



**SENHENG NEW RETAIL BERHAD** 202101019079 (1419379-T)

44B, Jalan Pandan 3/2,

Pandan Jaya, 55100 Kuala Lumpur.

Tel: 03 2280 6388

**PRESS RELEASE**

## Senheng announces store expansions & upgrades for the next quarter

- *Expansions and upgrades in line for major urban areas, from Kota Kinabalu, Sabah in East Malaysia till Kangar, Perlis in the Peninsular*
- *Senheng x Samsung Premium Experience Store at The Shoppes at Four Seasons Place showcases the cream of the crop of Consumer Electronics*

Kuala Lumpur, Malaysia, 27 May 2022 - Senheng New Retail Berhad (Senheng or the Group; Bloomberg: SENHENG MK; 新兴集团), is announcing that they will be expanding and upgrading stores at several locations in the third quarter of 2022 (3Q22). These include stores at major urban areas comprising of Grand Senheng Alamesra at Kota Kinabalu, senQ Elite Pavilion at Bukit Jalil, Grand Senheng Kangar at Kangar, Senheng x Samsung Premium Experience Store at Four Seasons Place, Grand Senheng Elite Putrajaya at Putrajaya, Grand senQ Leisure Mall at Cheras, and Grand Senheng Nilai at Nilai.

Locals around Kota Kinabalu, Kangar and Nilai will definitely appreciate the latest store format that will enrich their in-store customer experience, thus generating a higher basket spend per store. Evidently, the latest store format registered on average 30%-50% higher per-store sales compared to typical Senheng stores.

While Grand Senheng Elite Putrajaya, Grand senQ Leisure Mall, and senQ Elite Pavilion follows the success models of previous stores, which are Grand Senheng Elite SS2 at Petaling Jaya and Grand senQ Paradigm Mall at Johor Bahru respectively, the Senheng x Samsung Premium Experience Store is the first in its category, a flagship co-branding store.

A strategic collaboration with one of the biggest players in the Consumer Electronics industry, the Senheng x Samsung Premium Experience Store will feature state-of-the-art home appliances and digital gadgets by Samsung. Located at The Shoppes at Four Seasons Place, Kuala Lumpur, the store aims to provide shoppers a walk-through, real-life simulation of what it is like to live in a smart home, custom fitted with premium products tuned in to their lifestyle.

These launches are part of the Group's program for upgrade and expansions throughout 2022 to 2024, and in the longer term, the Group aims to transform its existing stores into Territory Champions - leading stores within a five-kilometre radius by floor space and products range.

# SENHENG

The Group's expectations of higher store revenue and stronger performance in 2022 will be supported by these new launches and upgrades, and remains optimistic of better in the current financial year ending 31 December 2022 (FY2022).

## **About Senheng New Retail Berhad**

Senheng is Malaysia's leading consumer electrical and electronics retailer. Founded in 1989, the Group has grown its retail network to over 100 physical stores across Peninsular and East Malaysia, and is supported by various online retail platforms.

The Group's stores carry more than 280 renowned consumer E&E brands, featuring a comprehensive range of digital gadgets, audio visuals, home appliances and related products. An early adopter of digitalisation and business transformation, Senheng continues to deliver excellent customer satisfaction via its seamless New Retail Model. The Group has a growing customer base, with over 3 million PlusOne loyalty members to-date.