

Press Release

For Immediate Distribution

SENI JAYA DELIVERS STRONG Q2 FY2026 WITH 30% QoQ PBT GROWTH TO RM6.0 MILLION

Declares First Interim Dividend as Post-Consolidation Earnings Momentum Strengthens

KUALA LUMPUR, 24 FEBRUARY 2026 – **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 2025 (“Q2 FY2026”), delivering continued earnings momentum supported by stronger billboard demand, improved operating leverage and disciplined execution of its growth strategy.

Building on the Group’s post-2021 consolidation and foundation-building phase, the Board has also declared the Group’s first interim dividend of 1 sen per ordinary share, amounting to approximately RM2.1 million, reflecting management’s confidence in the Group’s cash flow generation and earnings sustainability. This dividend marks an important milestone as Seni Jaya begins to progressively “give back” to shareholders while continuing to reinvest for long-term growth.

For Q2 FY2026, **the Group recorded revenue of RM22.8 million, representing a 19% year-on-year (“YoY”) increase from RM19.2 million in the corresponding quarter last year.** Profit before tax (“PBT”) came in at RM6.0 million, reflecting stable profitability amid a more competitive advertising landscape, while profit after tax (“PAT”) stood at RM5.1 million.

On a quarter-on-quarter (“QoQ”) basis, **Seni Jaya delivered a notable earnings uplift, with PBT rising by RM1.4 million or 30% from RM4.6 million in the preceding quarter ended 30 September 2025.** The improvement was driven by higher revenue and gross profit, underpinned by increased billboard advertising demand across core locations and stronger production-related income, which rose 121% QoQ. These results highlight the operating scalability of the Group’s OOH platform as utilisation rates improve.

For the six-month period ended 31 December 2025, **the Group posted revenue of RM44.9 million, an increase of 22% YoY from RM36.8 million, while 1H FY2026 PBT rose 18% YoY to RM10.6 million.** The stronger half-year performance was supported by higher billboard occupancy, disciplined cost management and the effective execution of strategic initiatives across the Group’s asset base.

On a core/normalised basis, excluding non-core items, Seni Jaya’s core PAT for Q2 FY2026 amounted to RM4.2 million, translating into a core PAT margin of 18%. The moderation in core earnings compared with the corresponding quarter last year was mainly attributable to tax adjustments and the utilisation of capital allowances and unabsorbed business losses during the current quarter, rather than any weakening in underlying operating demand.

Mr. Jeff Cheah See Heong, Chief Executive Officer of Seni Jaya Corporation Berhad commented, “Our Q2 FY2026 results reflect continued operational momentum, particularly on a sequential basis. The strong QoQ growth in PBT underscores the resilience of our OOH platform and the benefits of higher asset utilisation as advertiser demand gradually improves. Importantly, the Group continues to generate solid cash flows while expanding its asset base. The declaration of our first interim dividend also reflects management’s confidence in the Group’s strengthened foundations and our commitment to deliver sustainable returns to shareholders.”

He added, “As we progress through FY2026, we remain focused on strengthening our market position through portfolio expansion and integration. The acquisitions of Unilink Group, Vision OOH and Ganad Media will further enhance our nationwide footprint, broaden our premium inventory and unlock operational synergies, positioning Seni Jaya for sustainable long-term growth.”

Malaysia’s macroeconomic backdrop remains supportive, with Bank Negara Malaysia projecting continued growth in 2026 on the back of resilient domestic demand and sustained investment. While industry forecasts point to a more cautious advertising environment after a sharper decline in 2025, advertisers are expected to prioritise channels that deliver strong reach, visibility and measurable outcomes. Against this backdrop, OOH continues to demonstrate resilience, supported by urbanisation and sustained commuter volumes. The Group remains focused on long-term growth through portfolio expansion and asset upgrades, including developing high-value sites and converting selected static billboards to digital. Following the acquisitions of Unilink Group, Vision OOH Sdn. Bhd. and Ganad Media Sdn. Bhd., the Group has further strengthened its market presence and capabilities, broadened its footprint across key urban and transit locations, and enhanced its ability to deliver nationwide reach, diverse formats and cross-platform solutions, supporting sustainable long-term growth.

As at 5:00 P.M., **24 February 2026**, Seni Jaya’s share price closed at **RM0.55**, showcasing a market capitalisation of **RM117.5 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

Chris Ser

Tel: +60 12-345 3133

Email: c.ser@swanconsultancy.biz
