

## **Press Release**

For Immediate Distribution

# **SENI JAYA ANNOUNCES RECORD PBT OF RM6.3 MILLION IN Q2 FY2025 AND GREW BY 132.3%**

*Out-of-Home Advertising Growth Accelerates the Company with Strong Demand in Key Locations*

---

**KUALA LUMPUR, 27 FEBRUARY 2025** – **Seni Jaya Corporation Berhad** (“Seni Jaya” or the “Group”), a dynamic and leading Out-of-Home (“OOH”) media specialist in Malaysia, today announced its unaudited financial results for the second quarter ended 31 December 2024 (“Q2 FY2025”), **reporting a record Profit Before Tax (“PBT”) of RM6.3 million.**

The Group also posted a 31.4% year-on-year (“YoY”) revenue growth to RM19.2 million, compared to RM14.6 million in Q2 FY2024. **This strong performance was primarily driven by the growing demand for digital billboards, reflecting the industry’s shift towards dynamic, comprehensive outdoor advertising solutions.** Seni Jaya’s strategic investments in digital assets in recent years have yielded significant returns, solidifying its leadership in the evolving OOH landscape.

Compared to the immediate preceding quarter (“Q1 FY2025”), Seni Jaya’s revenue grew from RM17.6 million to RM19.2 million, **while PBT surged by 132.3% from RM2.7 million.** This increase aligns with the Group’s seasonal trends, as clients typically allocate higher advertising and marketing budgets during this period.

For the six-month period ended 31 December 2024 (“6M FY2025”), revenue grew 45.3% to RM36.8 million, up from RM25.3 million in the previous year’s corresponding period. Digital billboards contributed an additional RM7.6 million in revenue, reinforcing Seni Jaya’s position as a key player in the digital OOH space. **Meanwhile, PBT expanded by 47.5% to RM9.0 million, reflecting improved profitability driven by higher demand and operational efficiencies.**

**Mr. Jeff Cheah See Heong, Chief Executive Officer of Seni Jaya Corporation Berhad** commented, “Our stellar Q2 FY2025 performance underscores the success of our strategic investments in digital advertising. The sustained demand for digital billboards has driven our revenue growth, further strengthening our market leadership in Malaysia’s OOH sector. We remain committed to innovation, leveraging data-driven solutions to enhance audience engagement and maximise ROI for our clients.”

He added, “With rapid urbanisation and increasing road traffic, high-visibility advertising solutions will remain in high demand. Our ongoing investments in large-format digital billboards will further strengthen our market presence and support long-term, sustainable earnings growth.”

As the industry continues its digital transformation, Seni Jaya is well-positioned to capitalise on emerging opportunities. The Malaysian government’s infrastructure development plans, coupled with the accelerating adoption of digital advertising, create a favourable backdrop for further growth.

Moving forward, Seni Jaya will continue expanding its digital media assets, investing in AI-driven analytics for targeted advertising, and enhancing consumer engagement through innovative advertising formats.

As at 5:00 P.M., **27 February 2025**, Seni Jaya's share price closed at **RM0.33**, showcasing a market capitalisation of **RM70.50 million**.

###

---

**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 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, 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](mailto:j.wan@swanconsultancy.biz)

**Chris Ser**

**Tel:** +60 12-345 3133

**Email:** [c.ser@swanconsultancy.biz](mailto:c.ser@swanconsultancy.biz)

---