

Press Release

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SENHENG UNVEILS POINT-BASED ECONOMY BUSINESS MODEL TO STRENGTHEN GROWTH AND COMPETITIVENESS*Senheng 9th Transformation Point-Based Economy Business Model to Rebuild Demand, Enhance Profitability and Accelerate Omnichannel Performance*

KUALA LUMPUR, 06 JANUARY 2026 – **Senheng New Retail Berhad** (“Senheng” or the “Group”), one of Malaysia’s largest consumer electronics retailers, today unveiled its 9th Transformation – **the Point-Based Economy Business Model (“PBE”)**, a disruptive transformation strategy designed to elevate S-Coin into a central reward and engagement engine. The strategy addresses key challenges faced by the retail sector, including revenue softness, intense competition, e-commerce underperformance and margin pressure.

Introduced at a media briefing held at Grand Senheng Pandan Jaya, the PBE represents the Group’s next phase of transformation as part of its Flywheel 2.0 Business Direction 2026 strategy aimed to rebuild demand, improve digital performance, strengthen profitability and enhance operational efficiency in a highly competitive retail environment.

Flywheel 2.0 comprises six interlinked dimensions and 30 initiatives focused on strengthening traffic engines, accelerating revenue generation, enhancing customer loyalty, improving margin quality and uplifting operational efficiency. These initiatives are designed to reinforce one another, creating a self-sustaining cycle of growth over time.

To rebuild demand and footfall, Senheng is accelerating S-Coin issuance, rolling out higher-impact “Untung Gila” campaigns, strengthening Super Store activation and expanding chat commerce and affiliate channels. These efforts are aligned and contributes towards the PBE Business Model, which drives repeat purchases and deepens customer engagement across both physical and digital touchpoints.

On the digital front, the Group is focusing on improving conversion and reliability through enhanced fulfilment readiness, data-driven initiatives and stronger integration across its omnichannel ecosystem. Revenue growth initiatives are complemented by measures to strengthen margin quality, including optimisation of underperforming stores, deeper scaling of direct distribution brands and expansion into higher-margin product categories.

Speaking at the event, Mr. Lim Kim Heng, Managing Director of Senheng New Retail Berhad, said: “Point-Based Economy Business Model marks a pivotal step in Senheng’s next transformation and reflects our belief that this model can reshape how Malaysia’s consumer electronics retail industry creates and sustains value. It is a disciplined, structured approach to rebuilding demand, strengthening our value proposition, and improving earnings quality, all while maintaining a clear focus on long-term sustainability.”

Meanwhile, **Mr. Lim Yau Young, Corporate Strategy Officer of Senheng New Retail Berhad**, added: “The PBE Business Model plays a central role in Flywheel 2.0. By improving customer lifetime value, lowering acquisition costs and strengthening margin resilience, we are laying a stronger foundation for future growth while navigating a challenging retail landscape. Overall, our goal is to deliver the highest level of customer satisfaction with every shopping experience.”

Through PBE and Flywheel 2.0, Senheng aims to reinforce its market position by integrating data, technology and customer-centric initiatives into a more agile and resilient operating model. The Group remains committed to delivering value to customers and shareholders while adapting to evolving consumer behaviour and market conditions.

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ABOUT SENHENG NEW RETAIL BERHAD

Senheng New Retail Berhad (“Senheng” or the “Group”) is one of Malaysia’s largest and most established consumer electronics retailers, offering an extensive range of electronics, home appliances, and lifestyle products through its Senheng, senQ, and Grand Senheng formats. Founded in 1989, the Group has built a strong nationwide presence supported by a growing omnichannel ecosystem, comprising a robust e-commerce platform, integrated fulfilment capabilities, and the long-standing PlusOne Loyalty Programme anchored by the S-Coin rewards system. Driven by its 9th Transformation Point Based Economy Business Model and Flywheel 2.0 transformation strategy, Senheng continues to strengthen customer engagement, enhance operational efficiency, and expand its product portfolio to serve millions of Malaysian households. Today, the Group remains committed to advancing the retail industry through innovation, digital adoption, and a superior customer experience across all touchpoints.

For more information, visit <https://senheng.com/>.

Issued By: Swan Consultancy Sdn. Bhd. on behalf of Senheng New Retail Berhad

For more information, please contact:

Jazzmin Wan

Tel: +60 17-289 4110

Email: j.wan@swanconsultancy.biz

Chris Ser

Tel: +60 12-345 3133

Email: c.ser@swanconsultancy.biz

Asyraf Hakimi

Tel: +60 11-2377 4173

Email: a.hakimi@swanconsultancy.biz
