

Press Release

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SENI JAYA ANNOUNCES STRONG PBT GROWTH BY 162% TO RM2.1 MILLION IN Q3 FY2025

Sustained Revenue Growth Driven by Demand for Digital Out-of-Home Advertising

KUALA LUMPUR, 28 MAY 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 third quarter ended 31 March 2025 (“Q3 FY2025”). The Group recorded revenue of RM17.1 million, marking a 24% year-on-year (“YoY”) growth from RM13.8 million in the corresponding quarter last year.

The quarter’s improvement reflects stronger demand across billboard segments. Correspondingly, **profit before tax (“PBT”) turned around to RM2.1 million from a loss before tax (“LBT”) of RM3.3 million in Q3 FY2024, signalling a return to profitability and enhanced cost discipline.**

On a quarter-on-quarter (“QoQ”) basis, the Group’s revenue moderated slightly from RM19.2 million in Q2 FY2025 to RM17.1 million in the current quarter, in line with typical seasonal trends where client spending peaks in the final quarter of the calendar year. **Despite this, core profit after tax (“PAT”) remained resilient at RM2.9 million, compared to RM1.6 million in the previous quarter, reflecting an 89% increase, driven by increased demand for billboards, margin improvements and efficient overhead management.**

For the nine-month financial period ended 31 March 2025 (“9M FY2025”), the Group posted revenue of RM53.9 million, a 38% increase from RM39.1 million in the same period last year. **Core PAT for the period more than doubled to RM12.3 million, compared to RM5.2 million previously, underscoring the Group’s earnings turnaround and disciplined cost management.**

Mr. Jeff Cheah See Heong, Chief Executive Officer of Seni Jaya Corporation Berhad commented, “Our Q3 performance reflects the ongoing strength of our core OOH business and the payoff from our strategic pivot to high-impact formats. With our revenue base growing steadily and core profitability expanding, we are increasingly well-positioned to capitalise on market trends and deliver long-term value to our stakeholders.”

He added, “We are particularly excited about the upcoming rollout of our immersive 3D anamorphic displays, which will feature synchronised dual-screen formats to offer brands an unparalleled visual experience. These innovations mark a bold step forward in digital OOH advertising, aligning with our vision of transforming high-traffic zones into high-impact brand touchpoints.”

The Group remains optimistic as Malaysia’s urbanisation and infrastructure growth continue to fuel OOH media expansion. Seni Jaya is sharpening its focus on larger, premium billboard formats and tech-enhanced solutions, with strategic investments in AI-driven audience analytics and campaign optimisation.

While global uncertainties—particularly the proposed US tariffs on technology imports—may pose cost and supply chain pressures, Seni Jaya is proactively managing risks through diversification of suppliers, cost containment initiatives, and targeted focus on resilient domestic market sectors.

The Group is also progressing with the proposed acquisitions of Unilink Outdoor Sdn. Bhd. and Vision OOH Sdn. Bhd., which are expected to expand its customer base, elevate product offerings, and unlock operational synergies to further boost long-term profitability.

As at 5:00 P.M., **28 May 2025**, Seni Jaya's share price closed at **RM0.335**, showcasing a market capitalisation of **RM71.5 million**.

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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/>

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