

## Senheng Marks 36<sup>th</sup> Anniversary with My Rewards, My Choice Milestones and Untung Gila Cashback Offers

**KUALA LUMPUR, 4 December 2025** – As Senheng celebrates its 36<sup>th</sup> anniversary, the retailer is sharpening its focus on customer value with new updates to its S-Coin loyalty ecosystem and the “Untung Gila” cashback campaign. Together, these initiatives reinforce Senheng’s long-term commitment to rewarding Malaysian shoppers through a seamless and increasingly attractive S-Coin experience.

### My Rewards, My Choice Strengthens the S-Coin Loop

At the centre of Senheng’s loyalty strategy is the S-Coin loop — a simple, customer-first journey designed to maximise rewards at every stage. The process begins when shoppers register as PlusOne members, after which selected product purchased in-store or via the Senheng App automatically earns S-Coin. These S-Coin can then be used to redeem rewards, creating a continuous cycle of value that encourages frequent engagement and return visits. This strategy has been a key driver of performance between 2024 and 2025, with S-Coin issuance increasing by 83% and the overall redemption rate rising by 106% year-on-year. The average redemption value per PlusOne member also rose from RM270 to RM471 during the same period, indicating growth of 74.7%, reflecting rising interest in a rewards system that prioritises flexibility and personal choice.

Today, the S-Coin Rewards Centre catalogue features more than 2,400 items available for redemption across the Senheng App and retail stores nationwide. Customers can choose from a wide mix of reward categories including consumables, electronics accessories, lifestyle products, gadgets and more. Looking ahead, Senheng plans to further strengthen customer earning potential and expanding participation across its loyalty ecosystem.

### Untung Gila: Now With 50%, 70% and 100% S-Coin Cashback Options

Complementing this momentum is the latest edition of Senheng’s “Untung Gila” cashback campaign, which has become one of the retailer’s strongest value-driven initiatives to date. For the first time, customers can enjoy three tiers of cashback — 50%, 70% and 100% S-Coin, with each tier applied to specific products. With each eligible purchase, customers will earn S-Coin equivalent to the respective cashback tier, which can then be channelled back into the loyalty ecosystem for redemption.

Starting in 2026, the Untung Gila campaign will be expanded to more than 300 SKUs, spanning everyday essentials such as kitchenware, drinkware and small appliances, as well as PC accessories to major electronics from brands such as Samsung, Sony, LG, Sharp, Tefal, Philips, Montigo, Joyoung, HP, and Asus, along with high-demand household items ranging from air-conditioners to refrigerators and washing machines. This broadened selection ensures that both everyday shoppers and those planning bigger home upgrades can enjoy meaningful cashback returns.

“Reaching our 36<sup>th</sup> year is a milestone, and it’s also a reminder that we must keep moving,” said **KH Lim, Managing Director of Senheng**. “The strong momentum of S-Coin shows that Malaysians value flexibility and choice when it comes to rewards. With Untung Gila offering up to 100% cashback in S-Coin across more than 300 items, we’re giving customers even more reasons to earn, redeem and stay engaged. Both initiatives reinforce our long-term loyalty strategy that creates a continuous loop of value for every member, from the moment they register to the moment they redeem.”

Customers can begin their S-Coin loyalty ecosystem journey by walking into any Senheng or senQ outlets nationwide, or by downloading the Senheng App to sign up as a PlusOne member. For more information about the PlusOne Membership or Senheng, visit [www.senheng.com.my](http://www.senheng.com.my).

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**About Senheng Electric (KL) Sdn. Bhd.**

Senheng is Malaysia's leading consumer electrical and electronics retailer. Founded in 1989, the Group has grown its retail network to over 100 physical stores across Peninsular and East Malaysia, and is supported by various online retail platforms.

The Group's stores carry more than 180 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 members to date.

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