneur watching their industry change around them is simple, do not look back at what your competitors are doing. Keep your eyes forward, keep exploring, and stay committed to building, especially when conditions make it hardest to do so."

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 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.

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