

FOR IMMEDIATE RELEASE

Senheng App Launches S-Coin Redemption Centre, Enhancing Value for PlusOne Members



KUALA LUMPUR, August 14, 2023 - Senheng App, a leading digital platform for consumer electronics and home appliances, today announced the grand launch of its S-Coin Redemption Centre. With the launch of this feature, Senheng customers can now redeem their S-Coin for items beyond consumer electronics. The S-Coin redemption Centre will kickstart with over 350 products across 30 merchants with more to come in the future.

PlusOne Members can redeem their S-Coin for up to 100% of the product value, depending on the campaign and specific item. For instance, a biscuit with a normal price of RM10.00 entitled for a 100% S-Coin redemption, can be purchased by redeeming 10,000 S-Coin without paying any cash.



Rossnan Cheong, CEO of Senheng App, said, "The S-Coin Redemption Centre is an important step for Senheng App as we grow our S-Coin rewards programme to be the most valuable one in Malaysia. With an ever-expanding catalogue of merchants and products, Senheng customers will be truly rewarded for their loyalty. "

Mr KH Lim, Chairman of Senheng Malaysia, added, "We continuously strive to deliver superior value and service to our PlusOne members, who are at the heart of our business. With the introduction of the S-Coin Redemption Centre, we aim to provide our loyal customers with a wholly seamless shopping experience within the Senheng ecosystem."

The S-Coin Redemption Centre is the latest addition to the Senheng App's suite of features designed to enhance the shopping experience for PlusOne members. It underscores Senheng's commitment to rewarding customer loyalty and providing exceptional value.

For more information about the S-Coin Redemption Centre and how to become a PlusOne member, download the new Senheng App.

About Senheng App

Senheng App is a digital platform that extends the shopping experience of Senheng retail stores online. The app offers a broad range of services and products, including household goods, electrical appliances, top-ups, and entertainment tickets. PlusOne members can earn and redeem S-Coin for rewards and discounts, enhancing the value of their purchases. At Senheng App, we're committed to enriching the customer experience through a rewarding Senheng ecosystem across our diverse offerings.