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**FOR IMMEDIATE RELEASE**

## **Senheng Becomes Authorised Retailer of Starlink to Enhance High-Speed Internet Across Malaysia**

Kuala Lumpur, 15<sup>th</sup> March 2024 – Senheng Electric (KL) Sdn Bhd is excited to announce its new status as an authorised retailer of Starlink, the satellite internet constellation operated by SpaceX. This significant development is set to bring high-speed internet connectivity to even the most remote areas of Malaysia, aligning with Senheng's dedication to improving the quality of life through innovative and accessible technology solutions.

Starlink's advanced satellite technology promises to revolutionise internet access across the country, especially in rural and underserved regions. By utilising a constellation of low Earth orbit (LEO) satellites, Starlink provides high-speed, low-latency broadband internet, a game-changer for areas previously plagued by poor connectivity. This initiative aligns with Senheng's mission to bridge the digital divide and ensure every Malaysian has access to reliable internet service.

"By becoming an authorised retailer of Starlink, we are significantly advancing our mission to connect the unconnected," said Mr. Lim Kim Chieng, President of Senheng Electric (KL) Sdn Bhd. "We believe that everyone, regardless of where they live, should have access to high-speed internet. This is more than just about connectivity; it's about opening up opportunities for education, business, and community development in the farthest reaches of our country."

Senheng is optimistic that offering Starlink's product will significantly impact Malaysians living outside of urban centres, who will now have the tools to thrive in a digital world. Access to reliable internet means access to e-learning, telemedicine, e-commerce, and more, empowering individuals and communities to grow and succeed.

As part of this exciting new offering, Senheng is introducing special promotions for customers choosing Starlink's service. Notably, customers will be required to pay just RM100 for an online pre-booking deposit!



Additionally, Senheng is providing a variety of payment options to suit every customer's needs, including a 0% Instalment Plan for up to 60 months, a tailored Student Instalment Plan for up to 36 months, and a flexible Buy Now Pay Later option. Further enhancing the deal, we have collaborated with numerous banks and e-Wallets to bring more promotions to the table, alongside offering Bank Point Fast Track Redemption for an even smoother purchase experience.

"We are excited to offer our customers not just a product, but a service that can truly make a difference in their lives," added Mr. Lim. "Stay tuned for our upcoming promotions that will make getting connected with Starlink even more accessible."

For updates on Starlink products available at Senheng and special promotions, visit our website and follow us on Facebook, Instagram, Twitter, and LinkedIn..

#### **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. An early adopter of digitalisation and business transformation, Senheng continues to deliver excellent customer satisfaction via its seamless New Retail Model. Senheng has a growing customer base, with over 3 million PlusOne loyalty members to-date, and generating over RM1 billion revenue in recent years.

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