

SENHENG NEW RETAIL BERHAD
[Registration No.: 202101019079 (1419379-T)]
(Incorporated in Malaysia)
("the Company")

MINUTES OF THE FIFTH ANNUAL GENERAL MEETING ("5TH AGM" OR "THE MEETING") OF THE COMPANY HELD AT BALLROOM III, MAIN WING, TROPICANA GOLF & COUNTRY RESORT, JALAN KELAB TROPICANA, 47410 PETALING JAYA, SELANGOR ("MEETING VENUE") ON FRIDAY, 26 JUNE 2025 AT 10:00 A.M.

DIRECTORS PRESENT : Dato' Yeow Wah Chin (Independent Non-Executive Chairman)
Mr. Lim Kim Heng (Managing Director)
Mr. Lim Kim Chieng (Non-Independent Non-Executive Director)
Mr. Lim Kim Yew (Non-Independent Non-Executive Director)
Ms. Ho Kim Poi (Independent Non-Executive Director)
Mr. Oh Keng Leng (Independent Non-Executive Director)
Ms. Lam Swee Kim (Independent Non-Executive Director)

MEMBERS / PROXIES / CORPORATE REPRESENTATIVES : As per the summary of Attendance List

IN ATTENDANCE : Ms. Teo Soon Mei - Company Secretary
Ms. Lim Jia Huey - Company Secretary
Ms. Nicole Kiew Kor Shin - Chief Financial Officer
Mr. Lim Yau Young - Corporate Strategy Officer
Mr. Chok Chau On - Representative of Messrs. BDO PLT
Ms. Ong Suk Vern - Representative of Messrs. BDO PLT
Ms. Yong Weng Hui - Representative of Messrs. BDO PLT

POLL ADMINISTRATOR : Tricor Investor & Issuing House Services Sdn. Bhd.

INDEPENDENT SCRUTINEER : Quantegic Services Sdn. Bhd.

BY INVITATION : As per the summary of Attendance List

CHAIRMAN'S OPENING REMARK

The Chairman of the Board, Dato' Yeow Wah Chin ("**Chairman** or **Dato' Yeow**"), chaired the 5th AGM. On behalf of the Board, the Chairman welcomed and thanked the shareholders/proxies and invitees for their presence and continuous support to the Company.

The Chairman then sought the cooperation of the attendees to switch off or silence their phones to avoid any interruptions during the meeting proceedings.

The Chairman then introduced his fellow members of Directors, the Company Secretary, the Chief Financial Officer ("**CFO**"), the Corporate Strategy Officer ("**CSO**") and the External Auditors, who present at the Meeting.

QUORUM

The Chairman then called upon the Company Secretary to confirm the presence of a requisite quorum.

The Company Secretary then informed the Meeting that according to Clause 89 of the Company's Constitution, two (2) members personally present in person or by proxy shall constitute a quorum for a general meeting.

The Company Secretary informed that the Company has received a total of sixty-seven (67) valid proxy forms from sixty-seven (67) shareholders representing a total of One Billion One Hundred Sixteen Million

Five Hundred Forty-Seven Thousand Two Hundred and Seventy-One (1,116,547,271) shares or 74.44% of the total number of issued shares of the Company, within the stipulated prescribed period of forty-eight (48) hours before the time convening this Meeting. The Company Secretary announced that based on the registration data provided by the Poll Administrator, a total of sixty-one (61) shareholders and proxies have registered and present as at the commencement of the Meeting.

The Company Secretary was pleased to confirm the presence of the requisite quorum at the commencement of the Meeting and the Chairman then called the Meeting to order.

POLLING AND PROCEEDING

Before the Chairman proceeded further with the first agenda of the Meeting, he briefed the shareholder/proxies on the poll voting procedures and other administrative matters for the 5th AGM as follows: -

- (a) Pursuant to Paragraph 8.29A of the Main Market Listing Requirement of Bursa Malaysia Securities Berhad ("**Bursa Securities**") ("**Main Market LR**"), all proposed resolutions set out in the Notice of the Meeting shall be voted by way of poll and the Company must appoint at least one (1) Independent Scrutineer to validate the votes cast at the Meeting.
- (b) In compliance with the Main Market LR and pursuant to Clause 95 of the Company's Constitution, the Chairman of the Meeting had directed all proposed resolutions as set out in the Notice of the Meeting to be voted by way of poll.
- (c) Certain shareholders have appointed the Chairman of the Meeting as their proxy to vote for and on their behalf. The Chairman would cast their votes in accordance with the instructions provided.
- (d) The Company appointed **Tricor Investor & Issuing House Services Sdn. Bhd. ("Tricor")** as the Poll Administrator to conduct the poll by way of electronic voting, and **Quantegic Services Sdn. Bhd. ("Quantegic")**, as the Independent Scrutineer to verify and validate the poll results of the Meeting in accordance with the Main Market LR.
- (e) There would be a Questions and Answers ("**Q&A**") session after the Meeting deal with all the resolutions on the Agenda. Shareholders may raise their questions, if any, during the Q&A session.
- (f) The electronic voting process for all resolutions would be commenced after the Q&A session upon the Chairman's announcement on the commencement of the electronic voting process.
- (g) The electronic voting procedures would be briefed before the commencement of the electronic voting process.

The Chairman further reminded the Meeting that the attendance at the Meeting was strictly limited to the Company's registered shareholders, duly appointed proxies, and authorised representatives of corporate shareholders who had registered to participate in the Meeting. He highlighted to the attendees that the discussions at the 5th AGM might involve confidential matters intended solely for the knowledge of the eligible participants, as such, any form of visual or audio recording during the proceedings of this meeting was strictly prohibited unless the Company's written consent was obtained prior to the Meeting.

NOTICE

The Notice of the Meeting dated 29 April 2026, having been issued and circulated together with the Annual Report of the Company and the Circular to Shareholders in relation to the Proposed Renewal of Existing Shareholders' Mandate and Proposed New Shareholders' Mandate for Recurrent Related Party Transactions of a revenue or trading nature ("**Proposed RRPT Mandates**") to all the eligible shareholders of the Company, within the prescribed period in accordance with the Company's Constitution, was with the permission of the Meeting, taken as read.

The Chairman informed the Meeting that Ms. Yong Yoke Ping and Mr. Stanton Cheong Kok Yau, who were both shareholders of the Company, had indicated their willingness and consent to act as proposer and seconder for the motions of all resolutions as stated in the Notice of the Meeting in accordance with their letter of consent received by the Company.

It was recorded that the motions under Ordinary Resolutions 1 to 10 as set out in the Notice to be tabled at the Meeting, were proposed by Ms. Yong Yoke Ping, and seconded by Mr. Stanton Cheong Kok Yau.

PRESENTATION BY THE MANAGEMENT

Before proceeding with the Agenda of the Meeting, the Chairman invited the Managing Director ("**MD**"), Mr. Lim Kim Heng ("**Mr. KH Lim**"), to present to the shareholders on the Company's business strategy and direction. Then, Mr. Lim Yau Young ("**Mr. YY Lim**"), the CSO, continue to share the operational highlights of the Group, followed by Ms. Nicole Kiew Kor Shin ("**Ms. Nicole Kiew**"), the CFO, to present the financial highlights and corporate sustainability initiatives of the Company.

The following presentations were presented to the shareholders at the 5th AGM:-

1. About us
2. Board of Directors
3. Our Strategic Foundation & Vision
4. Operational Performance & Key Initiatives
5. Adapting to Market Dynamics
6. Recent Developments
7. Growth Strategies
8. Financial Performance FY2025 Review
9. Corporate Sustainability Initiatives

Upon the presentation, the Chairman thanked Mr. KH Lim, Mr. YY Lim and Ms. Nicole Kiew for their presentation.

The Chairman then proceeded with the Agendas of the Meeting.

AGENDA 1 TO RECEIVE THE AUDITED FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2025 TOGETHER WITH THE REPORTS OF THE DIRECTORS AND AUDITORS THEREON

The Chairman informed the Meeting that the first item on the Agenda was to receive the Audited Financial Statements for the financial year ended 31 December 2025 ("**FYE 2025**") ("**AFS 2025**") together with the Reports of the Directors and Auditors thereon.

He further informed the Meeting that the AFS 2025 had been made available to all shareholders on the Company's website. The Group's performance for the FYE 2025 was disclosed in the Management Discussion and Analysis section of the Annual Report 2025.

The Chairman expressed his hope that the shareholders had taken the time to review the AFS 2025. He further informed the Meeting that any questions relating to this agenda item could be raised during the Q&A session later in the Meeting, and the Board would address them accordingly.

The Chairman then informed the Meeting that the AFS 2025 was tabled for discussion purposes only and, in accordance with Section 340 of the Companies Act 2016, did not require shareholders' approval. Accordingly, the AFS 2025 would not be put forward for voting.

The Chairman declared that the AFS 2025, together with the Reports of the Directors and Auditors thereon were duly received by the Meeting.

At this juncture, the Chairman handed over the chair to Mr. KH Lim, the MD of the Company, to continue with Agenda Items 2, 3 and 4, as these Agenda items related to the Chairman in his capacity as one of the interested Directors.

AGENDA 2 ORDINARY RESOLUTION 1:
TO APPROVE AN INCREASE IN THE DIRECTORS' FEES OF UP TO RM77,150.00
PAYABLE TO THE NON-EXECUTIVE DIRECTORS ENTITLED TO RECEIVE THE
DIRECTORS' FEES FOR THE PERIOD FROM 1 AUGUST 2025 TO 26 JUNE 2026, IN
SUCH PROPORTIONS AND MANNER AS THE DIRECTORS MAY DETERMINE

Mr. KH Lim then took the chair and proceeded with the agenda at hand. He informed the Meeting that the Agenda Item 2 was to seek shareholders' approval for an increase in the Directors' fees of up to RM77,150.00 only, payable to the Non-Executive Directors ("NEDs") entitled to receive the Directors' fees, for the period from 1 August 2025 to 26 June 2026, in such proportions and manner as the Directors may determine, under Ordinary Resolution 1.

Mr. KH Lim informed the Meeting that the proposed increase in the Directors' fees payable to the NEDs was due to changes in the composition of the Board and Board Committees, as well as the additional roles and responsibilities assumed by certain Directors during the financial period.

He further informed the Meeting that further details of Ordinary Resolution 1 were set out in the Explanatory Notes contained in the Notice of the Meeting.

It was recorded that the interested Non-Executive Directors had abstained from deliberation and voting on this agenda item.

Mr. KH Lim reminded the Meeting that the electronic voting process would commence after the Meeting dealt with all agenda items. He then proceeded to the next item on the Agenda.

AGENDA 3 ORDINARY RESOLUTION 2:
TO APPROVE THE DIRECTORS' FEES OF UP TO RM686,700.00 FOR THE PERIOD
COMMENCING FROM 27 JUNE 2026 UP TO THE DATE OF THE NEXT ANNUAL
GENERAL MEETING TO BE HELD IN 2027, IN SUCH PROPORTIONS AND MANNER
AS THE DIRECTORS MAY DETERMINE

Mr. KH Lim informed the Meeting that the Agenda Item 3 was to seek shareholders' approval for the payment of Directors' fees of up to RM686,700.00 payable to the NEDs of the Company for the period commencing from 27 June 2026 up to the date of the next Annual General Meeting to be held in 2027, in such proportions and manner as the Directors may determine, under Ordinary Resolution 2.

He informed the Meeting that the estimated total amount of the Directors' fees was determined based on the current size and composition of the Board.

It was recorded that the interested Non-Executive Directors had abstained from deliberation and voting on this agenda item.

The Meeting then continued with the next item on the Agenda.

AGENDA 4 ORDINARY RESOLUTION 3:
TO APPROVE THE DIRECTORS' BENEFITS (EXCLUDING DIRECTORS' FEES) OF
UP TO RM75,000.00 FOR THE PERIOD COMMENCING FROM 27 JUNE 2026 UP TO
THE DATE OF THE NEXT ANNUAL GENERAL MEETING TO BE HELD IN 2027, IN
SUCH PROPORTIONS AND MANNER AS THE DIRECTORS MAY DETERMINE

Mr. KH Lim informed the Meeting that Agenda Item 4 was to seek shareholders' approval for the payment of Directors' benefits (excluding Directors' fees) of up to RM75,000.00 only payable to the NEDs for the period commencing from 27 June 2026 up to the date of the next annual general meeting to be held in 2027, in such proportions and manner as the Directors may determine, under Ordinary Resolution 3.

He further informed the Meeting that the proposed Directors' benefits payable to the NEDs of the Company comprising of the meeting allowances based on actual attendance by the NEDs.

It was recorded that the interested Independent Non-Executive Directors had abstained from deliberation and voting on this agenda item.

He then informed the shareholders that if they have any questions, they could raise the questions during the Q&A session later.

Mr. KH Lim then handed over the Chair to the Chairman to proceed with Agenda Item 5.

The Chairman thanked Mr. KH Lim, and the Meeting then continued with the next item on the Agenda.

AGENDA 5 ORDINARY RESOLUTION 4:
TO RE-ELECT MR. LIM KIM HENG, THE DIRECTOR WHO RETIRES BY ROTATION
PURSUANT TO CLAUSE 129.1 OF THE COMPANY'S CONSTITUTION AND BEING
ELIGIBLE, HAS OFFERED HIMSELF FOR RE-ELECTION

The Chairman informed the Meeting that Agenda Item 5 was to seek shareholders' approval for the re-election of Mr. KH Lim, the Director of the Company, who retired pursuant to Clause 129.1 of the Company's Constitution and, being eligible, had offered himself for re-election under Ordinary Resolution 4.

The Chairman then informed the Meeting that the profile of Mr. KH Lim was set out in the Directors' Profile section of the Company's Annual Report 2025.

He further informed the Meeting that the Board had unanimously recommended the re-election of Mr. KH Lim under Ordinary Resolution 4.

The Meeting then proceeded to the next item on the Agenda.

AGENDA 5 ORDINARY RESOLUTION 5:
TO RE-ELECT MR. LIM KIM CHIENG, THE DIRECTOR WHO RETIRES BY
ROTATION PURSUANT TO CLAUSE 129.1 OF THE COMPANY'S CONSTITUTION
AND BEING ELIGIBLE, HAS OFFERED HIMSELF FOR RE-ELECTION

The Chairman informed the Meeting that Agenda Item 5 was to seek shareholders' approval for the re-election of Mr. Lim Kim Chieng, the Director of the Company, who retired pursuant to Clause 129.1 of the Company's Constitution and, being eligible, had offered himself for re-election under Ordinary Resolution 5.

The Chairman informed the Meeting that the profile of Mr. Lim Kim Chieng was set out in the Directors' Profile section of the Company's Annual Report 2025.

He further informed the Meeting that the Board had unanimously recommended the re-election of Mr. Lim Kim Chieng under Ordinary Resolution 5.

The Meeting then proceeded to the next item on the Agenda.

**AGENDA 5 ORDINARY RESOLUTION 6:
TO RE-ELECT MR. OH KENG LENG, THE DIRECTOR WHO RETIRES BY ROTATION
PURSUANT TO CLAUSE 129.1 OF THE COMPANY'S CONSTITUTION AND BEING
ELIGIBLE, HAS OFFERED HIMSELF FOR RE-ELECTION**

The Chairman informed the Meeting that Agenda Item 5 was to seek shareholders' approval for the re-election of Mr. Oh Keng Leng, the Director of the Company, who retired pursuant to Clause 129.1 of the Company's Constitution and, being eligible, had offered himself for re-election under Ordinary Resolution 6.

The Chairman then informed the Meeting that the profile of Mr. Oh Keng Leng was set out in the Directors' Profile section of the Company's Annual Report 2025.

He further informed the Meeting that the Board had unanimously recommended the re-election of Mr. Oh Keng Leng under Ordinary Resolution 6.

The Meeting then continued with the next item on the Agenda.

**AGENDA 6 ORDINARY RESOLUTION 7:
TO RE-ELECT MS. LAM SWEE KIM, THE DIRECTOR WHO RETIRES PURSUANT
TO CLAUSE 114 OF THE COMPANY'S CONSTITUTION AND BEING ELIGIBLE, HAS
OFFERED HERSELF FOR RE-ELECTION**

The Chairman informed the Meeting that Agenda Item 6 was to seek shareholders' approval for the re-election of Ms. Lam Swee Kim, the Director of the Company, who retired pursuant to Clause 114 of the Company's Constitution and, being eligible, had offered herself for re-election under Ordinary Resolution 7.

The Chairman then informed the Meeting that the profile of Ms. Lam Swee Kim was set out in the Directors' Profile section of the Company's Annual Report 2025.

He further informed the Meeting that the Board had unanimously recommended the re-election of Ms. Lam Swee Kim under Ordinary Resolution 7.

The Meeting then continued with the next item on the Agenda.

**AGENDA 7 ORDINARY RESOLUTION 8:
TO RE-APPOINT MESSRS. BDO PLT AS THE AUDITORS OF THE COMPANY FOR
ENSUING YEAR AND TO AUTHORISE THE DIRECTORS TO FIX THEIR
REMUNERATION**

The Chairman informed the Meeting that Ordinary Resolution 8 was to seek shareholders' approval for the proposed re-appointment of Messrs. BDO PLT as the Auditors of the Company until the conclusion of the next Annual General Meeting and to authorise the Directors to fix their remuneration.

The Chairman further informed the Meeting that Messrs. BDO PLT had expressed their willingness to continue in office.

The Meeting then proceeded to the next item on the Agenda.

AGENDA 8 ORDINARY RESOLUTION 9:
AUTHORITY TO ISSUE AND ALLOT SHARES OF THE COMPANY PURSUANT TO
SECTIONS 75 AND 76 OF THE COMPANIES ACT 2016

Having concluded the ordinary business of the 5th AGM, the Chairman proceeded with Ordinary Resolution 9 under the special business of the Meeting. He informed the Meeting that the Ordinary Resolution 9 was to seek shareholders' approval for the renewal of the general mandate, which, if passed, would empower the Directors to allot and issue new shares pursuant to Sections 75 and 76 of the Companies Act 2016, not exceeding 10% of the total number of issued shares (excluding treasury shares) of the Company. He added that pursuant to Paragraph 7.08 of Main Market LR, the new shares would have to be offered to the existing shareholders of the Company unless there was a direction to the contrary given in the general meeting of the Company.

The Chairman informed the Meeting that, if passed, this resolution would enable the Directors to take swift action should there be a need to issue and allot new shares in the Company to undertake fund raising activities. He further informed the Meeting that, should the shareholders/proxies approve the Ordinary Resolution 9, the Shareholders would be deemed to have waived their pre-emptive rights pursuant to Section 85(1) of the Companies Act 2016, thereby allowing the Directors to issue new shares to any person without having to offer the said new shares equally to all existing shareholders of the Company prior to the issuance.

The Chairman further informed the Meeting that the full text of the Ordinary Resolution 9 was set out in the Notice of the 5th AGM. With the permission of the Meeting, the Chairman declared that the full text of the Ordinary Resolution 9 was taken as read.

The Chairman reminded the shareholders that they could raise their questions, if any, during the Q&A session later.

The Meeting then proceeded to the next item on the Agenda.

AGENDA 9 ORDINARY RESOLUTION 10:
PROPOSED RENEWAL OF EXISTING SHAREHOLDERS' MANDATE AND
PROPOSED NEW SHAREHOLDERS' MANDATE FOR RECURRENT RELATED
PARTY TRANSACTIONS OF A REVENUE OR TRADING NATURE

The Chairman proceeded with Ordinary Resolution 10 under the special business, which was to seek shareholders' approval for the renewal of the existing shareholders' mandate and the proposed new shareholders' mandate to allow the Group to enter into Recurrent Related Party Transactions of a Revenue or Trading Nature ("**RRPT**") in the ordinary course of business ("**RRPT Mandate**").

The details of the Ordinary Resolution 10 were set out in the Circular to Shareholders dated 29 April 2026.

The Chairman informed the Meeting that this resolution, if passed, would enable the Group to enter into such transactions in this resolution the ordinary course of business, which were necessary for the Group's day to day operations, on normal commercial terms that were not more favorable to the related parties than those generally available to the public, and which were not detrimental to the interests of the minority shareholders of the Company. He further informed the Meeting that the RRPT Mandate would reduce the administrative time, effort, and expenses associated with convening separate general meetings to obtain shareholders' approval for RRPTs.

The Chairman further informed the Meeting that the interested Directors and interested Major Shareholders as disclosed in the Circular to Shareholders dated 29 April 2026 in relation to Ordinary Resolution 10, had undertaken to abstain from voting in respect of their direct and/or indirect shareholdings in the Company, if any. They had also undertaken to ensure that persons connected with them would abstain from voting in respect of their direct and/or indirect shareholdings in the Company, if any, when deliberating or approving the Ordinary Resolution 10.

The Chairman further informed the Meeting that the full text of the Ordinary Resolution 10 was set out in the Notice of the 5th AGM. With the permission of the Meeting, the Chairman declared that the full text of the Ordinary Resolution 10 was taken as read.

The Meeting then proceeded to the last item on the Agenda.

AGENDA 10 TO TRANSACT ANY OTHER BUSINESS OF WHICH DUE NOTICE SHALL HAVE BEEN GIVEN IN ACCORDANCE WITH THE COMPANY'S CONSTITUTION AND/OR THE COMPANIES ACT 2016

The Chairman informed the Meeting that the final item of the Agenda was to transact any other business of which due notice had been given in accordance with the Companies Act 2016 and the Company's Constitution.

The Chairman further informed the Meeting that the Company Secretary had confirmed that no notice had been received from any shareholders to transact any other business. The Meeting then proceeded with the Q&A Session.

QUESTION & ANSWER SESSION

The Chairman informed the Meeting that the Company had received a letter from the Minority Shareholders Watch Group ("**MSWG**") and a total of forty-one (41) questions from other shareholders prior to the Meeting.

He further informed that all questions would be addressed one by one to ensure clarity and transparency.

The Chairman informed the Meeting that the questions from MSWG would be addressed first, followed by the questions received from other shareholders prior to the 5th AGM. The emcee was invited to read out the MSWG questions, which were addressed by the Chairman, respective Directors and the representatives from Management.

Upon dealing with the questions raised by MSWG, the Meeting proceeded to address the pre-submitted questions from shareholders. The emcee then read out the consolidated questions, which were displayed on screen, and these questions were addressed by the Chairman, respective Directors and the representatives from Management.

The Chairman then opened the floor for questions to be raised by the shareholders who attended the Meeting. The shareholders present at the Meeting had raised questions to the Board and the Management. The questions were addressed by the Chairman, respective Directors and the representatives from Management.

The responses to the MSWG, pre-submitted questions and questions raised during the 5th AGM, as provided by the Management, are set out in **Annexure A, Annexure B and Annexure C, respectively**.

The Chairman thanked all shareholders for their interest, participation and questions. There being no further questions, the Q&A session was closed at 1:05 p.m., and the Meeting proceeded to the voting session.

POLL VOTING SESSION

Having dealt with all agenda items as set out in the Notice of the 5th AGM and the Q&A session, the Chairman announced the closure of registration for attendance at the 5th AGM to facilitate the commencement of the poll voting.

Before commencing with the poll voting session, a short video clip was presented by Tricor on the screen to guide the shareholders/proxies on the electronic voting process.

The Chairman then declared the commencement of the electronic poll voting process. He informed the Meeting that five (5) minutes would be provided to the shareholders/proxies to cast their votes on all resolutions as tabled via electronic poll voting. The appointed Poll Administrator and Independent Scrutineer were on standby to assist the shareholders/proxies during the poll voting session.

The Chairman then, after five (5) minutes, announced that the poll voting session for the 5th AGM was closed at 1:13 p.m. and thanked all shareholder/proxies for their participation.

The Chairman declared that the 5th AGM be adjourned for approximately 20 minutes or until the Independent Scrutineer had completed the verification of poll results for declaration in respect of Ordinary Resolutions 1 to 10. The Chairman invited the shareholders and/or proxies to collect the bento boxes or to have more coffee and tea, which were provided outside the meeting room while awaiting the announcement of poll results.

DECLARATION OF RESULTS

The Meeting resumed at 1:24 p.m. for the declaration of poll results. The Chairman announced that he had received the poll results, which had been duly verified by the Independent Scrutineer.

The poll results were projected on screen for the information of shareholders and proxies. Based on the poll results as set out in **Annexure D**, the Chairman declared that the Ordinary Resolutions 1 to 10 were carried as follows: -

Ordinary Resolution 1:

To approve an increase in the Directors' fees of up to RM77,150.00 payable to the Non-Executive Directors entitled to receive the Directors' fees for the period from 1 August 2025 to 26 June 2026, in such proportions and manner as the Directors may determine as follows:-

No.	Type of Director	Non-Executive Directors' Fee of the Company (RM)
1.	Non-Independent Non-Executive Directors	57,750.00
2.	Independent Non-Executive Directors	19,400.00
	Total	77,150.00

The Meeting **RESOLVED**: -

THAT the following increase in the Directors' fees of up to RM77,150.00 payable to the Non-Executive Directors entitled to receive the Directors' fees for the period from 1 August 2025 to 26 June 2026, in such proportions and manner as the Directors may determine, be and is hereby approved:-

No.	Type of Director	Non-Executive Directors' Fee of the Company (RM)
1.	Non-Independent Non-Executive Directors	57,750.00
2.	Independent Non-Executive Directors	19,400.00
	Total	77,150.00

Ordinary Resolution 2:

To approve the Directors' fees of up to RM686,700.00 for the period commencing from 27 June 2026 up to the date of the next Annual General Meeting to be held in 2027, in such proportions and manner as the Directors may determine as follows:-

No.	Type of Director	Non-Executive Directors' Fee of the Company (RM)
1.	Non-Independent Non-Executive Directors	129,500.00
2.	Independent Non-Executive Directors	557,200.00
	Total	686,700.00

The Meeting **RESOLVED:** -

***THAT** the following Directors' fees of up to RM686,700.00 for the period commencing from 27 June 2026 up to the date of the next Annual General Meeting to be held in 2027, in such proportions and manner as the Directors may determine, be and is hereby approved: -*

No.	Type of Director	Non-Executive Directors' Fee of the Company (RM)
1.	Non-Independent Non-Executive Directors	129,500.00
2.	Independent Non-Executive Directors	557,200.00
	Total	686,700.00

Ordinary Resolution 3:

To approve the Directors' benefits (excluding Directors' fees) of up to RM75,000.00 for the period commencing from 27 June 2026 up to the date of the next Annual General Meeting to be held in 2027, in such proportions and manner as the Directors may determine as follows:-

No.	Type of Director	Non-Executive Directors' Benefits (excluding Directors' Fees) of the Company (RM)
1.	Independent Non-Executive Directors	75,000.00
	Total	75,000.00

The Meeting **RESOLVED:** -

***THAT** the following Directors' benefits (excluding Directors' fees) of up to RM75,000.00 for the period commencing from 27 June 2026 up to the date of the next Annual General Meeting to be held in 2027, in such proportions and manner as the Directors may determine, be and is hereby approved: -*

No.	Type of Director	Non-Executive Directors' Benefits (excluding Directors' Fees) of the Company (RM)
1.	Independent Non-Executive Directors	75,000.00
	Total	75,000.00

Ordinary Resolution 4:

To re-elect Mr. Lim Kim Heng, the Director who retires pursuant to Clause 129.1 of the Company's Constitution and being eligible, has offered himself for re-election

The Meeting **RESOLVED:** -

***THAT** Mr. Lim Kim Heng, the Director who retired pursuant to Clause 129.1 of the Company's Constitution, be and is hereby re-elected as Director of the Company.*

Ordinary Resolution 5:

To re-elect Mr. Lim Kim Chieng, the Director who retires pursuant to Clause 129.1 of the Company's Constitution and being eligible, has offered himself for re-election

The Meeting **RESOLVED:** -

***THAT** Mr. Lim Kim Chieng, the Director who retired pursuant to Clause 129.1 of the Company's Constitution, be and is hereby re-elected as Director of the Company.*

Ordinary Resolution 6:

To re-elect Mr. Oh Keng Leng, the Director who retires pursuant to Clause 129.1 of the Company's Constitution and being eligible, has offered himself for re-election

The Meeting **RESOLVED:** -

***THAT** Mr. Oh Keng Leng, the Director who retired pursuant to Clause 129.1 of the Company's Constitution, be and is hereby re-elected as Director of the Company.*

Ordinary Resolution 7:

To re-elect Ms. Lam Swee Kim, the Director who retires pursuant to Clause 114 of the Company's Constitution and being eligible, has offered herself for re-election

The Meeting **RESOLVED:** -

***THAT** Ms. Lam Swee Kim, the Director who retired pursuant to Clause 114 of the Company's Constitution, be and is hereby re-elected as Director of the Company.*

Ordinary Resolution 8:

To re-appoint Messrs. BDO PLT as the Auditors of the Company for the ensuing year and to authorise the Directors to fix their remuneration

The Meeting **RESOLVED:** -

***THAT** Messrs. BDO PLT be and is hereby re-appointed as Auditors of the Company until the conclusion of the next Annual General Meeting, AND THAT the Directors be and are hereby authorised to fix their remuneration.*

Ordinary Resolution 9:
Authority to issue and allot shares of the Company pursuant to Sections 75 and 76 of the Companies Act 2016

The Meeting **RESOLVED:** -

***THAT** pursuant to Sections 75 and 76 of the Companies Act 2016 ("**the Act**"), the Constitution of the Company, Main Market Listing Requirements ("**MMLR**") of Bursa Malaysia Securities Berhad ("**Bursa Securities**") and approval of the relevant regulatory authorities, where such approval is required, the Directors of the Company be and are hereby authorised to issue and allot shares in the capital of the Company, grant rights to subscribe for shares in the Company, convert any securities into shares in the Company, or allot shares under an agreement or option or offer ("**New Shares**") from time to time, at such price, to such persons and for such purposes and upon such terms and conditions as the Directors may in their absolute discretion deem fit, provided that the aggregate number of such New Shares to be issued, to be subscribed under any rights granted, to be issued from conversion of any security, or to be issued and allotted under an agreement or option or offer, pursuant to this resolution, when aggregated with the total number of any such shares issued during the preceding twelve (12) months does not exceed ten per centum (10%) of the total number of issued shares (excluding any treasury shares) of the Company for the time being ("**Proposed General Mandate**").*

***THAT** the existing shareholders of the Company do hereby waive their pre-emptive rights pursuant to Section 85(1) of the Act read together with the Clause 75.1 of the Company's Constitution to be offered the New Shares to be allotted and issued under the Proposed General Mandate, which rank equally with the existing issued shares in the Company.*

***THAT** such approval on the Proposed General Mandate shall continue in force until: -*

- a) the conclusion of the next Annual General Meeting ("**AGM**") of the Company held after the approval was given;*
 - b) the expiration of the period within which the next AGM of the Company is required to be held after the approval was given; or*
 - c) revoked or varied by resolution passed by the shareholders of the Company in a general meeting,*
- whichever is the earlier.*

***THAT** the Directors be and are hereby also empowered to obtain approval from Bursa Securities for the listing of and quotation for such New Shares on the Main Market of Bursa Securities.*

***THAT** authority be and is hereby given to the Directors of the Company, to give effect to the Proposed General Mandate with full powers to assent to any conditions, modifications, variations and/or amendments as they may deem fit in the best interest of the Company and/or as may be imposed by the relevant authorities.*

***AND THAT** the Directors of the Company, be and are hereby authorised to implement, finalise, complete and take all necessary steps and to do all acts (including execute such documents as may be required), deeds and things in relation to the Proposed General Mandate.*

Ordinary Resolution 10:
Proposed Renewal of Existing Shareholders' Mandate and Proposed New Shareholders' Mandate for Recurrent Related Party Transactions of a Revenue or Trading Nature

The Meeting **RESOLVED:** -

- Minutes of the Fifth Annual General Meeting held on 26 June 2026 - (Cont'd)

THAT subject to the provisions of the Main Market Listing Requirements ("**MMLR**") of Bursa Malaysia Securities Berhad ("**Bursa Securities**"), the Company and/or its subsidiaries ("**Group**") be and are hereby authorised to enter into and give effect to the recurrent related party transactions of a revenue or trading nature with the related parties as set out in Section 2.4 of the Circular to the Shareholders dated 29 April 2026, provided that such transactions are necessary for day-to-day operations and are carried out in the ordinary course of business and at arms-length basis on normal commercial terms which are consistent with the Group's normal business practices and policies and on terms not more favourable to the related parties than those generally available to the public and on terms not to the detriment of the interest of the minority shareholders of the Company ("**Proposed RRPT Mandates**").

THAT the authority conferred by such mandate shall commence upon the passing of this resolution and continue to be in full force until: -

- a) the conclusion of the next Annual General Meeting of the Company ("**AGM**") at which time it will lapse, unless by a resolution passed at that meeting, the authority is renewed;
- b) the expiration of the period within which the next AGM of the Company is required to be held pursuant to Section 340(2) of the Companies Act 2016 ("**the Act**") (but must not extend to such extension as may be allowed pursuant to Section 340(4) of the Act); or
- c) revoked or varied by resolution passed by the shareholders in a general meeting,

whichever is the earlier.

AND THAT the Directors of the Company be and are hereby authorised to do all such acts and things as they may consider expedient or necessary (including, without limitation, to execute all such documents and to assent to any conditions, variations and/or amendments) in the interest of the Company to give effect to the transactions contemplated and/or authorised by this mandate.

CLOSURE

The Chairman concluded the meeting and declared the meeting closed at 1:25 p.m.

The Chairman then thanked all participants for taking their time to attend and participate at the 5th AGM.

SIGNED AS A CORRECT RECORD

- Signed -

DATO' YEOW WAH CHIN
CHAIRMAN

Dated: 9 July 2026

QUESTION RECEIVED FROM THE MINORITY SHAREHOLDERS WATCH GROUP (“MSWG”) PRIOR TO THE FIFTH ANNUAL GENERAL MEETING (“5TH AGM”) OF SENHENG NEW RETAIL BERHAD HELD ON FRIDAY, 26 JUNE 2026

The following questions/statements were received from the MSWG prior to the 5th AGM of the Company. The Directors and the Management Team have responded to the answers as follows: -

Question 1:-

The Group recorded a third consecutive year of revenue decline despite continued investments in its omnichannel platform, customer loyalty programmes, and S-Coin ecosystem (Source: Page 34 of Annual Report 2025 (“AR2025”)).

The first half of the financial year was affected by weaker consumer sentiment and lower discretionary spending, while the second half saw improved sales following the Untung Gila campaign, the “My Rewards, and My Choice” programme, the strengthening of the S-Coin ecosystem, and improved consumer sentiment. Nevertheless, these improvements were insufficient to restore full-year revenue growth (Source: Page 33 of AR2025).

(a) The weaker first-half performance was attributed to softer consumer demand and reduced spending on higher-ticket items.

(i) Which product segments were most affected, and are these segments now recovering or continuing to experience pressure?

The softer first-half performance was broad-based across most product categories, as consumers became more cautious in their spending, particularly for discretionary and higher-ticket items.

This was not limited to one single product segment, but reflected a wider moderation in demand across the consumer electrical and electronics retail market.

That said, we began to see improvement in the second-half of the financial year ended 31 December 2025 (“FYE2025”), particularly within the home appliances segment.

These categories saw better momentum from second-half of FYE2025 onwards, supported by stronger promotional activities, improved consumer sentiment and campaigns such as Untung Gila, My Rewards, My Choice, and the strengthening of our S-Coin ecosystem.

Moving forward, while some higher-ticket discretionary categories may continue to face pressure in a value conscious environment, we expect demand recovery will be supported by more targeted promotions, improved product-mix planning, stronger omnichannel conversion and deeper customer engagement through our Point-Based Economy (“PBE”) and S-Coin initiatives.

(ii) What adjustments has the Group made to its product mix and pricing strategy to address changing consumer behaviour?

We have adjusted our product mix to better reflect the current value-conscious consumer environment, where customers are more selective and place greater emphasis on practicality, affordability, energy efficiency and long term value.

In this regard, we have continued to strengthen our offerings in more resilient and relevant categories, including home appliances while also expanding into adjacent home-related categories such as water systems and solar solutions.

From a pricing perspective, our strategy is not to rely purely on broad-based discounting, as this could affect margin quality over time.

Instead, we are adopting a more targeted approach through campaign-based promotions, product bundling and S-Coin-led value propositions under our PBE model.

This allows us to provide customers with stronger perceived value while maintaining better discipline over pricing and margins.

At the same time, we are using customer data, sales trends and redemption behaviour to refine product assortment and promotional planning across both physical and digital channels.

(b) The Group reported stronger sales in the second half, supported by promotional campaigns such as “Untung Gila, My Rewards, and My Choice”.

How does the Board intend to sustain this sales momentum once these campaign ends, without continued reliance on promotional spending?

While promotional campaigns such as Untung Gila have contributed positively to sales performance, the Group’s long-term strategy is not to rely solely on campaign-driven growth.

The Group is progressively building an “everyday earn, everyday redeem” S-Coin ecosystem, where customer engagement is driven by ongoing rewards activities and loyalty participation throughout the year.

The objective is to encourage customers to engage, earn and redeem S-Coins as part of their normal purchasing journey, rather than concentrating spending only during promotional periods.

As the S-Coin ecosystem continues to mature and customer adoption increases, the Group expects to benefit from more consistent customer traffic, higher purchase frequency, stronger customer retention and recurring purchases throughout the year.

Together with the Group's omnichannel capabilities and customer engagement initiatives, this is expected to support a more stable and sustainable revenue base over the longer term.

- (c) Given the continued strong growth momentum in S-Coin issuance, which doubled to RM130,413,690 in FYE2025 from RM64,873,780 in financial year ended 31 December 2024 ("FYE2024") (Source: Page 58 of AR2025), what is the impact of this programme on the Group's gross and net margins, and which business segments are most affected?**

We acknowledge the concern on margin impact directly, as the rewards represent value passed to customers. However, there are cost sharing arrangement with our participating partners.

Nevertheless, the Management evaluates the programme based on its overall contribution to customer lifetime value, repeat purchases, traffic generation and revenue growth.

In terms of segment impact, categories that participate more actively in S-Coin campaigns may experience a lower gross margin at the point of sale.

This is intentional, as these categories are strategically used to drive customer traffic, improve conversion rates and encourage repeat engagement.

As the ecosystem matures, we expect the benefits of higher retention and repeat purchases to progressively offset the upfront margin cost.

We are not, at this stage, disclosing the specific basis-point margin impact, as this is commercially sensitive and competitively material, but we are satisfied that the programme's economics are managed with discipline.

Question 2:-

Online revenue rose 2% year-on-year to RM130.7 million in FYE2025, supported mainly by selected marketplace channels despite softer performance in some owned and brand store platforms.

The Group also continued enhancing its retail network through store upgrades to premium Grand formats and review of underperforming locations to better align with consumer traffic and improve efficiency. (Source: Page 38 of AR2025).

- (a) Could the Board provide the breakdown of online revenue between owned platforms and marketplaces, and specify which marketplace channels contributed to the growth?**

For FYE2025, the Group's online performance was supported mainly by stronger contribution from marketplace channels, while some owned and brand-store platforms recorded softer performance during the year.

While we are not able to disclose the precise revenue split between owned platforms and individual marketplaces, as this is commercially sensitive and competitively material, we can confirm that the marketplace channel was the principal contributor to online growth during the year.

Within this, platforms such as TikTok grew strongly, supported by intensified livestream activity from both headquarters and selected offline stores.

This helped us reach a wider and younger customer base while strengthening online-to-offline engagement.

Our owned platforms remain strategically important within the broader omnichannel ecosystem, notwithstanding softer growth relative to marketplaces during the period.

Our forward strategy is not to depend on any single channel, but to strengthen the overall digital ecosystem, across owned platforms, marketplaces, livestream commerce, chat commerce and store assisted online conversion so that online channels contribute more meaningfully to engagement and sales over time.

- (b) With the Group's store network declining from 116 to 106 stores, and only four new or upgraded stores completed in FYE2025 compared with nine in FYE2024 (Source: Page 8 of AR2025), how does the Board assess the effectiveness of its premium store strategy?**

Please also disclose the total capital expenditure incurred for store upgrades in FYE2025, expected payback period, and criteria for upgrading or closing underperforming stores.

The Group's store strategy focuses on quality, productivity and profitability rather than store count.

The reduction from 116 to 106 stores reflected deliberate network rationalization as the consolidation or exit of underperforming locations rather than distress closures.

Our premium Grand store formats have demonstrated approximately 10% to 25% higher sales productivity than standard stores, supporting the effectiveness of the strategy.
The capital expenditure incurred for store upgrades in FYE2025 was approximately RM2 million.

The investment per store varies with format, size and scope of renovation, with a targeted payback period of approximately 18 to 24 months, although actual payback may vary depending on the scale, location and performance of the individual store.

Given the challenging retail environment, the Group adopted a more measured approach to expansion from FYE2025, prioritising the optimisation of existing stores and improvement of productivity over new openings.

Decisions to upgrade, relocate, consolidate or close stores are based on financial performance, market potential, customer demand, lease arrangements and strategic fit within the network.

Board believes this optimisation approach will strengthen long-term profitability and return on investment.

Question 3:-

Net profit attributable to shareholders has declined significantly over the past five financial years, from RM65.2 million in FY2021 to RM9.4 million in FYE2025 (Source: Page 9 of AR2025).

Does the Board view the decline in profitability as a need for fundamental changes to the business model, and if so, which initiatives have been ineffective, and what measurable targets are in place to restore shareholder value and improve returns?

We acknowledge that the decline in profitability is significant and that shareholders expect clearer progress in restoring returns.

The Board does not view this as a reason to abandon the Group's business model, but it does recognise that the model must continue to evolve in response to structural changes in consumer behaviour, channel competition and margin pressure.

Earlier initiatives were important in building the foundation for digitalisation, omnichannel capability and customer loyalty.

In hindsight, the principal lesson is that this foundational investment did not translate quickly enough into conversion, cost efficiency and margin quality as the investment phase weighed on returns ahead of the benefits materialising.

This is precisely why we have moved into Flywheel 2.0 and the PBE framework, which are designed to improve execution across customer engagement, loyalty, conversion, profitability and operational efficiency.

The areas we are focused on and measuring include revenue recovery, gross margin stability, customer retention, S-Coin redemption participation, online and assisted-commerce conversion, outlet productivity, operating cost discipline, cash generation and working capital efficiency.

Our priority is to ensure that strategic initiatives are outcome-driven rather than activity-based, with a clearer contribution to profitability and shareholder value over time.

Question 4:-

The Group recognised RM3.82 million (2024: RM4.02 million) in reversals of previously written-down inventories (Source: Note 12(e), Page 166 of AR2025).

What percentage of FYE2025 gross profit is derived from these reversals, and how sustainable is this contribution to earnings, and whether the Board expects such reversals to recur in future financial years?

Inventory write-down reversals are common in the retail industry, where product costs, supplier support, market demand and selling prices can fluctuate over time.

The FYE2025 reversal arose from improvements in the estimated net realisable value of certain inventories compared to earlier assessments.

While it contributed positively to gross profit, it represented only a small portion of the Group's overall gross profit and was not a key driver of earnings.

Future reversals may occur from time to time depending on market conditions and inventory performance, but the Group does not rely on such reversals as a recurring source of profitability.

Question 5:-

The Group has implemented recycling practices at its operational facilities to manage packaging waste.

Styrofoam and delivery packaging boxes are separated and sent for recycling?

During FYE 2025, approximately 112,005 kg of general waste was disposed of at municipal landfills. (Source: Page 62 of AR2025).

According to the report, Styrofoam (EPS) is widely used in packaging but has significant environmental impacts as it is non-biodegradable, difficult to recycle, and breaks down into microplastics that pollute land and marine ecosystems, harming wildlife. Although technically recyclable, limited facilities and high costs mean it is rarely recycled, resulting in most waste ending up in landfills.

(Source: <https://www.simplyplasticfree.com.au/environmentalimpact-of-styrofoam/>).

- (a) Given growing concerns over Styrofoam's environmental impact, what initiatives has the Group undertaken to reduce its use and transition to sustainable packaging materials?**

We recognise the environmental concerns relating to Styrofoam and packaging waste, particularly given the nature of consumer electrical and electronics products, where protective packaging is commonly used to ensure product safety during delivery and handling.

Our current approach is to improve segregation and recycling of packaging materials, including Styrofoam and delivery packaging boxes, at our operational facilities.

We have also continued to work with relevant recycling channels to ensure that recyclable materials are properly separated and diverted where feasible.

At the same time, we are mindful that packaging changes must also consider product protection, supplier packaging standards and customer delivery requirements.

Moving forward, we will continue engaging suppliers and logistics partners to explore practical ways to reduce unnecessary packaging, improve recyclability and gradually move towards more sustainable packaging solutions where commercially and operationally feasible.

- (b) What were the Group's total annual costs for waste management, including recycling programmes and e-waste collection initiatives? Have these costs increased over the past three years, and if so, by what percentage?**

The Group incurs only minimal costs in relation to its recycling and e-waste collection initiatives.

This is because we work closely with appointed recycling partners and vendors who collect recyclable materials and e-waste directly from our stores or customers.

For e-waste collection, the service is generally provided in conjunction with the delivery of a new product, allowing the Group to leverage its existing logistics network without incurring significant additional costs.

Where customers request standalone collection services without a corresponding purchase, transportation charges may be imposed to offset the associated costs.

Accordingly, waste management and e-waste collection activities do not represent a material cost to the Group, and any year-to-year fluctuations have not been significant.

(c) What is the customer participation rate for the Group's e-waste collection programme, and has it declined alongside lower overall volumes?

Customer participation in the Group's e-waste collection programme is largely linked to new product purchases and delivery services, as customers are offered the option to dispose of their old appliances when receiving new products.

As overall sales and delivery volumes were lower in FYE2025 compared to FYE2024, participation in the e-waste collection programme was correspondingly lower.

However, the Board continues to view the programme as an important sustainability initiative and remains committed to providing customers with a convenient and responsible channel for e-waste disposal.

The Group will continue to promote awareness and encourage participation as part of its broader sustainability and environmental stewardship efforts.

(d) Despite fluctuations in operational activity, how does the Group track its progress toward "enhanced recycling" without setting intensity-based waste management targets?

The Group recognises the importance of measuring and improving its recycling efforts.

While we have not currently adopted formal intensity-based waste management targets, we monitor our progress through operational indicators such as the volume of e-waste collected, participation in recycling programmes, customer engagement levels and the effectiveness of our collection channels.

As our recycling and e-waste initiatives are closely linked to product sales and delivery activities, absolute collection volumes may fluctuate from year to year depending on business activity.

Accordingly, Management reviews these metrics in the context of overall operational trends to assess the effectiveness of the programme.

The Group will continue to enhance its data collection and monitoring capabilities and will periodically review the appropriateness of introducing additional sustainability metrics and targets as our ESG reporting practices continue to evolve.

PRE-SUBMITTED QUESTION RECEIVED FROM THE SHAREHOLDERS PRIOR TO THE FIFTH ANNUAL GENERAL MEETING ("5TH AGM") OF SENHENG NEW RETAIL BERHAD HELD ON FRIDAY, 26 JUNE 2026

The following questions/statements were received from the shareholders prior to the 5th AGM of the Company. The Directors and the Management Team have summarised and responded to the answers as follows: -

- 1. Please provide a more substantial door gift for the shareholders that are attending this meeting, either in form Senheng vouchers or S-Coin. Let the shareholders to experience whether the Senheng Flywheel 2.0 is actually working.**

Thank you for the suggestion. The Board appreciates shareholders' continued support and values the feedback. In light of the current market and our commitment towards enhancing shareholder value, we are focused on cost-saving and prioritizing investments in the company's growth over door gifts. Management will take the suggestion into consideration as part of our future shareholder engagement efforts.

- 2. Given that Senheng has experienced a continuous four-year structural decline in revenue culminating in a net loss for the core Trading segment this quarter, shareholders need absolute assurance regarding the capability of our executive leadership.**

What is the Board's objective assessment of the current management team's performance in navigating this multi-year downturn?

The Board evaluates Management based on a broad set of financial, operational and strategic measures rather than revenue performance alone. While we acknowledge the challenges reflected in recent results, we also recognise Management's efforts in navigating a difficult operating environment, maintaining financial discipline, strengthening our customer ecosystem, improving operational efficiency and positioning the Group for long-term growth. The Board continues to monitor Management's performance closely and remains committed to ensuring accountability and execution against the Group's strategic objectives.

- 3. Are executive appointments and retention being evaluated purely on loyalty and long service, or are they strictly tied to strategic competence and market agility?**

Executive appointments and retention are not based on loyalty or length of service alone. The Board evaluates management based on leadership capability, strategic competence, execution discipline, adaptability to market change and the ability to deliver on the Group's priorities. Experience and long service can be valuable, but only if they continue to contribute positively to the business in a changing environment. The Board's expectation is that management must remain agile, commercially disciplined and capable of leading the Group through transformation.

- 4. I propose that the Board implement a temporary 50% reduction in the total remuneration, allowances, and incentives of all Executive Directors and Key Senior Management. This salary reduction should remain firmly in place until the Group's operational recovery successfully drives Senheng's market capitalisation back to a minimum threshold of RM 1.0 billion.**
- 5. To restore shattered market trust and demonstrate true corporate stewardship, will the board and management team implement an immediate 50% to 70% reduction in executive directors' and senior management salaries for the remainder of 2026?**

(Q4 & Q5 are addressed together)

The Board appreciates the shareholder's suggestion and acknowledges the importance of aligning management remuneration with the Group's performance and shareholder interests.

In demonstrating leadership accountability, the Executive Directors had voluntarily reduced his salary by 40% and forego his bonus and increment entitlement since the previous financial year.

For Key Senior Management, remuneration is reviewed by the Remuneration Committee and approved by the Board, taking into consideration performance, responsibilities, market competitiveness and the need to attract, retain and motivate talent. The Board is mindful of the need to balance performance-based rewards with market competitiveness and believes that maintaining an experienced and capable leadership team is particularly important during challenging periods, as these individuals play a critical role in executing the Group's turnaround initiatives, driving operational improvements and positioning the business for long-term recovery and growth.

In fact, the number of top management team members has already been reduced over the past two years as part of the Group's ongoing cost optimisation efforts. As a result, the existing top management team members have had to assume wider portfolios and additional responsibilities compared to previously and the total remuneration has reduced by RM1.3 million as compared to prior year.

6. **I would like to raise a strong objection regarding the choice of venue for this year's AGM at the Tropicana Golf & Country Resort. Given that our core retail business has slipped into a net loss, our multi-year revenues are in a steady decline, and the share price recently hit a 52-week low of RM 0.155, the absolute focus of this Board and management team should be entirely on getting back to business—not leisure. Why are we spending unnecessary money when the administration guide stated no door gifts will be given. If shareholders are experiencing austerity, the Board and management team should share the same levels of austerity. Also, for the resolutions, why we are passing the increase of directors' fees and benefits. It should be scrapped considering the performance of the Group is horrendous**

We take this feedback seriously and understand the sensitivity, especially given the Group's recent performance, and we acknowledge the point that shareholders expect prudence from both management and the Board. The AGM venue was selected after considering both operational requirements and cost efficiency.

The proposed additional Directors' fees and benefits are mainly due to changes in the composition of the Board and Board Committees. These included Mr. Lim Kim Chieng's redesignation to Non-Independent Non-Executive Director on 1 August 2025, the appointment of Dato' Yeow Wah Chin as Independent Non-Executive Chairman on 1 March 2026, and the subsequent restructuring of Board Committees announced on 6 February 2026. Following the restructuring, directors and key senior management remuneration reduced by RM 1.3 million as compared to prior year and we expect to enjoy full year impact for this saving in 2026. The overall financial impact was positive after netting off the increase in director fees and benefit.

7. **Please improve the investor relations activities, especially the engagement with the analysts and investors. This is something that is lacking of the Company since its listing**

Thank you for the suggestion.

The Board values transparent and timely communication with shareholders and the investment community.

Management remains committed to improving engagement while ensuring disclosures remain timely and aligned with regulatory requirements.

- 8. With revenue declining 9.4% year-on-year and 22.2% sequentially, what specific product categories see the steepest drop in demand, and what is the strategy to capture market share in a "value-conscious" consumer environment?**

The softer performance was mainly influenced by cautious consumer spending, particularly for higher-ticket discretionary purchases.

While we do not publicly disclose sales by product categories as it involve commercially sensitive information, management continues to focus on executing Flywheel 2.0 and Point-Based Economy ("PBE") model, supported by S-Coin as a strategic value currency, rather than relying purely on broad-based discounting, aiming for improving product margin, strengthening campaign offerings and increasing customer traffic through both physical stores and our digital ecosystem. We also continue working closely with brand partners to remain competitive while protecting long-term margins.

- 9. The Group maintained GP margins at 21.4% despite lower volume. Is this margin level sustainable if the Group has to engage in more aggressive discounting to stimulate sales in the coming quarters?**

Margin management remains a key focus. While market competition remains active, our priority is to balance competitiveness with profitability through product mix, brand partnership, disciplined pricing strategies and supported by S-Coin as a strategic value currency, rather than relying purely on broad-based discounting. Management continues to monitor this closely and remains focused on maintaining healthy margins over the longer term.

- 10. Please look into more significant closing down of non-performing outlets. I went to many outlets and have observed a low footfall in the respective outlets. We shareholders have been suffering since the IPO and now the share price is at its all-time low**

The Board and management acknowledge the shareholder's observations and share the concern about shareholder value. The share price trajectory since the IPO is a matter that the Board takes very seriously, and management does not underestimate the impact this has had on investor confidence.

Store productivity is reviewed regularly. Management continues assessing performance across the network and remains focused on improving productivity of existing stores while evaluating opportunities selectively.

The Group remains disciplined and flexible in managing the network based on long-term business needs.

- 11. The current Low Return on Equity (ROE) of 1.7% is significantly below the industry average of 10.2%. At what point will the Board prioritize capital preservation or higher dividends over continued "New Retail" reinvestment if ROE does not improve?**

The Board remains mindful of both long-term growth and shareholder value.

Capital allocation continues to be reviewed carefully, with focus on strategic investments that strengthen competitiveness while maintaining prudent financial discipline.

The Board remains committed to building sustainable long-term shareholder value.

- 12. The group's revenue has experienced a continuous multi-year contraction, falling from RM 1.56 billion in 2022 to RM 1.15 billion in 2025, with Q1 2026 continuing to slide by 9.4% year-on-year. In fact, every financial year since FY21 the sales consistently have been going down. Given that this downward trend has persisted for over four consecutive years, it clearly extends beyond temporary "weak consumer sentiment". What fundamental shifts in consumer behavior is Senheng failing to capture, and what is the Board's definitive turnaround strategy to stop this structural top-line erosion?**

We acknowledge that revenue has declined from the post-pandemic peak. However, FY2022 was an exceptional year driven by pent-up demand, and the industry is now in a normalisation phase. At the same time, consumer behaviour has changed significantly, with customers becoming more value-conscious and increasingly shopping across multiple channels.

Our turnaround strategy is therefore not to pursue topline recovery through broad-based discounting alone, but to rebuild demand quality through a more integrated model. This includes strengthening the Point-Based Economy ("PBE") and S-Coin ecosystem, improving omnichannel conversion, sharpening product-mix selection, optimising store productivity and expanding into more relevant adjacent categories such as solar solutions and water systems.

This also includes Senheng Home Customisation ("SHC"), which extends our customer engagement earlier into the home planning and furnishing journey, allowing us to participate in a broader home living spend and build deeper ecosystem relevance beyond traditional consumer electronics purchases. We are also strengthening our digital retail ecosystem and assisted commerce pathways so that we can engage customers more effectively across the full purchase journey.

- 13. Given the average annual earnings decline of -40% over the past five years, does the Board intend to revise the internal target of >10% profit growth, which was missed again in FY2025?**

Management remains committed to long-term growth while staying realistic in the current environment.

Our priority is sustainable execution by improving business fundamentals, strengthening customer engagement and maintaining financial discipline.

Targets continue to be reviewed internally based on prevailing market conditions and business opportunities.

- 14. What specific internal strategic blunders do you take personal responsibility for? Is the management taking responsibility for countless failures?**

We acknowledge that the Group's financial performance and share price performance have not met shareholders' expectations. Management is accountable for the execution of the Group's strategy, and the Board is accountable for overseeing that execution. We accept that certain initiatives have taken longer than expected to translate into financial results, and that the Group needs to improve the pace and effectiveness of its turnaround.

The key learning is that building infrastructure, upgrading stores and investing in digital capabilities are not sufficient on their own unless they translate into stronger conversion, higher productivity, better margins and sustainable revenue recovery. This is why our current focus is on disciplined execution, not simply launching more initiatives. We are tightening cost discipline, reviewing outlet productivity, improving product-mix decisions, strengthening working capital management and measuring the effectiveness of S-Coin and PBE more closely.

The Board evaluates Management on strategic competence, execution quality and progress toward restoring shareholder value, and will take whatever steps it considers necessary and appropriate in the interests of the Company and all shareholders. Our responsibility now is to demonstrate progress through results, not merely strategy.

- 15. Your IPO was priced at RM1.07. At today's price of RM0.12, the market has wiped out nearly 90% of your equity value. Which baseline prospectus assumptions turned out to be completely wrong?**

We acknowledge shareholders' concern and disappointment over the decline in Senheng's share price since listing. The share price performance is clearly not where the Board or Management wants it to be, and we take this matter seriously. However, share price movements are influenced by a combination of Company performance, market sentiment, sector valuation, investor risk appetite and broader macroeconomic conditions.

In terms of the business assumptions at the time of listing, the Group had expected to benefit from store upgrades, digitalisation, omnichannel expansion and a stronger post-pandemic consumer recovery. In hindsight, the assumption that proved most optimistic was the expected pace and strength of that consumer recovery, and the resilience of discretionary spending on higher-ticket consumer electronics. Consumers have become more cautious and value-conscious, and competition from both local and online platforms has intensified more than anticipated. These factors slowed the pace of revenue recovery and profitability improvement relative to the trajectory implied at listing.

That said, we do not view the strategy as abandoned. We recognise that execution must be sharpened. This is why the Group has moved into Flywheel 2.0 and the Point-Based Economy ("PBE") model, with stronger focus on customer retention, S-Coin engagement, omnichannel conversion, product-mix optimisation, outlet productivity and cost discipline. The Board's priority is to restore operating performance in a disciplined manner so that shareholder value can be rebuilt over time.

- 16. Online sales contribute 11.4% of total sales. Given the aggressive investment in the New Retail System (NRS), why has the growth in online contribution not been sufficient to offset the decline in physical store performance?**

Management's strategy is not to treat online and offline as competing silos, but as one integrated omnichannel ecosystem. The Group's digital retail ecosystem is intended to strengthen operational efficiency, inventory optimisation and customer engagement, while social, assisted and live-stream commerce are being accelerated as additional conversion pathways rather than relying on website performance alone.

In this context, 11.4% online contribution should be viewed as one part of the broader Online-Merge-Offline model, not the sole measure of whether NRS or digital investment is working. The role of NRS and the wider digital ecosystem is to improve end-to-end conversion, better integrate inventory and customer engagement across channels, and support long-term lifetime value, including driving store-assisted and cross-channel transactions that may not be captured purely as "online sales contribution."

- 17. Why hasn't the "New Retail" digital strategy successfully defended your margins from e-commerce rivals?**

The New Retail strategy has helped Senheng build important digital and omnichannel capabilities, but we acknowledge that it has not fully insulated the Group from margin pressure and intense online competition. The market has evolved quickly, and e-commerce competitors continue to compete aggressively on pricing, convenience and promotional intensity.

Our view is that the answer is not to compete purely on price, as that would further erode margins. Instead, we are strengthening our model around customer lifetime value and ecosystem engagement. Through PBE and S-Coin, we are positioning S-Coin not merely as a reward point, but as a value currency that encourages repeat purchases, redemption activity and long-term customer stickiness. We are also expanding digital conversion pathways through marketplaces, livestream commerce, assisted commerce, chat commerce and store-assisted online engagement.

At the same time, physical stores remain relevant, particularly for higher-consideration purchases where customers want consultation, product comparison, service assurance and after-sales support. The Group's strategy is therefore to make online and offline channels work together more effectively, instead of treating them separately. We recognise that the digital strategy must now deliver more measurable outcomes, particularly in conversion, margin quality and customer retention, and this is an area we are actively tightening under Flywheel 2.0.

- 18. The report shows that 100% of the IPO proceeds allocated for digital infrastructure have been utilised. What are the specific measurable outcomes or ROI seen from this investment in terms of online-to-offline (O2O) conversion?**

The Group's digital infrastructure investments extend beyond just O2O conversion, encompassing Customer Data Platform (CDP), e-commerce platform revamp, marketing automation, New Retail Solution, Mobile Point of Sales and other digital initiatives which support the entire customer journey. These initiatives are aimed at creating a seamless omnichannel customer journey, improving customer engagement, operational efficiency and data-driven decision making across all touchpoints. Management monitors the effectiveness of these investments through a range of internal performance indicators and has seen improvements in customer engagement, operational efficiency and overall business performance.

The enhanced digital ecosystem has also strengthened customer engagement through PlusOne and S-Coin, while enabling more targeted marketing and better conversion across channels.

- 19. You spent RM267 million raised from the IPO primarily on store upgrades. Why has this heavy capital deployment resulted in a RM0.12 share price instead of driving net earnings growth?**

We understand the concern that capital deployed into store expansion and upgrades has not yet translated into the expected earnings growth. The intention behind the IPO deployment was to strengthen Senheng's retail platform, enhance customer experience, upgrade store formats and support the Group's New Retail strategy. These investments were made to build long-term capability, not merely short-term sales uplift.

We would like to offer one clarification of the total IPO proceeds, approximately RM160.5 million was allocated to enhancing and expanding the store network, with the balance directed to repayment of borrowings, development of the brand distribution business, warehouse and logistics, and digital infrastructure. The deployment was therefore broader than store upgrades alone.

In particular, part of the proceeds was utilised for the acquisition of our central warehouse, which has generated immediate savings through the elimination of rental costs and improved operational control.

However, we acknowledge that the returns from these investments have been slower than expected due to softer consumer demand, lower discretionary spending and a more competitive retail environment. In response, we are no longer approaching the store network purely from an expansion perspective. Our focus is now on productivity, conversion and return on capital. This includes reviewing underperforming stores, optimising store formats, upgrading only where commercially justified, and ensuring each store plays a clearer role within the broader omnichannel ecosystem.

- 20. The "flywheel effect" is intended to drive repeat purchases. However, revenue fell significantly this quarter. Do you have data on the percentage of Q1 revenue contributed by S-Coin members versus non-members, and how does their average spend compare?**

Our PlusOne ecosystem remains a major pillar of the business, with over 4 million members and consistently contributed approximately 90% of our revenue with consistent average spent historically. We view the role of PBE and S-Coin as strengthening engagement quality, repeat frequency and customer lifetime value over time, rather than guaranteeing immediate quarter-on-quarter revenue growth in every period.

Our view remains that the model should be assessed over a longer horizon as the ecosystem continues to scale and mature.

- 21. While S-Coin issuance doubled to RM130.4 million, revenue still declined by 5.5% to RM1.17 billion. Can management quantify the exact Return on Investment (ROI) for the S-Coin ecosystem in terms of incremental revenue per Ringgit spent on rewards?**

S-Coin as a core value currency under the PBE model was designed to increase repeat purchases, improve redemption cycles, strengthen customer loyalty and support better conversion over time. In FYE2025, S-Coin issuance doubled to RM130.4 million, the S-Coin redemption increased by 113% with the Rewards Centre expanded to over 2,400 SKUs, which management views as indicators of stronger ecosystem participation and customer engagement.

The Board's view is that the benefits of S-Coin should be assessed in terms of longer-term engagement quality, repeat interaction and lifetime value, rather than only immediate topline uplift in a single financial year.

As part of the Group's ongoing enhancement of the PBE ecosystem, management has also streamlined the S-Coin structure by bringing the issuance and management of S-Coin in-house under the Group with effective 1 Jan 2026. This allows for better governance, operational efficiency and alignment with the Group's long-term loyalty strategy, while also demonstrates management's commitment to gradually reducing RRPT exposure across the Group where feasible.

- 22. How is the Group planning to evolve the S-Coin ecosystem to reduce its reliance on seasonal/festive peaks and create a more consistent monthly revenue floor?**

The Group's long-term direction is to build an "everyday earn, everyday redeem" S-Coin ecosystem, where customer engagement is driven by ongoing rewards activities rather than relying heavily on festive campaigns. While seasonal and festive peaks will continue to be part of the retail industry, as these periods naturally generate higher consumer spending, management views such sales as incremental opportunities on top of the Group's normal and sustainable business volume.

The objective of the S-Coin ecosystem is not merely to drive festive sales, but to encourage customers to engage, earn and redeem rewards throughout the year, thereby generating additional purchases beyond their normal spending pattern. As the ecosystem matures and customer adoption increases, management expects S-Coin to contribute to more consistent customer traffic, higher purchase frequency and recurring purchases across both festive and non-festive periods, supporting a more stable revenue base for the Group.

- 23. Given the rise in the cost of living, are you seeing a shift in how S-Coin points are redeemed (e.g., towards essential appliances rather than premium electronics), and how is the inventory strategy adjusting to this?**

Management recognises that consumers are becoming more value-conscious, and the expansion of the S-Coin Rewards Centre to over 2,400 SKUs across lifestyle and other categories is part of making the ecosystem more relevant to changing spending behaviour.

At this stage, Management does not manage inventory purely based on S-Coin trend, but planning and merchandising decisions continue to be driven primarily by overall customer demand and market insights.

From an inventory and merchandising perspective, Management continues to emphasise product-mix optimisation, stronger demand targeting and tighter sell-through management, so that its offering remains aligned with customer preferences in a softer retail environment. This is consistent with the broader strategy of improving demand quality and conversion rather than relying solely on promotional intensity.

- 24. The group's store count dropped significantly from 116 stores in 2024 to 106 stores in 2025. Despite closing these 10 underperforming stores, our revenue and margins continue to shrink. Does the Board plan to close more stores in 2026? What is the ideal, optimised store count target for Senheng moving forward, and how is our physical store strategy adapting to the aggressive growth of direct-to-consumer e-commerce platforms?**

The closure of 10 stores in FY2025 was part of our ongoing store optimisation strategy to improve network quality and productivity, not simply to reduce store count. At this stage, we do not have a fixed target number of stores. Instead, we continuously review store performance and will optimise the network where necessary.

Our store strategy is not about maximising the number of outlets, but about optimising the role, productivity and economics of the network. The reduction in store count reflects our willingness to rationalise underperforming locations and reallocate resources more efficiently. That said, there is no single ideal store count that we manage the business toward in a static way. The right footprint depends on customer traffic, location economics, conversion potential, brand visibility and the role each outlet plays in the broader omnichannel ecosystem.

Going into 2026, we will continue reviewing the network on a disciplined basis. This may include selective closures, upgrades, repositioning and format optimisation where appropriate. Importantly, we do not see physical stores and e-commerce as substitutes. Our stores remain key touchpoints for trust, consultation, fulfilment support, brand presence and customer experience, especially for higher-consideration and home-related purchases. Our physical strategy is therefore being adapted to work alongside digital growth, not against it.

- 25. Since store closures and minor deleveraging haven't fully solved the margin compression, does the Board plan to initiate a deeper corporate restructuring of corporate head-office overheads or supply chain logistics to match our smaller operational footprint? We have a high paying management team but after many years we have yet to see any signs of turnaround.**

We remain open to further optimisation wherever it is justified, and we do not assume that the current structure is fixed. At the same time, our approach is to be disciplined and targeted rather than pursue restructuring for optics. Margin compression is not being driven by one factor alone, it reflects softer demand, product mix, competitive pressure and macroeconomic factors. That means the solution must also be broader than a single restructuring exercise.

We continue to review head-office efficiency, supply chain execution, fulfilment readiness and cost structures as part of our ongoing initiatives. Appropriate actions will be taken where improvements can be made to better align the organisation with our current scale and strategic priorities. Our goal is to ensure the operating model is fit for purpose, commercially disciplined and capable of supporting both resilience and future growth.

In fact, the number of top management team members has already been reduced over the past two years as part of the Group's ongoing cost optimisation efforts. As a result, the existing top management team members have had to assume wider portfolios and additional responsibilities compared to previously and the total remuneration has reduced by RM 1.3 million as compared to prior year.

Management remuneration and performance are also reviewed against both financial and operational KPIs, including profitability, cost control, store productivity and operational efficiency.

- 26. In Q1 2026, the core Trading Division (consumer electronics retailing) posted an operational loss of RM 1.64 million, meaning the company's primary business model is currently unprofitable. The bottom line was only cushioned by the Warranty Division's RM 1.24 million profit. Is the Board concerned that Senheng is becoming a warranty-insurance provider rather than a competitive electronics retailer? What specific operational steps are being taken to return the core retail segment to profitability?**

The Board is concerned about the retail segment performance, but does not view the Group as becoming a warranty-insurance provider. The warranty business is intended to complement our retail business, not replace it. Retail remains our core business and contributes the vast majority of Group revenue.

To restore the core retail segment to stronger profitability, we are focusing on several operational priorities. First, we are improving demand quality and repeat engagement through PBE and S-Coin. Second, we are strengthening product-mix and margin discipline rather than pursuing volume at any cost. Third, we are tightening outlet productivity and omnichannel conversion, including assisted commerce and stronger cross-channel engagement. Fourth, we are continuing cost discipline and operating leverage improvements across the business. Our objective is clear, the retail segment must remain the core growth and value creation engine of the Group, with supporting divisions reinforcing rather than replacing that position.

- 27. The Group swung to a net loss of RM1.3 million this quarter. What internal cost-optimisation measures are being implemented to return to profitability in the immediate term?**
- 28. While Q1 2026 revenue dropped significantly by RM 26.14 million, operating and administrative expenses only fell by a marginal RM 2.34 million. This highlights highly rigid, "sticky" fixed overhead costs. What cost-restructuring exercises are underway to make our operating model more agile so that future revenue fluctuations do not instantly wipe out our net profitability?**

(Q27 & Q28 are addressed together)

Management takes the Q1 FY2026 net loss seriously and is actively addressing costs across multiple dimensions and our near-term response remains centred on cost discipline, cash flow management and tighter operational execution. Public disclosures already show that operating and administrative expenses were reduced year-on-year in Q1 FY2026, while borrowings also declined, reflecting continued balance sheet discipline.

Specific areas of ongoing focus include:

- *Store-level cost reviews, where underperforming outlets are subject to structured productivity assessments to identify operational inefficiencies*
- *Headcount and resource optimisation, ensuring labour deployment is aligned with traffic and transaction volumes*
- *Supply chain and logistics costs, through closer management of transport and warehousing cost;*
- *Marketing spend reallocation, shifting investment from broad-based campaigns to higher-ROI targeted digital and loyalty-driven activations.*

Management remains focused on restoring profitability and will continue to manage costs tightly while avoiding actions that compromise the customer experience or long-term brand strength.

29. The positive FCF of ~RM21.5 million was heavily supported by a RM10.8 million tax refund. Excluding one-off items, is the core business currently generating enough cash to fund the ongoing retail store expansion/upgrading program?
30. The Free Cash Flow was RM49.28 million, largely supported by RM51.02 million in non-cash depreciation charges. How does the Board plan to sustain positive FCF if CapEx requirements for store upgrades increase in the face of declining operating profits?
31. Based on Q1 2026, there was a sharp increase in current liabilities from RM 194.50 million to RM 210.70 million over just a three-month period, driven by rising trade payables and contract liabilities. Furthermore, while Operating Cash Flow appeared strong at RM 24.27 million, it was heavily padded by a RM 10.79 million tax refund. Stripping away this one-off tax refund, operational cash generation is tight. How is the Board managing working capital pressure and liquidity risks heading into the remainder of 2026?

(Q29, Q30 & Q31 are addressed together)

Management remains disciplined on both capital expenditure and cash flow. Investment decisions continue to be prioritised based on strategic value and expected returns while maintaining financial flexibility. While current liabilities increased, a significant portion of that movement reflects normal working capital timing items, including trade payables and contract liabilities, rather than a deterioration in liquidity control.

Even after excluding the tax refund, the Group still generated positive operating cash flow in Q1 FY2026, while cash and bank balances increased and borrowings reduced. The Group also remains in a net cash position, which gives it flexibility to continue selective investments while maintaining prudence. The current approach is not one of aggressive expansion at any cost, but measured capital deployment aligned with outlet productivity, customer engagement potential and strategic priorities under Flywheel 2.0.

Cash preservation and disciplined deployment remain important priorities.

32. How is the Group balancing the high capital expenditure of "upgrading and expanding" retail stores with the current trend of softer sales momentum? Are any planned store openings being deferred? Please list the stores to be closed for the financial year 2026

Our approach is to balance capital deployment with current demand conditions through measured and disciplined execution, rather than pursue a blanket expansion programme.

In response to softer trading conditions, we have slowed down our expansion pace since 2025 and adopted a more measured pace of new openings and is prioritising the upgrading of selected existing stores to the premium format where the return on investment case is clear. We have not publicly disclosed a list of stores to be opened and closed in FY2026 at this stage in view that decisions are commercially sensitive and subject to negotiation with landlords and other stakeholders. Store decisions are made based on outlet-level economics, customer experience and strategic fit, and we will continue to optimise the network in a disciplined manner rather than pursue expansion for its own sake.

33. Contract liabilities (customer deposits) contributed significantly to cash flow this quarter. Does this indicate a backlog of orders yet to be fulfilled, or a change in customer payment behavior?

The increase in contract liabilities mainly relates to future obligations to customers as deferred revenue under the applicable accounting standards.

It is primarily an accounting timing difference and not related to customer deposit. It does not indicate a change in customer payment behaviour or unusual order backlog. The balance will be recognised progressively as those obligations are fulfilled.

- 34. Management reported a Net Profit Margin of only 0.8% for FY2025. With margins having collapsed from 4.5% in 2022, what specific floor has management set for margins before pausing the "Territory Champion" expansion? Do we foresee the increase in Net Profit Margin in FYE2026, with the Senheng Flywheel 2.0 initiatives?**

Management recognises that profitability and margin quality remain key priorities and remains focused on balancing growth with profitability. We have decided to slow down our expansion pace in response to changing market conditions since 2025.

The Flywheel 2.0 is intended to strengthen margin quality over time through better conversion, improved customer loyalty, tighter omnichannel execution, product-mix optimisation and stronger supplier engagement, while profitability and margin compression are identified as key risks actively being addressed.

While the Board does not provide profit forecasts, management's focus in FYE2026 is clearly on disciplined execution of PBE, omnichannel conversion and S-Coin ecosystem scaling to support more resilient growth and stronger earnings visibility over time.

- 35. The Cash Conversion Cycle (CCC) has elongated to 72 days, nearly doubling since 2018. What is the concrete plan to reduce inventory days, which reached 90 days, particularly to mitigate the risk of technological obsolescence in consumer electronics?**

Management recognises that the longer cash conversion cycle and higher inventory days require tighter inventory discipline. Key actions include closer SKU-level ageing review, improved demand forecasting, more disciplined purchasing, supplier-supported sell-through programmes, markdown governance for ageing stock, and rationalisation of slower-moving SKUs.

For technology and consumer electronics products, where obsolescence risk is higher, Management will continue to monitor stock ageing and sell-through by category and work with suppliers to manage clearance, return, exchange or promotional support where commercially feasible.

- 36. Only 85.7% of evaluated suppliers achieved satisfactory performance against a 90% target. How has this underperformance impacted inventory turnover and the overall defective rate of 3.30%?**

Supplier performance evaluation is based on multiple criteria, including service responsiveness, fulfilment lead time, repair lead time, and overall support on company initiatives. As these factors are only some of the many variables influencing inventory turnover and defective rates, these are only impacting partially inventory turnover and the overall defective rate of 3.30%.

We are tracking supplier performance as a leading indicator of supply chain resilience as this is an important assessment that helps identify potential weaknesses in supplier relationships and operational support before they translate into broader supply chain or quality issues. Although the achievement rate of 85.7% was below our 90% target, no significant operational disruptions were observed during the reporting period, and continuous improvement actions are being pursued with relevant suppliers.

- 37. The market's aggressive sell-down of Senheng toward the RM0.14 range reflects deep investor fatigue following the Q1 2026 results announced on May 25, where the group slumped into a net loss of RM1.29 million on weakened consumer spending. To address these systemic issues, first, the Audit and Risk Management Committee must be questioned on its risk oversight regarding the group's digital investments, specifically demanding a rigorous independent evaluation of the cost-benefit structure, return on investment timelines, and financial exposure tied to the S Ecosystem platform that manages the Senheng App and S-Coin loyalty framework.**

38. When Senheng launches a campaign, it pays 50% upfront to S Ecosystem ("SECO"). S Eco gets the cash immediately, well before any retail redemption takes place. S Eco converts Senheng's advance cash directly into pure profit without ever having to fulfil its matching obligation or pay a single cent to reimburse a retail transaction.

The more aggressive the marketing initiatives by Senheng, the more shifting of liquidity (and interest income) and unredeemed profits to SECO. This transaction is HIGHLY detrimental to the shareholders considering the current share price has tumbled 90% from its IPO to now of pathetic RM0.15. All the strategies, be it Flywheel 1.0 and 2.0 and S-Coin ecosystem have not yielded any results – but more losses

The Audit and Risk Management Committee should review the audited accounts of S Ecosystem for any funneling of profits to SECO. For the longest time, we the shareholders have been losing money in this Company.

39. Based on the announcement dated 3rd June 2026 pertaining to the variation of a related party transaction, it states that the RM9.3 million (30.78%) cost overrun paid to S Ecosystem (M) Sdn Bhd ("S Eco") was primarily driven by aggressive, tactical S-Coin campaigns deployed to boost foot traffic during a weak retail environment. Hence, questions to raise to ARMC are as follows:-

- (i) Since Senheng is absorbing the primary operational pain of reduced retail margins and lower top-line sales, why is the commission structure with S Eco designed such that the private vendor owned by the major shareholders realises higher revenue precisely when the listed entity is under financial distress? Does the ARMC consider a volume-indexed fee model that lacks tier-based discounts or performance caps to be truly on 'normal commercial terms' and 'not detrimental to minority shareholders'?

(Q37, Q38 & Q39 (i) are addressed together)

One of the key roles of ARMC is to ensure all RRPTs are conducted on normal commercial terms, at arm's length, in the ordinary course of business, and are not detrimental to minority shareholders.

The commercial relationship with S Eco started before the company was listed and the mechanism remained the same since. The commission payable to S Eco was governed by a mutually beneficial commercial arrangement and reviewed at least quarterly by the ARMC and the Board, with the RRPT mandate also subject to review by Internal Auditor, a top-ranking audit firm. The increase in FY2025 was not due to any change in commission rates or pricing terms, but was driven by higher S-Coin issuance arising from strategic campaigns implemented by the Management to support customer acquisition, retention and sales performance during a challenging retail environment. We reviewed the financial impact and is satisfied that the cost impact to the group is at an acceptable level

In addition, as demonstrated in AGM last year, while S Eco earned a small commission when S-Coins are redeemed, the full S-Coin amount does not flow down to profit in S Eco's books. When customers subsequently redeem against the s coins, the amount is zeroed. What S Eco earns is a small commission for managing the S-coin redemption, and a share of expired S coins. The cost to the group is also minimal as we have a cost sharing arrangement with our partners.

In terms of reporting, however, we are required to report the full amount of S coins issued. Please note that this is not reflective of profits or costs. In the process of reviewing RRPTs, ARMC has highlighted this point and had numerous discussions with the management on the same.

As the S-Coin programme continued to grow in scale and strategic importance, the ARMC and Board reassessed the arrangement and concluded that it would be more beneficial for the Group to manage the programme directly. This decision was made in early FY2025, before the RRPT mandate utilisation exceeded the approved threshold.

Accordingly, effective 1 January 2026, the issuance and liability management of S-Coins were brought in-house. This reduces the Group's RRPT with S Eco by 80.1% in 2026 and will be fully eliminated once the old S-Coin lapsed by end of 2027.

The ARMC will continue to rigorously review the group's RRPTs and we continue to be committed to ensuring that RRPTs are aligned with the interests of the Group and its shareholders.

- (ii) Why did the Group's internal budgeting and risk management controls fail to accurately model the financial trajectory of these S-Coin campaigns four separate times within a single 12-month mandate window? What specific control rectifications are being implemented by the Audit Committee to prevent management from continuously overriding or severely busting approved shareholder mandates before obtaining refreshed approvals?**

The ARMC acknowledges the higher utilisation of the RRPT mandate. However, this was not due to any management override of approved controls or changes to the transaction structure or pricing mechanism.

The increase was primarily driven by stronger-than-expected customer participation in targeted S-Coin campaigns and the expansion of S-Coin Redemption Corners, which supported customer engagement and sales performance e.g. the "Untung Gila" campaign. This contributed to an 18.2% improvement in the Group's sales performance in Q4 FY2025 compared to the preceding quarter.

The ARMC received regular updates on RRPT utilisation throughout the year and closely monitored the transactions against the approved mandate. While forecasting assumptions were based on historical trends, actual customer participation due to above reasons exceeded expectations.

- (iii) If the S-Coin ecosystem is an absolute core driver of Senheng's competitive advantage, why is the underlying tech platform, ledger code, and IP owned entirely by a private entity controlled by the major shareholders rather than being a capitalised internal asset of the listed entity? Has the ARMC evaluated the long-term cost-benefit of acquiring this platform outright from the founders to eliminate this permanent cash siphon?**

Thank you for the suggestion, we have already done so, effective from 1 January 2026.

- (iv) What happens to the cash backing S-Coins that are issued during these aggressive campaigns but ultimately expire unredeemed by members? Do those expired point values remain inside S Eco as pure profit for the private company, or is there a robust clawback mechanism that returns unredeemed loyalty liabilities to Senheng New Retail Berhad's balance sheet?**

Expired S-Coin constitute income to S Eco and yes, there is an arrangement of claw back by the group based on agreed KPIs set.

The ARMC and the Board will continue to work with the management to optimise RRPT and execute our strategies to the best interest of our shareholders.

- 40. Given the immense capital destruction since the RM1.07 IPO, the Remuneration Committee must enforce executive accountability. Shareholders demand to know if the committee will commit to slashing or restructuring the fees, allowances, and total remuneration packages of the Executive Directors and senior management to align with the core business operating in the red. Moving forward, the board must clarify what explicit performance-linked key performance indicators (KPIs) or claw-back clauses will be enforced to ensure management's financial rewards are strictly tied to a sustained recovery in earnings and share price performance. Change the management team if they can't perform - we can't pay for underperformance. We need new blood in the Group.**
- 41. What specific, measurable Key Performance Indicators does the Board impose on top management regarding revenue recovery, cost-containment efficiency, and shareholder value restoration? If these KPIs are not being met, what clawback or succession mechanisms are in place?**

(Q40 & Q41 are addressed together)

The Board sets clear performance expectations for key senior management and monitors performance through a combination of financial, operational, strategic and governance-related indicators aligned with the Group's business priorities and long-term objectives. These KPIs are reviewed by the Remuneration Committee and approved by the Board annually.

Where performance falls below expectations, the Board engages Management on corrective action plans and closely monitors implementation progress. The Group also maintains succession planning processes to ensure leadership continuity and that the organisation is supported by capable leaders with the necessary skills and experience to execute its strategy.

The Board is mindful of the need to balance performance-based rewards with market competitiveness and remains committed to maintain a robust performance management framework that promotes accountability.

**QUESTIONS AND ANSWERS SESSION FOR THE FIFTH ANNUAL GENERAL MEETING (“5TH AGM”)
OF SENHENG NEW RETAIL BERHAD HELD ON FRIDAY, 26 JUNE 2026**

The following questions/statements were raised during the 5th AGM of the Company by the shareholders and/or proxies. The Directors and the Management Team had summarised and responded to the answers as follows: -

Question 1:

A significant portion of the Initial Public Offering (“IPO”) proceeds had been invested in capabilities, including warehouse facilities, retail stores expansion and storage space, which some retail stores were open and had subsequently been closed. Could the Company quantify how much of the IPO proceeds have been wasted due to these store closures or discontinued projects?

Answer:

Approximately RM160.5 million of the IPO proceeds were allocated for the expansion of the retail store network, which RM30 million was reallocated for acquisition of the new warehouse in 2023 to further strengthen our fulfilment capacity and capability, while the remaining IPO proceeds were utilised for other purposes as disclosed in the Company’s Prospectus dated 29 December 2021.

Each newly opened store is closely monitored for a period of approximately eighteen (18) to twenty-four (24) months to ensure that it achieves the targeted payback period. Prior to making any decision to close an outlet, the Company conducts a comprehensive review of the outlet’s financial and operational performance. Various remedial measures are first implemented, including manpower optimisation, product assortment adjustments, merchandise display improvements and other operational enhancement initiatives, before any decision to close the outlet is made.

The Company is unable to specifically quantify and attribute a quantum of the IPO proceeds utilised for each stores that were opened or closure as proceeds were deployed across the network and store investments vary considerably by layout, size, location and product mix. Additionally, the closure of an outlet does not immediately represent a loss in investment as the fixtures, merchandise and staff are redeployed to other outlets within the network wherever possible to maximise cost efficiency. Nevertheless the Management assured the shareholders that any decision to close an outlet is made after a robust and comprehensive review process has been undertaken.

The Company acknowledged that there had been over-expansion in certain small towns. The earlier expansion strategy was based on the Government’s aspiration to gradually increase the minimum wage to RM3k by 2030, which was anticipated to improve consumer purchasing power. Acting ahead of market trends, the Group invested in larger-format stores in second- and third-tier towns. However, the anticipated increase in consumer spending did not materialise, resulting in lower-than-expected returns from certain larger outlets. In response, the Group has moderated its expansion strategy by focusing on smaller-format stores to optimise investment and returns.

In addition, part of the Company’s IPO proceeds was utilised for the acquisition of land intended for warehouse development based on earlier growth projections. However, in view of the current business environment, the Group is in the midst of reassessing the intended use of the land and exploring alternative, more productive uses for the acquired land that would generate additional revenue for the Group.

Question 2:

The Company has introduced the S-Coin and Flywheel 2.0 strategy to create long-term value. How does the Board define “long term”? If the strategy does not deliver the expected results, would the Board or senior management consider stepping down from the Group?

Answer:

The Group is currently facing significant challenges due to increasing competition from online platform and marketplaces, which compete aggressively through subsidised pricing models. Instead of competing on pricing which erodes margin significantly and builds no advantage, the Group has adopted a differentiated strategy centred on its proprietary Point-Based Economy Business Model and the Flywheel 2.0 transformation framework to strengthen customer engagement and loyalty. The Management expressed that this strategy provides a more sustainable competitive advantage and creates a business model that is more difficult for competitors to replicate.

The strategy was piloted in fourth quarter of 2025 and delivered positive results. During the quarter, the Group recorded revenue of approximately RM322.22 million, achieving positive year-on-year and quarter-on-quarter sales growth. Following the nationwide rollout in January 2026, certain implementation challenges were encountered during the initial phase, however, these are being addressed and the program is gaining momentum.

The Group plans to significantly increase the issuance of S-Coin through collaborations with brand partners. This initiative is intended to strengthen the Group’s competitiveness, increase customer traffic, enhance customer experience and ultimately improve the revenue and profitability of the Group.

On the definition of “long term”, the Management has explained that a business transformation is inherently a long-term process that can span multi-year. The Group has continuously evolved through a series of transformations initiatives over the past 37 years and is currently in the midst of the 9th transformation. The Board does not assess the strategy on the results of any single quarter; rather, progress is monitored continuously against internal metrics covering customer engagement, redemption activity, repeat purchase behaviour and profitability, and the strategy’s effectiveness is reviewed by the Board on an ongoing basis.

Question 3:

Since the Company maintains a strong cash balance, has the Company considered returning excess cash to shareholders through a share buy-back or special dividend?

Answer:

The Management thanked the shareholder for recognising the Group’s healthy cash flow and explained that maintaining a strong cash balance remains an important priority to preserve the Company’s financial strength.

*Any proposal for a share buy-back or special dividend would need take into consideration the Company’s obligation to maintain the minimum public shareholding spread of at least 25% as required under the Main Market Listing Requirement of Bursa Malaysia Securities Berhad (“**Bursa Securities**”) (“**Main Market LR**”), as well as the Company’s overall financial position, future cash flow requirements and funding needs pursuant to the Companies Act 2016 and Main Market LR. The Company’s current priority is to preserve financial flexibility to support the Group’s ongoing business operations and future growth initiatives.*

Question 4:

The Company introduced a new strategy this year. How is this different from previous strategies, and would the new Flywheel 2.0 strategy produce better results compared to the previous Flywheel 1.0 strategy, given that the share price continues to decline?

Answer:

The Point-Based Economy (PBE) Business Model that was officially launched in January 2026 following a pilot phase conducted in the fourth quarter of 2025, represents an entirely new business model while Flywheel 2.0 is the strengthened execution framework through which it is being scaled.

The Flywheel 2.0 strategy comprising six (6) strategic pillars and thirty (30) operational initiatives aims at enhancing the Group's competitiveness, improving customer experience and increasing customer retention. Flywheel 2.0 differs from the earlier Flywheel 1.0 phase in several substantive respects. First, S-Coin has been repositioned from a conventional loyalty point into a value currency at the centre of the PBE Business Model. Second, with effect from 1 January 2026, the S-Coin program has been brought fully in-house, so that the economics of the ecosystem are now retained within the Group. Third, S-Coin issuance is being scaled significantly through collaborations with brand partners. Fourth, the framework itself has been formalised into six strategic dimensions and thirty (30) operational initiatives, each with assigned ownership and measurable tracking, to ensure disciplined execution.

In addition, the launch of the New Retail Solution (NRS 2.0) system in 2026 is expected to enhance customer service delivery and contribute positively to the Group's revenue growth. The Management stated that a transformation of this nature requires sufficient time to demonstrate its effectiveness, and the Board monitors the strategy's progress continuously against engagement, redemption and retention indicators, and the pilot data supported the decision to scale the program.

Question 5:

The Company introduced promotions for products such as solar solutions, but after a few months the promotions became quiet. Why are these promotional campaigns not continued over the long term instead of being discontinued after significant resources have been spent?

Answer

The solar business initiative has been affected by changes in Government policies and funding programs relating to renewable energy. Certain initiatives progressed more slowly than anticipated due to varying levels of support from the relevant authorities. In addition, the current solar business promotion is only applicable in Peninsular Malaysia, while Sabah and Sarawak are not included at this stage as the respective State Governments have yet to introduce similar initiatives or support programs for solar solutions.

Nevertheless, the Company remains committed to the solar business and would continue to promote and support the country's renewable energy initiatives where commercially viable.

Question 6:

With the current share price and declining performance, how much longer are shareholders expected to wait before seeing improvements in the Company's results and share price?

Answer

The Management and Board acknowledged shareholders' concern and frustration regarding the share price performance. The Management explained that it is not in a position to provide a forecast or timeline for share price recovery, as share prices are influenced by a range of factors including macroeconomic conditions, market sentiment and industry developments which are beyond the Company's control and any such projection would not be appropriate.

Nevertheless, the Board and Management remain focused on executing the transformation strategy, improving operational efficiency, and strengthening financial performance with the objective that sustained improvement in the underlying business is the most durable path to restoring shareholder value.

Question 7:

Are Key Performance Indicators ("KPIs") imposed only on Management, or are similar KPIs also imposed on the Board of Directors?

Answer

The KPIs are only imposed on the senior management of the Company, while the Board of the Directors are not subject to any KPIs as their value is to ensure good governance, compliance, and shareholder interests. The KPIs are set for each senior management to ensure that the Group's strategies and operational objectives are achieved, which indirectly contributes to the improvement of the Company's financial and operational performance.

In addition, the Managing Director of the Company has voluntarily foregone his bonuses and salary increments since 2024, demonstrating his continued efforts and commitment to improving the Group's financial performance.

Question 8:

If the Company's financial results and the share price continue on a downward trend over the next two (2) to three (3) years, would the Board consider changing the Management team or leadership instead of allowing the same leadership to continue?

Answer

The Company is currently undergoing a business transformation and Management remains committed to executing the Point-Based Economy Business Model via Flywheel 2.0 strategy. The Management reiterated that a transformation of this nature requires sufficient time to demonstrate its effectiveness, and the Board monitors the strategy's progress continuously against engagement, redemption and retention indicators.

Question 9:

Has the Company considered privatising the Company in view of the continued decline in the share price trend since its listing on the Main Market of Bursa Securities?

Answer

The Board has not considered any proposal to privatise the Company at this juncture. Any such proposal would require careful consideration of various strategic, commercial, regulatory and shareholder-related factors and could not be determined without a comprehensive evaluation. Nevertheless, the matter may be discussed internally by the Board and Management, if deemed necessary, taking into consideration the potential advantages and disadvantages, as well as the impact on the Company and the interests of shareholders.

Question 10:

The award milestones section in the Company's Annual Report 2025 indicates that the Company received many awards before its IPO, but none after listing. Why the Company has not received any awards since listed in Main Market of Bursa Securities?

Answer

Following the listing of the Company on the Main Market of the Bursa Securities, the Company is no longer eligible to apply for, participate in, or receive certain awards that are specifically intended for small and medium enterprises that it has previously participated in. Regardless, the Company acknowledges the shareholders' feedback and will explore more suitable award opportunities available in the market.

Question 11:

As disclosed under page 69 of the Company's Annual Report 2025, the employee turnover rate is 42% for financial year ended 31 December 2025 ("FYE 2025"). Is there any reason for the high turnover rate within the Group?

Answer

As the Group operates in the retail industry, the turnover among the frontline sales staff is relatively common based on prevailing market trends. However, the Management assured that the turnover rate at the headquarter office, which comprises management and administrative level staff, remained comparatively low, and overall working relationships with the employees remained stable.

Besides, the turnover rate had been reduced and showed improvement compared to 43% during the financial year ended 31 December 2024 ("FYE 2024"), reflecting a downward trend. The Company would continue to benchmark its turnover rate against the retail industry to ensure that the turnover rate is maintained at the healthy level.

Question 12:

Can the Company arrange a lunch or engagement session with shareholders after the conclusion of the 5th AGM of the Company, for them to have discussions and sharing session with the Directors and Management, and to provide their feedback and suggestions on improving the financial performance of the Company?

Answer

The Company had already prepared pre-packed food for the shareholders attending the 5th AGM of the Company and the arrangements could not be changed on the day to avoid any wastage of food. However, Management values this suggestion and would consider arranging future shareholder engagement sessions.

Question 13:

Referring to page 178 of the Company's Annual Report 2025 under Note 20, please explain the Contract Liabilities item in detail for shareholders' better understanding?

Answer

The Contract Liabilities mainly represented deferred income arising from customer loyalty programs, warranty programs, membership fees and cash vouchers as disclosed under pages 177 and 178 of the Annual Report 2025. These amounts were recognised as liabilities until the related obligations were fulfilled. The External Auditors confirmed that such accounting treatment and disclosures were complied with the applicable accounting standards and statutory requirements, and that the level of disclosure was consistent with the requirements of the Malaysian Financial Reporting Standards, IFRS Accounting Standards and other relevant accounting regulations.

Question 14:-

Referring to page 161 of the Company's Annual Report 2025, please explain the impairment losses on the trade receivables amounting to approximately of RM800k?

Answer

The impairment represented the expected credit loss provision on trade receivables and make provision for doubtful debts as required under the applicable accounting standards. The External Auditors confirmed that the impairment was an accounting estimate based on expected credit risk and does not necessarily represent actual bad debts. The External Auditors confirmed that the impairment assessment had been carried out in accordance with the applicable accounting standards.

Question 15:-

Why is the Company proposing an increase in Directors' fees, allowances and benefits despite the Company was making losses in FYE 2025?

Answer

The Company would like to clarify that the Group remained profitable in FYE 2025, recording a net profit attributable to shareholders of RM9.4 million, although it is noted that this was significantly lower than the prior year.

On the proposed increase in Directors' fees, the Company explained that the proposed increase arises from the restructuring of the Board and its Committees including the redesignation of the Managing Director, the appointment of an Independent Non-Executive Chairman, and the consequent expansion of roles and responsibilities undertaken by the independent directors across the Board Committees as addressed during the meeting earlier. The fees are calibrated to reflect these increased responsibilities and to ensure the Group can attract and retain suitably qualified independent directors, whose oversight role is particularly important during the Group's transformation.

The proposed fees were reviewed through the Group's remuneration governance process.

SENHENG NEW RETAIL BERHAD

(202101019079)

SENHENG NEW RETAIL BERHAD 5TH AGM

Ballroom III Main Wing, Tropicana Golf & Country Resort, Jalan Kelab Tropicana,
47410 Petaling Jaya, Selangor
On Friday, June 26, 2026 10:00 AM

Result On Voting By Poll

Resolution(s)	Votes For		Vote Against		Total Votes	
	No of Units	%	No of Units	%	No of Units	%
Ordinary Resolution 1	90,465,300	98.3914	1,479,000	1.6086	91,944,300	100.0000
Ordinary Resolution 2	90,458,500	98.3840	1,485,800	1.6160	91,944,300	100.0000
Ordinary Resolution 3	1,121,658,500	99.8677	1,485,800	0.1323	1,123,144,300	100.0000
Ordinary Resolution 4	1,122,379,500	99.8679	1,484,800	0.1321	1,123,864,300	100.0000
Ordinary Resolution 5	1,122,389,500	99.8687	1,475,800	0.1313	1,123,865,300	100.0000
Ordinary Resolution 6	1,122,158,500	99.8687	1,475,800	0.1313	1,123,634,300	100.0000
Ordinary Resolution 7	1,119,988,400	99.8684	1,475,800	0.1316	1,121,464,200	100.0000
Ordinary Resolution 8	1,122,401,500	99.8690	1,472,800	0.1310	1,123,874,300	100.0000
Ordinary Resolution 9	1,122,389,500	99.8688	1,474,800	0.1312	1,123,864,300	100.0000
Ordinary Resolution 10	6,534,900	81.5873	1,474,800	18.4127	8,009,700	100.0000

