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FOR IMMEDIATE RELEASE

The first Grand senQ in East Malaysia, Now Open at Bintang Megamall, Miri!

MIRI, SARAWAK, 2 Nov 2023 – senQ Digital Station, one of Malaysia’s leading consumer electronics retailer offering exclusive brands together with premium services, has now taken a bold step forward into East Malaysia by opening up the very first Grand senQ at Bintang Megamall, Miri, Sarawak — a great addition to the lineup of Grand senQ outlets!

Located only 15 minutes away from Miri Airport and 45 minutes away from the Brunei border Checkpoint, Grand senQ Bintang Megamall offers unparalleled levels of accessibility to locals and travellers everywhere. This level of accessibility is also set to benefit customers living inland, bringing appliances and services they need closer to them.

Boasting a double shopfront, Grand senQ Bintang Megamall also occupies the refreshed west wing of the mall, exuding an air of exclusivity while enhancing the overall shopping experience. The store’s expansive layout showcases more than 100 brands of digital gadgets and more than 300 demo products, inviting customers to touch, feel, and test out gadgets or appliances before making an informed decision about their purchase.

“The expansion of Grand senQ into East Malaysia is in line with one of our Business Direction pillars this year, which is Customer Experience Elevation. At Grand senQ, it’s all about the experiential touch-and-feel effect at our physical stores, elevated to a premium level with the feedback that we have received from shoppers. We have always aimed to put our customers at the heart of all that we do” said Mr KC Lim, President of Senheng Electric (KL) Sdn Bhd, one of the founders of the senQ brand.

senQ would also like to take this opportunity and thank our main business partners for their support in making this Grand senQ a reality. Partners include Samsung, LG, Panasonic, Sharp, Sony, HONOR, Haier, OPPO, Tefal, Toshiba and AEON Credit Service.



To mark this momentous occasion, senQ is pleased to introduce a series of exclusive Grand Opening promotions for its customers visiting from 2nd to 5th November 2023. For customers who are new to senQ, they can enjoy an Extra 1 Year Warranty on their purchases, for only RM9.90. Other promotions include S-Coin Cashback up to 50% for 80 exclusive models, a trade-in offer to get up to RM200 worth of S-Coin Cashback, as well as a Repurchase Voucher for accessories or extended warranty, worth up to RM150. Sign-up opportunities for PlusOne, senQ's loyalty membership, is also available on-site for all customers, ensuring all new customers can enjoy the benefits of being a PlusOne member.

For existing PlusOne members, they can also enjoy the usual PlusOne benefits at this outlet, including Free Extra 1 Year Warranty, OMO (Online-Merge-Offline) Services, S-Coin Cashback, PlusOne Points, Multiple Payment Methods, 0% Easy Payment Plan, and many other benefits exclusively for them.

With the opening of Grand senQ Bintang Megamall, senQ is definitely living up to the tagline "Feel It, Test It!" Head on to Bintang Megamall for a grand experience today, only at Grand senQ Bintang Megamall!

For all the latest updates, please visit <http://www.senq.com.my> or follow "senQ Digital Station" on Facebook, Instagram and Twitter.

About senQ

senQ® is a brand under Senheng New Retail Berhad, which also owns Senheng®, one of the leading consumer electronics chain stores in Malaysia. First started in December 2003, it has since grown to 30 branches across Malaysia in 2023. Helmed by the Lim brothers, K.H., K.C. and K.Y., both Senheng® and senQ® have gained their reputation and credibility that have made waves in the industry through progressive, forward looking, and innovative touches.