

**Press Release**

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**Senheng Launches Home Customisation Platform, Unveils 100ft S-Coin Walkway at Grand Opening***New concept store spotlights immersive retail experience and 100% S-Coin cashback campaign*

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**KUALA LUMPUR, 22 MAY 2026** – **Senheng New Retail Berhad** (“Senheng” or the “Group”), Malaysia’s largest consumer electronics retailer, today announced the Grand Opening of its new senQ concept store at Easyhome Mall USJ alongside the launch of **Senheng Home Customisation**, marking the Group’s expansion into wider home living solutions.

At senQ Easyhome Mall USJ, customers are welcomed into a prominently located concept store at the centre court of the ground floor, offering an immersive and rewarding shopping experience. The outlet features the latest 116-inch 4K RGB Mini-LED TV UX series on display, a curated range of home and lifestyle products from leading brands, and a new 100ft long S-Coin Redemption Walkway, an immersive retail feature showcasing a wide range of redeemable products. In conjunction with the grand opening, customers can enjoy **100% S-Coin cashback on more than 1,500 selected items** across home appliances, furniture and lifestyle products, available exclusively at the outlet throughout the 3-day campaign from 22 - 24 May 2026.

The opening also marks the official launch of Senheng Home Customisation, a one-stop home customisation platform designed to simplify the end-to-end journey of home planning and furnishing. Senheng Home Customisation enables homeowners to seamlessly plan, customise and complete their living spaces through a fully integrated solution, covering interior design visualisation, cabinetry, fittings, lighting, furniture, bedding, household appliances, and other home-related solutions.

The platform is supported by HAME Malaysia’s 3D interior design rendering capability, which allows customers to generate customised design visuals in as little as 30 minutes and personalise their preferred home concepts before finalisation. Through this platform-led model, Senheng Home Customisation brings together multiple stakeholders across the home customisation value chain, including design, carpentry, merchants, financing and project coordination into a more seamless customer journey.

Supported by locally based cloud factories, a wide range of directly sourced raw materials, dedicated project managers and certified installers, Senheng Home Customisation is designed to deliver quality, convenience and fulfilment reliability for homeowners.

Anchored by Senheng’s Point-Based Economy ecosystem, the launch of Senheng Home Customisation is further complemented by exclusive, platform-specific rewards during the campaign period. Under the Senheng Home Customisation official launch promotion, the first 100 furniture units and first 30 cabinetry customers will receive 100% S-Coin cashback, delivering full-value returns while encouraging deeper loyalty. Beyond the

launch campaign, SHC will continue to offer its core evergreen proposition of 50% S-Coin cashback, reinforcing the platform's long-term value appeal to homeowners.

The concept store features multiple experiential elements, including home customisation zones with kitchen and living room setups, a materials display wall, large-format TV experience areas and dedicated product blocks, creating a more immersive and inspiring retail environment.

Speaking on the launch, **Mr. Lim Kim Heng, Managing Director of Senheng New Retail Berhad**, said: "Today's launch represents more than just a new store or platform. It reflects how retail is evolving and how Senheng is expanding beyond traditional consumer electronics into a broader home living ecosystem. As a future trend, home furnishing channels engage consumers earlier than traditional appliance channels, and this creates an opportunity for us to serve customers earlier in their home set-up journey and with greater overall efficiency. With the introduction of our 100ft S-Coin Redemption Walkway, customers can immediately experience the value of our ecosystem in a tangible way. At the same time, the launch of Senheng Home Customisation allows us to support customers across their entire home journey, from planning to furnishing. Customers can enjoy free professional "What You See Is What You Get" design services, alongside touch-and-feel experiences and pre-sales consultations at our outlet."

He added, "To mark this milestone, we are also offering up to 100% S-Coin cashback during this 3-day opening period, reinforcing our commitment to delivering greater value and engagement to our customers."

Meanwhile, **Mr. Lim Yau Young, Corporate Strategy Officer of Senheng New Retail Berhad**, said: "The home customisation market presents a natural opportunity for Senheng, given our established customer base, retail footprint and omnichannel platform. Through Senheng Home Customisation, we are not only creating a new growth platform, but also a new convenience value to our customers that integrates design, products, services and rewards into a single point journey compared to a traditional renovation process involving many vendors."

According to the Group's internal market assessment, the cabinetry and related furniture segment alone represents a sizeable addressable market in Malaysia, supported by ongoing residential property transactions and the continued demand for new home set-ups and renovations. Senheng Home Customisation is positioned to capture this opportunity through a more transparent, structured and customer-centric model.

Beyond the initial consultation and design process, Senheng Home Customisation also incorporates project management, order tracking, delivery and installation coordination, after-sales service and warranty activation, providing customers with a more complete and integrated experience.

Through this new platform, Senheng aims to strengthen its position as a future-ready retail and lifestyle ecosystem, while expanding into new growth segments that complement its existing business and deepen customer lifetime value.

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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 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.

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

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