

Press Release

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SENI JAYA DELIVERS RM14.2 MILLION CORE PAT IN FY2025, MORE THAN DOUBLED COMPARED YOY

Quarterly PBT Surges 63% QoQ to RM3.4 Million on Strengthened Billboard Demand

KUALA LUMPUR, 28 AUGUST 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 fourth quarter and financial year ended 30 June 2025 (“Q4 FY2025” and “FY2025”).

For Q4 FY2025, the Group recorded revenue of RM15.8 million, representing a 25% year-on-year (“YoY”) growth from RM12.7 million in the corresponding quarter of the previous year. **Profit before tax (“PBT”) for the quarter stood at RM3.4 million, a significant turnaround from a loss before tax (“LBT”) of RM3.0 million in Q4 FY2024.**

On a quarter-on-quarter (“QoQ”) basis, **revenue decreased compared to RM17.1 million in Q3 FY2025. Despite a marginal decline in revenue, demand across billboard segments remained resilient, supported by ongoing campaigns and advertiser confidence.** PBT grew by 63% to RM3.4 million against RM2.1 million in the preceding quarter, driven mainly by continued cost discipline.

For FY2025, the Group delivered revenue of RM69.7 million, up 35% from RM51.7 million in FY2024. **PBT surged to RM14.4 million compared to a marginal loss of RM0.2 million in the prior year, reflecting robust growth in billboard demand and the absence of one-off costs such as the B*Verse Exhibition and goodwill impairment that weighed on previous results.** Core/normalised profit after tax (“PAT”) more than doubled to RM14.2 million from RM6.4 million a year ago, highlighting the Group’s continued growth.

Mr. Jeff Cheah See Heong, Chief Executive Officer of Seni Jaya Corporation Berhad commented, “Our FY2025 performance marks a pivotal year of recovery and growth for Seni Jaya. We have successfully strengthened our topline, optimised margins, and demonstrated the resilience of our core OOH business. With a strong financial footing, we are better positioned to scale our business and seize opportunities in the digital transformation of outdoor media.”

He added, “Looking ahead, we remain focused on expanding our premium billboard formats and digital OOH capabilities. The proposed acquisitions of Unilink Group and Vision OOH are progressing, and we expect these to significantly broaden our customer base, unlock operational synergies, and accelerate long-term growth.”

The Group noted that Malaysia’s steady macroeconomic outlook, coupled with rising urbanisation and increasing demand for data-driven advertising solutions, continues to support growth prospects. Seni Jaya aims to leverage technology investments in audience analytics, programmatic advertising, and immersive formats, such as 3D anamorphic displays, to further enhance its market positioning.

As at 5:00 P.M., **28 August 2025**, Seni Jaya's share price closed at **RM0.41**, showcasing a market capitalisation of **RM87.6 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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