

Building a Business with Heart: Making Consumption More Meaningful

When people think of Senheng, many still recognise it as a trusted household name in Malaysia's electrical retail industry, from TVs and smartphones to home appliances, it has long been part of everyday life.

But in recent years, Senheng has begun asking a bigger question:

What more can a business do, beyond selling products, to truly change lives?

The answer lies in **Senheng Social Impact (SSI)**.

SENHENG SOCIAL IMPACT

Integrating Social Impact into the Core of the Business

SSI is not a short-term CSR initiative. It represents Senheng's long-term commitment to embedding social impact into its core strategy.

Through this platform, Senheng aims to build a more meaningful ecosystem, one that creates value across **education, community care, environmental sustainability, and economic empowerment**.

Ultimately, it reflects the brand's belief:

👉 Not just helping customers *live better*, but helping society *thrive better*.



Empowering Through Education

One of the most impactful initiatives is the **Senheng Education Assistance (SEA)** programme.

Beyond financial aid, SEA focuses on **long-term development**, supporting students from education to internship and even future employment opportunities.



Many recipients have gone on to join Senheng, growing within the organisation turning support into real-life transformation.

Supporting Communities Through Meaningful Actions

In 2026, Senheng will donate **2,500 school kits** to B40 students nationwide.

These kits including bags, shoes, socks, and stationery may seem simple, but they provide essential support to families in need.

Through collaboration with schools and partners, these contributions are delivered across different states, helping students start their school journey with greater confidence.



Turning Everyday Spending into Social Good

Through the PlusOne membership programme, customers can convert their **S-Coin** rewards into meaningful contributions.

Whether it's redeeming school supplies or supporting animal shelters, each action becomes part of a larger impact.

In this way, consumption evolves from a personal activity into a shared social contribution.



Driving Sustainability for the Future

With the **MyGreen Rewards** programme, customers are encouraged to recycle old electrical items in exchange for S-Coins.

This approach not only promotes environmentally responsible behaviour but also makes sustainable living more accessible.

Proper e-waste management contributes to long-term environmental benefits reinforcing Senheng's commitment to future generations.



Empowering SMEs and Building a Stronger Ecosystem

Senheng also supports local SMEs by leveraging its retail network and e-commerce platforms to increase visibility for local products.

By sharing marketing resources and consumer insights, SMEs are better equipped to grow, compete, and innovate.

This ecosystem-driven approach helps create a more dynamic and inclusive market.



Inviting Everyone to Be Part of the Change

SSI is not just a collection of initiatives, it is a long-term strategy aligned with Senheng's growth.

From education to sustainability, from customers to business partners, Senheng is building a network of shared impact.

And at the heart of it is a simple message:

👉 **Everyone can play a part in creating change.**

Whether it's a small S-Coin contribution or recycling an old appliance, every action adds up to something bigger.

Because when business and responsibility come together, the true value of a brand goes far beyond products; it creates possibilities for better living.

