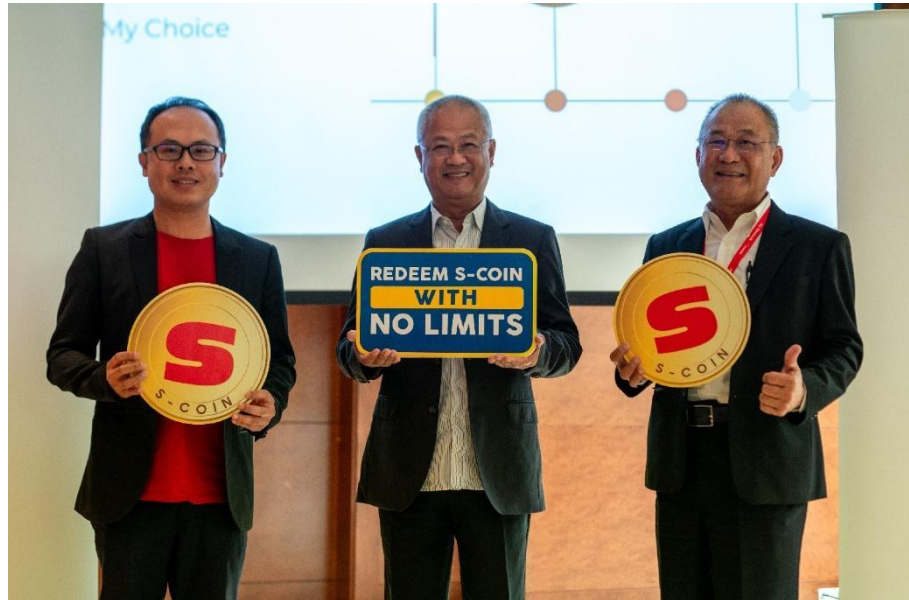


Senheng Empowers Malaysians with Unlimited Rewards Redemption and New Affiliate Program

- Senheng currently boasts over four million PlusOne members
- Senheng to launch its first Affiliate program in Q1 2025, giving members a chance to turn their influence into income.



KUALA LUMPUR, 4 December 2024 – Senheng, Malaysia’s leading retailer in consumer electronics, has announced a new update for its loyalty program, the PlusOne Membership, offering Malaysians unparalleled flexibility and personalisation in rewards redemption. With its new tagline, ‘*My Rewards, My Choice*’, members can use S-Coin to access over 2,000 reward products and services.

Senheng currently boasts over four million PlusOne members, and since the inception of S-Coin in 2021, more than 700,000 of them are earning S-Coin through purchases at Senheng stores, senQ outlets, and the Senheng App. The company revealed a surprising statistic: millions of S-Coin are yet to be redeemed, and one account in Malaysia holds 5.7 million S-Coin worth RM57,000 waiting to be claimed. To unlock this potential, Senheng has introduced comprehensive enhancements to its loyalty system, offering unlimited redemption, personalized rewards, and an upcoming Affiliate Program designed to help Malaysians earn more.

Instant Access, Unlimited Redemption

The enhanced loyalty program grants customers instant access to their earned S-Coin via the Senheng App, where they can redeem rewards without limits—at any amount, anytime, anywhere. Reflecting the spirit of the ‘*My Rewards, My Choice*’ tagline, the refreshed system empowers customers to decide how they use their rewards. With the ability to choose from a range of over 2,000 products and services via the Senheng App and redeem from an exclusive selection at retail stores nationwide, members now enjoy unparalleled choice and freedom.

With redemption caps eliminated, Senheng has streamlined the redemption process to prioritize simplicity and value. These updates cater to growing customer demands for greater convenience and flexibility in their rewards experience.

Senheng encourages Malaysians to log in and check their accounts to claim their rewards. There's a wealth of unclaimed value waiting to be unlocked, offering members an incredible opportunity to make the most of their accumulated S-Coin.

Affiliate Program Turns Influence into Earnings

To be launched in the first quarter of 2025, Senheng's Affiliate Program will implement a simple way for customers to earn additional income. By sharing their favourite Senheng products and deals to friends and family, members can now earn from their recommendations. This initiative allows customers to benefit directly from their recommendations, transforming their everyday suggestions into meaningful, tangible rewards.

KH Lim, Chairman of Senheng, said, "We're thrilled to introduce '*My Rewards, My Choice*', reaffirming our commitment to putting rewards into the hands of our customers. Our members have always been at the heart of everything we do, and while they've already enjoyed the benefits of previously limited S-Coin redemption, we're excited to give them even more. With the new unlimited redemption feature, we encourage our PlusOne members to log in, see how much S-Coin they have—and start redeeming."

He added, "In light of the economic challenges many Malaysians face, we will soon introduce the Affiliate Program to provide our customers with an opportunity to earn by recommending Senheng to their friends and family. We hope this initiative not only eases some financial burdens but also brings added value and earning opportunities to our loyal members. At Senheng, innovation and customer satisfaction are at the core of everything we do here, and we remain deeply committed to enhancing the shopping experience for all Malaysians."

The enhanced loyalty program is now live on the Senheng App. Customers are encouraged to log in, redeem their S-Coin and explore the new features. With the Affiliate Program launching in the first quarter of 2025, there's never been a better time to join as a PlusOne member.

For more information about the PlusOne Membership or Senheng, visit discover.senheng.com.my or download the Senheng App on the [Apple Store](#) or [Google Play](#) today.

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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.

Archetype Agency

Jerelynn Tee / Aisyah Adlina
Archetype Malaysia

Tel: +603 9212 3950

Email: senheng-mal@archetype.co