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PRESS RELEASE

Senheng officiates the opening of its new Central Distribution Centre (CDC)

- **New 280,000 sq. ft. facility in Bandar Bukit Raja, Klang is part of Senheng’s expansion plan**
- **Optimising logistics and fulfilment capabilities to bring greater customer satisfaction**

Kuala Lumpur, 18 June 2022 - Senheng Electric (KL) Sdn Bhd officiated its new Central Distribution Centre (CDC) at Bandar Bukit Raja, Klang, which will cater to the ever-growing demand from Malaysian consumers. The CDC has a built-up area of approximately 280,000 sq. ft., four times larger than its previous centre.

“Logistics play an important role in our business, as we strive for optimal inventory replenishment across our stores nationwide, and timely delivery to our e-commerce customers. The new CDC will definitely enhance our efficiency and order fulfillment capabilities,” said Mr Lim Kim Chieng, President of Senheng Electric (KL) Sdn Bhd.

The new CDC will also contribute to greater customer satisfaction as Senheng meets the fast-paced needs of consumers—Mr Lim Kim Heng, Chairman of Senheng Electric (KL) Sdn Bhd. added: “By optimising our logistics and fulfillment capabilities, our stores will consistently display the latest exciting products from our brand partners, and generate greater positive brand awareness among our customers.”

A “Plant a Tree” ceremony was also held during the event, contributed by 35 brand partners, joining Senheng in its constant pursuit of sustainability and environmental conservation. Senheng continuously adopts greener practices, in alignment with the United Nations’ (UN) Sustainable Development Goals, specifically SDG13.

Senheng has adopted paperless initiatives since 2015, and the new CDC will also be operating with a paperless system for more efficient, greener day-to-day operations.



About Senheng

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

Senheng'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. It has a growing customer base, with over 3 million PlusOne loyalty members to-date.