

Change in Principal Officer

SENI JAYA CORPORATION BERHAD

Date of change	06 May 2021
Name	MR CHEAH SEE HEONG
Age	44
Gender	Male
Nationality	Malaysia
Type of change	Appointment
Designation	Chief Executive Officer

Qualifications

No	Qualifications	Major/Field of Study	Institute/University	Additional Information
1	Degree	Marketing	University of South Australia	

Working experience and occupation	<p>Cheah See Heong graduated from the University of South Australia with a Bachelor of Marketing in 1998. Upon his return, he spent 1 year with the world's largest digital outdoor media printing company, MMT (M) Sdn. Bhd. before joining Big Tree Outdoor Sdn. Bhd. in 2001. He rose the rank to become the Chief Executive Officer in 2011. He joined Seni Jaya Group as Managing Consultant in 2017 after leaving Big Tree Outdoor Sdn. Bhd. and has taken aggressive initiatives to transform the group to be one of the frontiers in technology through partnership and consolidation.</p> <p>Cheah See Heong is one of the innovators of the out-of-home media industry with over 20 years of experience in outdoor billboard, retail malls, rail transit and airport media. With his 15 years of experience and involvement in Light Rail Transit and Monorail advertising business development, he led his team to successfully secure the Mass Railway Transit system outdoor media concession in 2016.</p>
Directorships in public companies and listed issuers (if any)	Nil
Family relationship with any director and/or major shareholder of the listed issuer	Nil
Any conflict of interests that he/she has with the listed issuer	Nil
Details of any interest in the securities of the listed issuer or its subsidiaries	Nil

Announcement Info

Company Name	SENI JAYA CORPORATION BERHAD
Stock Name	SJC
Date Announced	06 May 2021

Category

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Reference Number

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