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**SENI JAYA LAUNCHES #HUNT THE MOUSE AND SYNQ
TO REDEFINE INTERACTIVE BRAND EXPERIENCES**

Selangor, 7 October 2026 – **Seni Jaya Corporation Berhad** (“Seni Jaya” or “Company”), a market leader specialising in dynamic out-of-home (“OOH”) media, today unveiled two exciting new initiatives — **#HuntTheMouse** and **SYNQ** – Integrated Intelligent Digital Solution (IIDS) — as part of its continued efforts to push the boundaries of creativity, technology and interactive experiences for brands and audiences.

The launch event, held at the KLGCC Convention Centre, brought together industry partners, advertisers, media friends and other stakeholders to experience how Seni Jaya is evolving OOH advertising beyond traditional formats.

#HuntTheMouse — Turning OOH Advertising into an Interactive Experience

#HuntTheMouse is an interactive treasure hunt game designed to transform the way audiences engage with advertising. By incorporating elements of gamification, it creates an opportunity for brands to engage consumers through an interactive and rewarding experience, encouraging the public to visit participating retail outlets and make purchases to join the hunt for a hidden mouse, with exciting cash prizes of up to RM100,000 and other rewards up for grabs each season. The initiative helps drive footfall to retail outlets via brand activations while boosting brands’ return on investment.

SYNQ — Connecting Brands Across Offline and Online

Complementing **#HuntTheMouse** is **SYNQ** – Integrated Intelligent Digital Solution (IIDS), a self-developed model by Seni Jaya that brings together multiple marketing touchpoints into one integrated ecosystem.

SYNQ is Seni Jaya’s digital solution arm, connecting out-of-home (OOH) with digital media, content creators and on-ground activations. It enables brands to create more connected and seamless consumer journeys, bridging offline to online experiences. Through **SYNQ**, Seni Jaya aims to help brands build integrated experiences that move audiences from attention to engagement and participation.

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Pushing the Boundaries of OOH Advertising

Seni Jaya chief executive officer Jeff Cheah See Heong (谢诗峰) said, “The launch of **#HuntTheMouse** and **SYNQ** marks another step in Seni Jaya’s ongoing evolution from a traditional OOH advertising provider towards a more integrated and technology-enabled advertising solutions partner. By combining the OOH capabilities with digital technology, content, influencer engagement and experiential activations, Seni Jaya is expanding the possibilities for brands to connect with audiences across multiple touchpoints.

We believe that the future of advertising lies not only in reaching audiences, but in creating meaningful, interactive and memorable experiences that encourage audiences to engage, participate and connect with brands. Through these new initiatives, Seni Jaya remains committed to empower brands with innovative solutions that bridge the physical and digital worlds while creating greater opportunities for audience engagement.”



Seni Jaya chief executive officer Jeff Cheah See Heong at the launch event held at KLGCC Convention Centre

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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 600 billboards located at prime locations nationwide and advertising solutions leveraging on rail transit, & e-hailing cars.

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.

In September 2026, Seni Jaya secured the advertising concession for Johor Bahru – Singapore Rapid Transit System Link (RTS Link) for a period of 7 years, further strengthening its transit media footprint. In addition, the Company launched its latest and largest digital screen to date, spanning 48.0 metres (W) x 16.3 metres (H), The Symbol @ Bukit Bintang Junction – Malaysia’s Most Instagrammable Junction.

For more information about Seni Jaya, please visit www.senijayacorp.com and <https://www.youtube.com/watch?v=rl6csp57ChU>.

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

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