

Press Release

For Immediate Distribution

SENI JAYA SECURES RTS LINK ADVERTISING CONCESSION, STRENGTHENING TRANSIT MEDIA FOOTPRINT

Seven-Year Concession Positions the Group to Capture Advertising Opportunities Across High-Visibility Rail Infrastructure

KUALA LUMPUR, 2 SEPTEMBER 2026 – **Seni Jaya Corporation Berhad** (“Seni Jaya” or the “Group”), a dynamic and leading Out-of-Home (“OOH”) media specialist in Malaysia, announced that **SJX Media Sdn. Bhd.** (“SJX Media”), an indirect 70%-owned subsidiary of the Group, with the remaining 30% equity interest held by Southern XMedia Sdn. Bhd. (“Southern XMedia”), a leading Johor Bahru-based OOH advertising specialist that has established itself as one of the market leaders and trendsetters in the provision of outdoor media services in Johor, had on 1 September 2026 entered into an **Advertising Concession Agreement** (“ACA”) with **Malaysia Rapid Transit System Sdn. Bhd.** (“MRTS”) for the appointment of SJX Media as the outdoor Advertising Media Concessionaire for the RTS Link Project.

Under the ACA, **SJX Media has been granted concession rights to exclusively undertake the design, procurement, manufacture, installation, testing, commissioning, operation, maintenance and transfer of outdoor advertising media at designated advertising spaces within the RTS Link Project.** SJX Media will also be responsible for the marketing, management, operation, sale, display and commercial exploitation of the advertising spaces and advertising activities throughout the concession period, subject to the terms and conditions of the ACA.

The concession will be undertaken on a Design, Build, Operate and Transfer (“DBOT”) basis for a period of seven years commencing from the official commencement date of the concession. The concession period may be renewed for a further three years at the sole and absolute discretion of MRTS, subject to the submission of a renewal proposal by SJX Media and mutual agreement on the revised commercial terms.

MRTS is a wholly-owned subsidiary of Malaysia Rapid Transit Corporation Sdn Bhd (“MRT Corp”) and is principally involved in facilitating, undertaking and expediting the construction of the RTS Link Project approved by the Government of Malaysia. MRTS is also involved in station commercial businesses, including the leasing of station retail space, leasing of advertising space inside trains and stations, and enabling telecommunication services on the railway system of the RTS Link.

The new concession represents a significant strategic milestone for Seni Jaya as it expands deeper into rail and transit-linked advertising infrastructure. By securing advertising concession rights within the RTS Link ecosystem, the Group is strengthening its exposure to high-visibility, high-footfall transit environments, which are increasingly attractive to advertisers seeking consistent audience reach and impactful brand presence.

Mr. Jeff Cheah See Heong, Chief Executive Officer of Seni Jaya Corporation Berhad said, “This concession marks an important step forward for Seni Jaya as we continue to expand beyond traditional billboard

formats into high-impact transit media. The RTS Link Project provides a strategic platform for advertisers to engage audiences in a highly visible and captive environment. Together with Southern XMedia, our strategic partner and a leading Johor-based OOH advertising specialist, we are confident that the RTS Link Project will establish a strong advertising footprint in Southern Malaysia, creating new opportunities for brands to engage audiences through this strategic cross-border transit network.”

He added, “Our focus is to build a stronger, more diversified OOH and DOOH ecosystem that combines prime locations, operational expertise and scalable media assets. With SJX Media appointed as the Advertising Media Concessionaire for the RTS Link, we are well-positioned to unlock new revenue opportunities and strengthen Seni Jaya’s long-term growth profile.”

As part of the ACA, SJX Media will undertake the necessary pre-operational works, including planning, design, approvals, procurement, fabrication, installation, testing and commissioning of the advertising infrastructure, assets and facilities. These pre-operational works are required to be completed within three months from the effective date of the ACA, after which MRTS will issue a notice to proceed for the commencement of the concession.

The Group expects the ACA to contribute positively to its future earnings, earnings per share, net assets per share and gearing. The ACA is not expected to have any effect on the share capital and shareholdings of the substantial shareholders of the Group. The acceptance of the ACA is also not subject to the approvals of Seni Jaya’s shareholders or any relevant regulatory authorities.

###

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 500 billboards nationwide, the Group 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, CSSB, OSSB, ANDAMAN MEDIA, ENOMAD and BTSJ. 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/>

Issued By: Swan Consultancy Sdn. Bhd. on behalf of Seni Jaya Corporation Berhad

For more information, please contact:

Jazzmin Wan

Tel: +60 17-289 4110

Email: j.wan@swanconsultancy.biz

Chris Ser

Tel: +60 12-345 3133

Email: c.ser@swanconsultancy.biz
