

Malaysians Spend MORE Time Seeking Raya Deals in 2024 and Save Big with Senheng

- *Smartphones, air conditioners, QLED TVs top Malaysian Raya shopping lists; Senheng data reveals savings focus*
- *Senheng Ecosystem is key as Malaysians prioritise savings and convenience during Ramadan-Raya shopping boom*

Kuala Lumpur, 2 May 2024 – Malaysian retail trends during the Ramadhan and Raya festive season continue to evolve amidst economic pressures, with more shoppers seeking promotions. Senheng, a leading Malaysian electronics retailer, sheds light on this trend, indicating that despite, slightly higher average transaction values, shoppers are consistently spending more time comparing deals, averaging over eleven minutes per checkout session.

Loyalty Programs are Essential During Inflation

Malaysians are combating rising living costs with loyalty programs like Senheng's PlusOne Membership, which offers exclusive perks such as S-Coin Cashback, PlusOne member's points and complimentary extra one year warranty for purchases. During the festive season this year, almost twice as many in-store customers opted into the program compared to last year.

The more than 1.8x increase in Senheng app downloads demonstrates that shoppers emphasize value and convenience. Integrated into the Senheng Ecosystem, the app is a one-stop shop for PlusOne members to earn and redeem S-Coins, while also offering easy tracking of purchases and warranties. Furthermore, the surge in over 1.6x online sales this year compared to last year, reflects the rise in hybrid retail models like the Senheng app, which blends online convenience and in-store expertise in shopping.

"At Senheng, we understand the importance of value in today's economy," said Lim Kim Heng (KH Lim), Founder and Group Executive Chairman of Senheng. "We leverage data-driven insights to cater to our customers' desires, offering the best deals delivered through a seamless hybrid shopping experience that combines online retail with personalised, in-store-like assistance for a hassle-free shopping experience", he added.



Top Sellers in Preparation for Raya

Raya shopping trends revealed Malaysians prioritizing home comfort and entertainment essentials. Items that led the charge were:

**Based on a comparison of Senheng internal data in 2023 and 2024.*

- **Smartphones:** A top pick for Raya shoppers for communication, organizing schedules, and capturing memorable moments.
- **Air conditioners:** Essential for maintaining a comfortable indoor environment amidst Malaysia's tropical climate when hosting guests during the festivities.
- **QLED TVs:** Elevates the festive atmosphere at home with its cutting-edge technology that offers superior visual experiences for families to enjoy together.

The Senheng Ecosystem: Beyond Electronics

Senheng empowers Malaysians with its innovative Senheng Ecosystem, fostering a vibrant online community where PlusOne members can reap rewards across various aspects of their lives.

- **S-Coins Power Savings:** This unique cashback program allows redemption for groceries, electronics, food & beverage vouchers, petrol vouchers, or even baby products.
- **The Future of Rewards:** Senheng aims to create a one-stop rewards platform where Malaysians can earn and redeem rewards that extend beyond traditional product offerings, enriching their daily lives.

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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 120 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 4 million PlusOne loyalty as of 31 December 2023.

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