

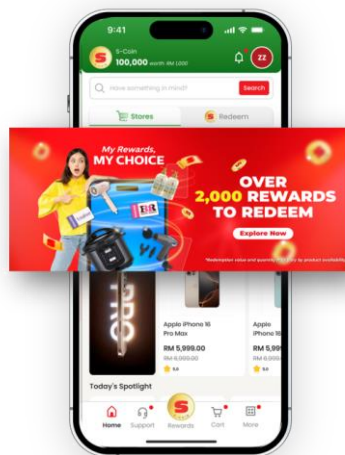
Senheng's Loyalty Program Gets a Glow Up – It's Time to Cash In!

From unlimited rewards redemption to earning extra income, Malaysians can enjoy more benefits than ever

KUALA LUMPUR, 4 December 2024 – Calling all Senheng and senQ shoppers! You could be sitting on a treasure trove of unclaimed S-Coin. In fact, Senheng has revealed that one member even has a jaw-dropping fortune of 5.7 million S-Coin waiting in their account! Did you know that's worth RM57,000?

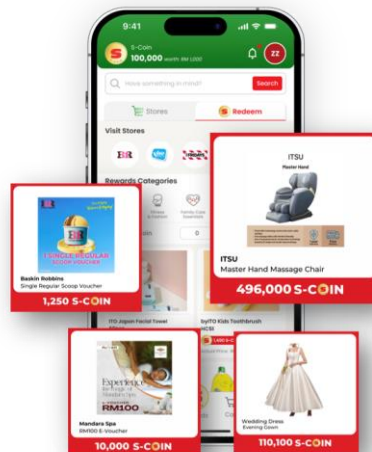
And here's great news for all Malaysians: Senheng has just given its loyalty program an exciting update, making it easier than ever to make the most out of your S-Coin and cash in on your rewards.

Want to claim your share? Here's what you need to know.



Redeem Without Limits

Say goodbye to restrictions and hello to freedom! With Senheng's new **unlimited redemption** feature, you can spend your S-Coin however you like – no limits, no fuss. Whatever the amount, anytime you like, whether you're indulging in a little treat or going all out on a big splurge, the power is now in your hands.



SENHENG

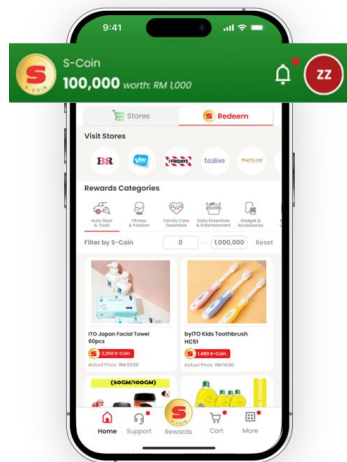
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Everything You Want, Just a Tap Away

Need a cutting-edge smartphone or gaming device? Or have you been eyeing that stylish new smart upgrade for your home? Now's the time to check off your wishlist! Your S-Coin is your gateway to **over 2,000 products, services, and exclusive perks** – all through the Senheng App. Browsing, tracking, and redeeming your S-Coin has never been easier.

From Recommendations to Cash

New Year, new income goals! In the first quarter of 2025, Senheng will be launching its all-new **Affiliate Program** and letting you turn your recommendations into real earnings. Share products and deals you love with your friends and family – then earn real money when they shop. Now that's what we call a win-win: be a trendsetter, and get rewarded for it! Stay tuned for more details.



Are You the Next S-Coin Millionaire?

There are over 700,000 PlusOne members earning S-Coin with every purchase at Senheng stores, senQ outlets, and the Senheng App, and many have unclaimed S-Coin. Don't let your rewards go to waste! Log in and check how much you've got piled up in your account. Who knows? Your dream gadget could be just one redemption away.

My Rewards, My Choice

Senheng's loyalty program just levelled up, and now you get to decide how to reap the benefits. From unlimited redemption to personalized rewards to earning extra cash, there's no better time to unlock them all. Don't wait – download the Senheng App today and join the S-Coin revolution! Whether it's treating yourself, surprising loved ones, or earning on the side, the choice is yours.

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.

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