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**FOR IMMEDIATE RELEASE**

## **Senheng and Maxis Collaborate to Provide Seamless Customer Experience**

KUALA LUMPUR, 17 Nov 2022– Senheng and Maxis have come together to provide improved customer touchpoints via the creation of **Maxis Store-In-Store (SIS)** counters, allowing customers of both companies to browse, sign up, or even upgrade their Maxis’ plans and devices, at Senheng and senQ stores nationwide beginning November 2022.

Customers who are purchasing gadgets and other smart devices in Senheng or senQ stores can now enjoy a seamless sign-up process for Maxis mobile or fibre plans at the Maxis SIS counter. This experience will be convenient for those who are pressed for time, and allows customers to be able to use their devices right out of the box.

“We are pleased to team up with Maxis, a truly Malaysian brand and a leader in the telco industry. Our loyal customers will be glad to know that it’s now even more convenient for them to sign up for a new mobile service for their new devices. Our customers will also get their usual PlusOne benefits for their new devices as well, such as our extra one year warranty on top of manufacturer’s warranty. This added convenience on top of our PlusOne benefits will definitely be a great way to attract and retain customers across all segments,” said Mr Lim Kim Chieng, the President of Senheng Electric (KL).

“This collaboration is timely especially when customer expectations and behaviours are always evolving. By integrating our services into Senheng and senQ stores, we hope to bring greater convenience and elevate our Unmatched Personalised Experience for our customers. Together with Senheng, we look forward to expanding our services to all Malaysians so that they can be All-Ways Connected with Maxis,” said Patrick Er, Chief Sales & Services Officer of Maxis.

The new Maxis SIS counters will first be made available at 11 Senheng stores listed below with the remaining 97 Senheng and SenQ stores to follow progressively in 2023.

Region	Senheng Outlet
Central	Senheng Pandan Jaya
Central	Senheng IOI Mall
Central	Senheng Leisure Mall
Central	Senheng Kajang
Central	Senheng Alamanda Elite
Central	Senheng X Samsung Premium Experience Store
Northern	Senheng Sunway Carnival
Northern	Senheng Ipoh Parade
Sabah	Senheng Imago Mall
Sarawak	Senheng Vivacity Mall
Southern	Senheng Paradigm Mall

Senheng is one of the few Consumer Electric retail players to have a strategic collaboration with Maxis, leveraging the respective strengths of both companies with an aim to create even more value for customers.

Maxis is currently extending a special promotion to customers who sign up for any of the following plans at its physical SIS counters:

- 12-month Maxis Fibre contract – RM120 rebate
- 24-month Maxis Postpaid contract – RM240 rebate
- Purchase of any Maxis or Hotlink Postpaid device plan - a RM50 TNG voucher



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### **About Senheng**

Senheng® Electric (KL) Sdn. Bhd. is one of the leading consumer electronics chain stores in Malaysia. First started in 1989 as a consumer electrical appliances shop, it has since grown into more than 100 branches across Malaysia, with sales reaching almost RM1.3 billion in 2020. Helmed by the Lim brothers, K.H., K.C. and K.Y., Senheng® has gained its reputation and credibility that has made waves in the industry through progressive, forward looking, and innovative touches.