

Senheng Marks a New Chapter with Leadership Transformation and Future-Facing Innovations

AI, customer-first digital initiatives and a simplified organisation structure anchor the rollout of 12 key initiatives under the new MD

KUALA LUMPUR, 13 AUGUST 2025 - Senheng, a trusted name in Malaysia's consumer electronics scene, has embraced a new era of leadership under the formal appointment of Lim Kim Heng as Managing Director effective 1 August 2025. This transition is part of a broader organisational refresh that also includes an updated leadership team, positioning Senheng to execute its 12 key initiatives with greater clarity and purpose. These initiatives mark a significant step forward in the company's ongoing journey to enhance operational agility, advance digital capabilities, and deliver a more rewarding customer experience.

The initiatives are designed to future-proof the business and ensure continued relevance in a rapidly evolving retail landscape. Among them, several stand out as game changers with immediate benefits to both customers and internal teams.

AI-Powered Operations to Enable Smarter Retailing

Harnessing automation to improve efficiency and free up teams to focus on customers

Senheng is introducing AI-driven solutions across multiple departments to streamline repetitive processes and improve cost efficiency. These AI initiatives are being built in addition to over a decade of investment in infrastructure including the development of its proprietary Datalake and the upcoming New Retail Solution (NRS) 2.0 to enable faster, smarter decision-making and better service delivery for all customers.

"We believe AI can support our people in doing their best work, with more speed and accuracy. Ultimately, the goal is to deliver a better experience to every customer," said KH Lim.

Meeting Customers at the First Digital Touchpoint

Accelerating content and commerce through social platforms and chat-based engagement

Acknowledging changing customer behaviours, Senheng is extending its presence across digital platforms, including TikTok and chat commerce, to better connect with new audiences and drive more meaningful interactions. The company is also investing in content quality and engagement to reflect today's digital-first expectations.

Simplified Structure, Stronger Leadership

A younger, flatter organisation to unlock speed and accountability

Senheng has introduced a more agile organisational structure, aimed at empowering division managers and nurturing next-generation leadership. This new dynamic structure is led by a team of C-suites that encourages decentralised ownership, supported by a clear KPI framework and real-time performance tracking.

"It's about giving the right people the room to lead, and the right tools to succeed," KH Lim added.

A Mission That Means Action

"Happiness, Well-Being, and a Better Quality of Life" for Everyone

Senheng's newly defined mission *"Happiness, Well-Being, and a Better Quality of Life"* sets the tone for its future direction, placing people at the heart of the business.



For customers, this means better service, smarter digital experiences, and greater value. For employees, it signals a more inclusive, empowered culture that rewards initiative and collaboration aligned with the company's broader vision for shared progress.

Built to Last: Technology & Trust

Laying the foundation for long-term competitiveness

With NRS 2.0 on track to go live and Datalake capabilities becoming increasingly integrated, Senheng is positioning itself for long-term agility and growth. These digital backbones will support everything from personalised marketing to better inventory management and customer support.

As one of Malaysia's most recognised consumer brands, Senheng remains focused on its core purpose: helping customers upgrade their lives through better value, service, and innovation. Under the new leadership direction, the company is entering its next chapter with confidence built on experience, driven by data, and led by purpose.

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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 100 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 3 million PlusOne loyalty members to-date.

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