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Seni Jaya

SENI JAYA CORPORATION BERHAD

Reg. No.:199301025122 (279860-X)

2020

ANNUAL REPORT

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CONTENTS

CORPORATE INFORMATION

Board of Directors

Dato' Sri Anne Teo
(Executive Chairman)

Datin Lee Nai Yee
(Non-Independent Non-Executive Director)

Mr. Julian Koh Lu Ern
(Independent Non-Executive Director)
(Appointed w.e.f. 6 May 2021)

Dato' Seri Dr. Liew Lee Leong
(Senior Independent Non-Executive Director)
(Resigned w.e.f. 3 May 2021)

Dato' Shamsul Falak Bin Abdul Kadir
(Independent Non-Executive Director)
(Resigned w.e.f. 3 May 2021)

Mr. Lim Chee Khang
(Independent Non-Executive Director)
(Resigned w.e.f. 3 May 2021)

Audit Committee

Dato' Seri Dr. Liew Lee Leong (Chairman)
(Resigned w.e.f. 3 May 2021)

Dato' Shamsul Falak Bin Abdul Kadir
(Resigned w.e.f. 3 May 2021)

Mr. Lim Chee Khang
(Resigned w.e.f. 3 May 2021)

Nomination Committee

Dato' Seri Dr. Liew Lee Leong (Chairman)
(Resigned w.e.f. 3 May 2021)

Dato' Shamsul Falak Bin Abdul Kadir
(Resigned w.e.f. 3 May 2021)

Mr. Lim Chee Khang
(Resigned w.e.f. 3 May 2021)

Remuneration Committee

Mr. Lim Chee Khang (Chairman)
(Resigned w.e.f. 3 May 2021)

Dato' Seri Dr. Liew Lee Leong
(Resigned w.e.f. 3 May 2021)

Dato' Shamsul Falak Bin Abdul Kadir
(Resigned w.e.f. 3 May 2021)

Company Secretaries

Ms. Chua Siew Chuan
(SSM PC No. 201908002648)
(MAICSA 0777689)

Ms. Yau Jye Yee
(SSM PC No. 202008000733)
(MAICSA 7059233)

Principal Place of Business

23A-15 & 16, Level 23A, Q Sentral,
2A, Jalan Stesen Sentral 2,
50470 Kuala Lumpur
Wilayah Persekutuan
Tel : 03 -2732 9405
Fax : 03 -2732 9406

Registered Office

Level 7, Menara Milenium
Jalan Damanlela
Pusat Bandar Damansara
Damansara Heights
50490 Kuala Lumpur
Wilayah Persekutuan
Tel : 03-2084 9000
Fax : 03-2095 0292/03-2094 9940

Registrar

Securities Services (Holdings) Sdn. Bhd.
Level 7, Menara Milenium
Jalan Damanlela
Pusat Bandar Damansara
Damansara Heights
50490 Kuala Lumpur
Wilayah Persekutuan
Tel : 03-2084 9000
Fax : 03-2095 0292/03-2094 9940

Auditors

Mazars PLT
Chartered Accountants

Principal Banker

RHB Bank Berhad

Listing

Main Market of Bursa Malaysia Securities Berhad

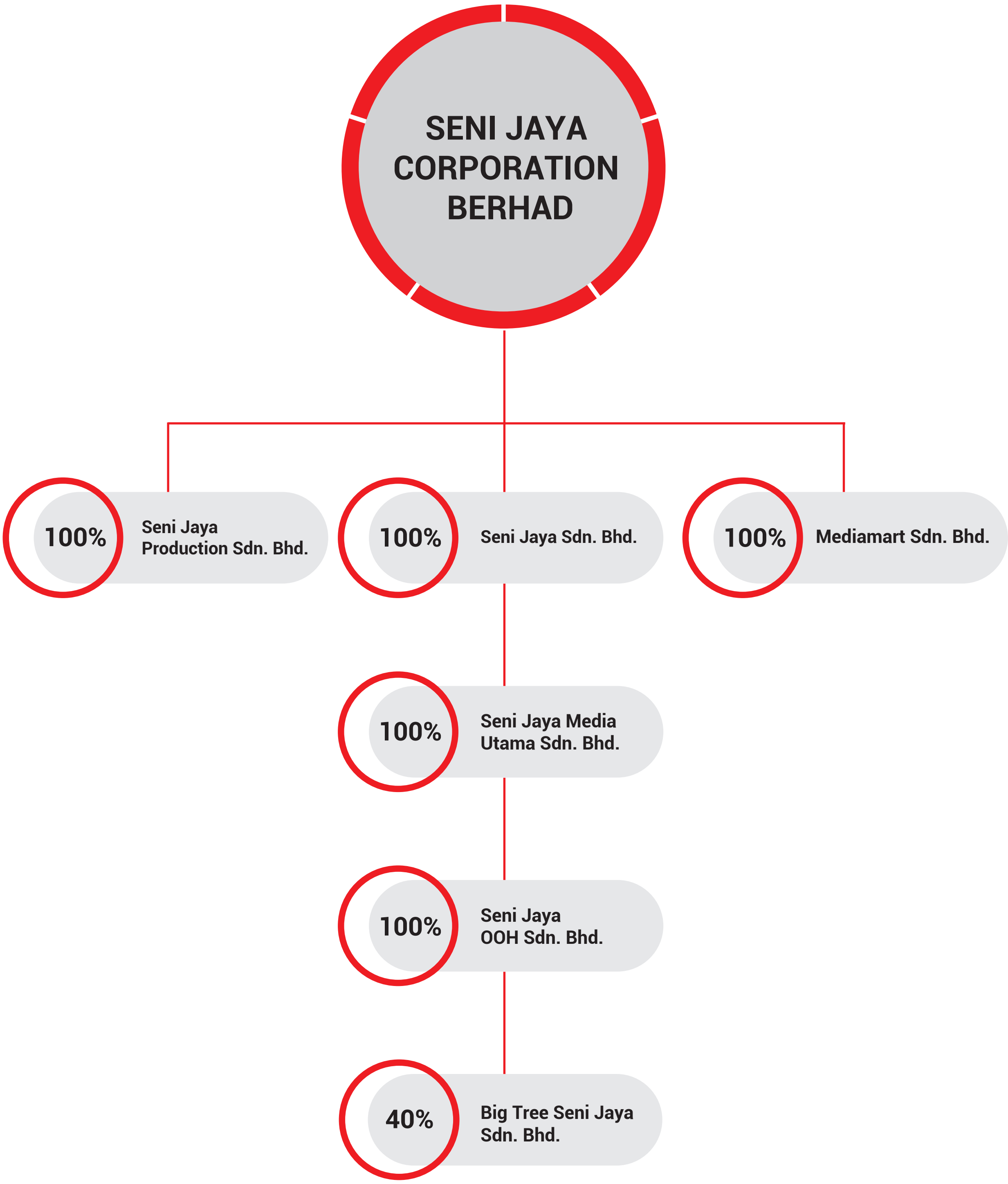
Stock Code

9431

Corporate website

www.senijayacorp.com

CORPORATE STRUCTURE



CHAIRMAN'S STATEMENT

Dear valued shareholders,

On behalf of the Board of Directors, I am pleased to present the Annual Report and Audited Financial Statements of Seni Jaya Corporation Berhad ("SJCB" or "the Group") for the financial year ended ("**FYE**") 31 December 2020.

REVIEW OF BUSINESS PERFORMANCE

The year of 2020 was unprecedented for most of the industries due to the outbreak of Covid-19 pandemic in Q1 2020, and outdoor advertising business was not spared. With the implementation of Movement Control Order ("**MCO**") on 18 March 2020 by the federal government to curb the spreading of Covid-19, car traffic on all major roads and highways have suffered a traffic reduction by 80% to 90% during this period. During the height of the pandemic, new advertising expenditure ("**ADEX**") for outdoor was completely halted and clients with on-going campaigns demanded for extension or compensation due to loss of exposure.

Although the traffic was gradually making a come back during the Conditional Movement Control Order ("**CMCO**") and Recovery Movement Control Order ("**RMCO**") in Q3 and Q4 2020, the advertising expenditure did not recover as expected due to poor economy and uncertainty caused by the pandemic. According to the industry ADEX Index, the outdoor ADEX contracted by more than 50% for FYE 2020 which was consistent with our financial result.

With the unprecedented challenges that caused abrupt disruption to our business plans, we have no alternative but to defer some of our capex plans and also implemented initiatives to mitigate costs. With the contraction of revenue by more than 40% compared to previous corresponding period, the Group registered a revenue of RM8.82 million for the FYE 31 December 2020. As a result, the Group has widen its loss before tax to RM5.21 million for FYE 31 December 2020 from RM0.10 million in FYE 2019.

MOVING FORWARD

The Group remains cautiously optimistic for the financial year ending 31 December 2021 and foresee the outdoor ADEX to remain challenging despite some recovery in Q4 2020. The business is heavily dependent on the economy recovery as well as the normalcy of people's life while they embrace the new normality amidst the Covid-19 pandemic. Nevertheless, the Group will continue to observe the economic situation and to implement the necessary strategies to enhance the Group's financial for the financial year ending 31 December 2021.

STATEMENT ON CORPORATE SOCIAL RESPONSIBILITY

The Group is committed to the practice of giving back to the community and is consciously making efforts towards being a responsible organisation.

APPRECIATION

On behalf of the Board of Directors, I wish to convey my sincere appreciation to our stakeholders, especially the valued shareholders, customers and suppliers for their continued support and confidence in us. Not forgetting the Management and all the employees for their continued commitment, dedication and loyalty in FYE 2020 despite a difficult market condition.

Dato' Sri Anne Teo
Executive Chairman

MANAGEMENT DISCUSSION AND ANALYSIS

OVERVIEW OF THE GROUP'S BUSINESS AND OPERATIONS

Seni Jaya Corporation Berhad is an investment holding company which engages in the provision of management services to its subsidiaries. The Company's subsidiaries include Seni Jaya Sdn. Bhd., which engages in provision of media services for outdoor advertising; Seni Jaya Production Sdn. Bhd., which engages in provision of media services and supplies of advertising materials, and Mediamart Sdn. Bhd., which engages in supplying of advertising materials and provide of media services for outdoor advertising.

Seni Jaya Corporation Berhad and its subsidiaries ("Group") has established itself as one (1) of the market leaders in the provision of outdoor media services in Malaysia through its management's expertise, experience together with the Group's wide range of innovative advertising products.

The Group provides the following services throughout West Malaysia:-

- Rental of advertising display structures at prime outdoor locations across the nation.
- Servicing and maintenance of signages and display materials.
- Design and construct outdoors advertising structures.
- Supply of advertising display materials.

The media industry continued to experience a challenging year in financial year ended ("FYE") 31 December 2020 with lower advertising and media expenditure as most of corporations remained cautious in their spending. The unfavourable market sentiments, weak Malaysian Ringgit and geopolitical instability continued to affect consumers' confidence.

For the FYE 31 December 2020, the Group recorded a revenue of RM8.82 million, a reduction of RM5.74 million as compared to the previous financial year. The Group's gross profit margin for FYE 31 December 2020 was 25.10% (RM2.21 million) which was 15.71% lower than the previous financial year (FYE 2019: 40.81% of RM0.10million).

In 2020, the Group has generated pure operating earnings (known as "EBITDA") of RM2.19 million whereby the previous financial year was RM7.31 million. The Group has recorded a loss before taxation of RM5.21 million in the current FYE 31 December 2019 as compared to loss before taxation of RM0.10 million in the previous financial year. This was primarily attributed from recognition of fair value loss on investment on financial assets, amortized non-current portion of amount due from associate and write-offs property, plant and equipment ("PPE") had increased the operating expenses as compared to preceding year.

Highlights of our Group's financial information for the past 5 financial years

Year/Financial ratio	2016 (RM)	2017 (RM)	2018 (RM) (Restated)	2019 (RM)	2020 (RM)
Revenue	17,952,724	18,081,100	17,571,941	14,560,824	8,823,532
Profit/ (Loss) before interest and tax	1,020,926	25,930	(280,855)	583,047	(3,859,475)
Finance cost	-	-	-	681,327	1,350,692
Net profit/ (Loss)	595,454	(76,913)	(748,261)	(481,806)	(5,249,923)
Shareholders' equity	54,602,000	54,119,754	53,177,801	52,695,995	47,446,072
Total assets	68,070,193	61,317,980	61,076,366	67,906,075	59,941,019
Borrowings	-	-	-	-	-
Debt/ equity (%)	-	-	-	-	-
Earnings/ (Loss) per share (sen)	1.47	(0.19)	(1.85)	(1.19)	(12.95)
Net assets per share	1.34	1.33	1.31	1.30	1.17
Dividend per share	0.01	0.01	-	-	-

Share Performance

Year high	RM1.00
Year low	RM0.36
Year close	RM0.80
Trading volume as at 31 December 2020	-
Market capitalisation as at 31 December 2020	RM32.43 million

Our Vision

Our vision is to become one (1) of the most innovative outdoor media company in Malaysia, and to provide the most effective and efficient services to our stakeholders.

INDUSTRY OUTLOOK AND FUTURE PROSPECTS OF OUR GROUP

I. OVERVIEW OF 2020 MALAYSIAN ECONOMY

Year 2020 was an unprecedented year with Covid-19 hitting the world's economy. Malaysia's economy was negatively affected especially during the height of Covid-19 outbreak in March 2020, with the implementation of Movement Control Order (MCO) by the federal government.

Malaysian Gross Domestic Products ("GDP") for year 2020 contracted by 5.6% as compared to a positive growth of 4.3% in 2019 influenced by the fall of all economic sectors. Service sector registered a 5.6% decline followed by Manufacturing sector declined by 2.6%. Other sectors like Agriculture, Mining & Quarrying as well as construction were also not spared. On the demand side, all private sectors recorded a negative growth of 4.1%. Furthermore, net export sharply fell 12.3% attributed slower exports performance compared to imports.

In summary, the implications of Covid-19 have severely affected the economic activities, which further contributed to an increase in unemployment rate as well as lower disposable income. As a result it affected the level of consumers confidence.

II. OOH Industry Outlook

Out of Home advertising expenditure had been enjoying marginal growth prior to the pandemic outbreak despite overall contraction of the total advertising expenditure. However, a series of implementations of movement controls by the federal government to curb the rapid spreading of the virus had caused the overall road traffic to reduce substantially especially during the implementation of MCO in March 2020. The knee jerk reaction of such initiatives have severe impact on the out-of-home advertising industry due to loss of audience exposures. The year of 2020 was probably the worst hit in the history of OOH industry in Malaysia, which recorded a contraction of almost 50% in adspend.

The pandemic has definitely change the way people live, at least for the next 1 to 2 years. While outdoor media will remain relevant especially post pandemic, but the media buying pattern will longer be the same because digitalisation and technology will be the way forward. Brand owners demand a more targeted and dynamic media to reach out to their targeted audience.

III. Risk Profile and Risk Management

Risk Profile

1. Geopolitical & Economy Performance

    - The global economic downturn continues as the trade tensions between the United States and the People's Republic of China remains unresolved as well as a slower-than-expected global growth which directly impact on Malaysia's domestic economy. With the current environment of low consumer confidence and weak property market, the consumers tends to conserve cash flow, leads to a lower spending power for the year of 2020.
    - A competitive market with more than 300 outdoor media players is also one of the main factors that affect the Group's financial performance.

2. Discontinue of site leasing by Government

- The Group obtained rights of advertising media installation sites by leasing from government or private companies. Due to expansion of government projects such as MRT infrastructure, a few advertising sites were forced to be taken down for MRT routes and contracts were terminated or discontinued upon expiry.

3. Digital Disruption

- Digitalisation has brought massive disruption to most of the businesses, especially to traditional media industry. OOH media companies continue to struggle with the on-going structural shift in media consumption to digital media.
- Despite on-line digital media being the biggest disruptor to most of the traditional media, digital billboards and E-buntings are the current market trends. It is visible alongside the highways that more digital billboards were being built or converted from static billboards.

Risk Management

1. Stakeholder Management

- The Group had emphasised on cordial working relationship with all stakeholders such as highway concession owner, local governments, Malaysia Highway Authority, advertising agencies and customers. Maintaining a good reputation in the media industry is always the key to secure various sales contracts and prime locations.
- The Group had managed to secure big advertisers such as Uniqlo, U-mobile, Bonuslink Card and Nestle through long establishment and quality after sales service.
- Extra efforts are being taken by the Group to continuously survey and tender new prime sites across the states to increase profitability. Cordial working relationship with local councils and relevant authorities will gain a higher chance of successful tender.

2. Streamline Advertising Billboards to Manage Cost

- The Group had removed non-profitable advertising billboards to manage cost due to oversupply and low demand of outdoor media.

3. Product Revamp to Improve Yield

- The Group is planning to upgrade some of the existing advertising billboards at prime location to LED display billboards to improve yield.

4. Joint Venture with Media Owners

- The Group is also planning for more possible joint ventures with other media owners due to limitations of prime sites open for tender especially in Klang Valley.
- Collaboration is ideal because it enables the Group effectively erect barriers for competitors, enjoys economies of scales, cost effective and enhanced credibility. Currently, the Group had a joint venture with Big Tree Outdoor Sdn. Bhd. to form Big Tree Seni Jaya Sdn. Bhd. The Group obtained new revenue stream in advertising on the MRT exterior station despite a few sites being removed to construct MRT routes.

IV. Forward looking

Moving forward, the outlook for financial year ending 31 December 2021 will remain challenging, mainly due to uncertainties in global and domestic environments. Domestic political instability and the Covid-19 pandemic will bring severe damages to both global and domestic economy which will lead to cautious advertising spending by most of the businesses.

However, the Management remains cautiously optimistic on the outlook for second half of 2021. Innovation and product revamp will be the driver for the Group to meet customers' needs and to increase profitability. Strategic partnerships will also be the key area to focus to expand market share.

While economy remains tough and challenging in the forthcoming year, management team is committed to provide full support to the Group's business activities and strengthen the market position by strategising unique selling proposition.

The Group has adopted the Dividend Policy on dividend pay-out. The Board of Directors aims to propose a cash dividend pay-out on an annual basis which subject to its financial capability. Factors to be considered in monitoring and assessing financial capability includes earning, capital commitment and cash flow position.

BOARD OF DIRECTOR

DATO' SRI ANNE TEO

GENDER
Female

AGE
62

NATIONALITY
Malaysian

POSITION
Executive Chairman

Dato' Sri Anne Teo was appointed as an Executive Director on 18 August 1994 and has been the Managing Director of the Company since 25 March 2005. Dato' Sri Anne Teo was re-designated as the Executive Chairman on 15 June 2018.

Dato' Sri Anne Teo graduated with a Bachelor of Commerce degree in 1981 and a Master of Commerce, Hons (Accounting) in 1982 from the University of Canterbury, New Zealand. She is also a member of the Association of Chartered Accountants (New Zealand), Australian Society of CPAS and the Malaysian Institute of Accountants (MIA).

Dato' Sri Anne Teo started her career with Arthur Young & Co (Australia) in 1981 as a Professional Accountant. In 1983, she joined the Australian Audit Office as an Auditor. In 1984, she was the Assistant Manager of Audit and Investigation in the Health Insurance Commission Australia until 1986 before joining the Seni Jaya Corporation Berhad Group. She is then responsible for the financial management and investments of the Group. She is also an Executive Director of Seni Jaya Sdn. Bhd., Seni Jaya Production Sdn. Bhd., Mediamart Sdn. Bhd. and Seni Jaya Media Utama Sdn. Bhd.

Dato' Sri Anne Teo is a major shareholder in the Company and she is the sister-in-law to Datin Lee Nai Yee, the Non-Independent Non-Executive Director and a major shareholder of the Company. She does not hold any directorship in other public companies and listed issuers. She has no conflict of interest with the Company and has not been convicted for any offences within the past five (5) years other than traffic offences, if any. She does not have any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.

Dato' Sri Anne Teo attended all the four (4) Board Meetings of the Company held during the financial year ended 31 December 2020.

BOARD OF DIRECTOR

DATIN LEE NAI YEE

GENDER
Female

AGE
63

NATIONALITY
Malaysian

POSITION
Non-Independent Non-Executive Director

Datin Lee Nai Yee was appointed as a Non-Independent Non-Executive Director on 28 August 2017.

Datin Lee graduated with a Bachelor of Arts Degree from Universiti Sains Malaysia.

Datin Lee started her career in the hotel industry as Public Relations Manager at the Holiday Inn Penang. In 1981, Datin ventured into the Advertising field as Account Executive with Hexxon Graphic, a local Advertising Agency. In 1983, Datin joined Artscript Sdn. Bhd., another homegrown advertising firm. Her last position was as Client Service Director until she resigned in 1989 to assume responsibility for the management and retail operations of Watchshoppe, a watch retail business at the then Subang International Airport.

Watchshoppe is a subsidiary company of RP Group Sdn. Bhd., which was founded together with her husband, the late Dato' Blace Teo @ Teo Swee Cheng. Datin Lee is currently the Executive Director of RP Group, a position Datin has held since 1989.

Datin Lee is a major shareholder of the Company and she is the sister-in-law to Dato' Sri Anne Teo, the Executive Chairman and a major shareholder of the Company. Datin Lee does not hold any directorship in other public companies and listed issuers. She has no conflict of interest with the Company. She has not been convicted for any offences within the past five (5) years other than traffic offences, if any and does not have any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.

Datin Lee Nai Yee attended all the four (4) Board Meetings of the Company held during the financial year ended 31 December 2020.

BOARD OF DIRECTOR

JULIAN KOH LU ERN

GENDER
Male

AGE
59

NATIONALITY
Malaysian

POSITION
Independent Non-Executive Director

Mr. Julian Koh Lu Ern was appointed as an Independent Non-Executive Director of the Company on 6 May 2021. He is an Associate Member of the Chartered Institute of Management Accounts of the United Kingdom. Mr. Julian is also a Chartered Global Management Accountant and Chartered Accountant with Malaysian Institute of Accountants.

Mr. Julian has more than thirty five (35) years of experience in the fields of strategic planning, human resources, accounting, corporate finance, risk management, managing and controlling information system, taxation and funding in diversified industries including advertising, property development, stockbroking and fund management.

Mr. Julian was the Group Finance Director of People'n Rich Holdings Sdn. Bhd. prior to his appointment as an Independent Non-Executive Director of OCR Group Berhad, a public listed company on Main Market of Bursa Malaysia Securities Berhad. He has no family relationship with any Director and/or major shareholder of the Company and has no conflict of interest with the Company. He has not been convicted for any offences within the past five (5) years other than traffic offences, if any and does not have any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.

Mr. Julian was appointed as an Independent Non-Executive Director of the Company on 6 May 2021 and therefore, he has not attended any of the Board Meetings of the Company held during the financial year ended 31 December 2020.

KEY SENIOR MANAGEMENT

Dato' Sri Anne Teo (Executive Chairman)

The profile of Dato' Sri Anne Teo is listed under Board of Directors' Profile.

Cheah See Heong, 44 years old
Chief Executive Officer, Malaysian, Male

Mr. Cheah See Heong is appointed as the Chief Executive Officer of Seni Jaya Corporation Berhad on 6 May 2021. He 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.

He 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.

Fong Yew Chuen, 60 years old
General Manager, Sales, Malaysian, Female

Madam Fong Yew Chuen joined Seni Jaya Sdn. Bhd. on 16 May 1996 as General Manager, Sales.

Her responsibilities lie with assisting the Managing Director in the formulation of the Company's sales growth and marketing strategies as well as securing outdoor advertising concession rights.

Madam Fong graduated with a Diploma in Computer Programming & Information Processing (C & G of London) in 1982 and was attached to a software house designing computing software related to legal and banking industries.

Prior to joining Seni Jaya Group, she was attached to Tele Dynamics for 10 years and was solely responsible for setting up a strong customer service team for Toshiba Office Equipment clients as well as managing the sales and marketing of Toshiba Notebook Computers.

Madam Fong has no family relationship with any Directors and/or major shareholders of the Company and has no conflict of interest with the Company. She has not been convicted for any offences within the past five (5) years other than traffic offences, if any and does not have any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.

CORPORATE GOVERNANCE OVERVIEW STATEMENT

The Board of Directors of Seni Jaya Corporation Berhad ("**Board** or "**Directors**") ("**Seni Jaya**" or "**Company**") values the importance of maintaining high standards of corporate governance throughout the Company and its subsidiaries ("**Group**") in order to discharge its responsibilities to safeguard its shareholders' interest and protect its shareholders' value.

The Board presents this Corporate Governance Overview Statement ("**Statement**") to provide shareholders and investors with an overview of the corporate governance practices of the Company under the leadership of the Board during the financial year ended 31 December 2020. The overview takes guidance from the key corporate governance principles as set out in the Malaysian Code on Corporate Governance ("**MCCG**"). This year 2020 was undoubtedly a challenging year with the COVID-19 pandemic which triggered a health crisis, and consequently impacted the macro economic situation in Malaysia and throughout the world.

This Statement, which is made pursuant to Paragraph 15.25 of the Main Market Listing Requirements ("**Main LR**") of Bursa Malaysia Securities Berhad ("**Bursa Malaysia Securities**") and is to be read together with the Corporate Governance Report ("**CG Report**") as published on the Company's website at www.senijayacorp.com/investor.html.

PRINCIPLE A: BOARD LEADERSHIP AND EFFECTIVENESS

I. Board Responsibilities

(1) Clear Functions of the Board and Management

The Board has been entrusted by the shareholders in guiding the business activities of the Group through achieving an optimum balance of sound and sustainable business operation and embracing good corporate governance practice. The Board has been steadfast in upholding the responsibilities in establishing strategic direction, corporate goals and monitoring the achievement of these objectives.

The Board has maintained certain matters including the review of financial statements, risk management, significant acquisitions and disposals, investments in significant joint ventures, significant property transactions, significant capital expenditure, dividend declaration and board appointments for its approval and in the meanwhile delegating responsibilities to other Board Committees within their terms of reference. The Board receives reports at its meetings from the Chairman of each Committee. It is a general policy that the Board collectively deliberates on all major decisions.

The formal schedule of matters reserved for the Board has been duly stipulated in the Board Charter and is available for viewing on the Company's corporate website at www.senijayacorp.com/about.html.

The Board had put in place the Dividend Policy which was adopted on 21 November 2018. The said Policy has set out the factors which the Board should consider the level of dividend payments. The Dividend Policy is available for viewing on the Company's corporate website at www.senijayacorp.com/about.html.

(2) Roles and Responsibilities of the Board

A Board Charter which distinguishes the roles, functions, compositions, duties and processes of the Board has been adopted. In line with the practice of good corporate governance, the Board has established and implemented various processes to assist members of the Board in the discharge of their roles and responsibilities. The Board's roles and responsibilities include the following: -

- Reviewing and adopting strategies and business plans of the Company;
- Overseeing the conduct of the Company's business;

- Establishing policies for strengthening the performance of the Company;
- Identifying principal risks and ensuring the implementation of appropriate systems to manage these risks;
- Succession planning;
- Reviewing the adequacy and the integrity of the Company's internal control systems and management information systems;
- Developing and implementing an investor relations programme or shareholder communications policy for the Company;
- Deciding on whatever steps necessary to protect the Company's financial position;
- Ensuring that the Company's financial statements are true and fair and conform to any applicable laws and/or regulations;
- Determining the remuneration of Executive Directors and Non-Executive Directors of the Company; and
- Ensuring that the Company adheres to high standards of ethics and corporate behaviour.

(3) Separation of Position of the Chairman and Managing Director ("MD")

Dato' Sri Anne Teo assumes the role of Executive Chairman of the Company since 15 June 2018 and she is assisted by the Senior Management. The Board is mindful of the separation of the position of the Chairman and MD.

Notwithstanding the foregoing, the Board Charter specifies a clear separation of powers and responsibilities between the Chairman of the Board and the MD to ensure that an equilibrium of power, authority and accountability are maintained. The Chairman plays a role in ensuring effectiveness and proper conduct by the Board. The MD is responsible for overseeing the Groups' effectiveness and implementation of Board policies and decisions in the day-to-day's business operations.

The Board Charter has outlined the role of the Chairman as well as the role of the MD to ensure accountability and division of responsibilities.

(4) Company Secretaries

The appointment and removal of the Company Secretaries are matters for the Board's approval. All the Directors have access to the advice and services of the Company Secretaries, who are responsible for ensuring that board procedures are followed and that applicable rules and regulations are complied with. Also, the Company Secretaries ensure that the deliberations at the Board meetings are well captured and minuted.

Both the Company Secretaries are members of the Malaysian Institute of Chartered Secretaries and Administrators ("**MAICSA**") and are qualified to act as company secretary under Section 235(2) of the Companies Act 2016.

(5) Access to Information and Advice

All the Directors were given due notices of proposed meetings held during the financial year. The Board meeting materials were sent to the Board members in advance prior to such meetings. The Directors may participate in Board meetings and Committee meetings either in person or via tele-conferencing. Minutes of the meetings are circulated to all members of the Board.

The Board has access to the advice and services of the Company Secretaries who are suitably qualified, and competent, to support the Board in carrying out its roles and responsibilities. The Board may seek independent advice from the Company Secretaries should the need arise.

The Board may also obtain independent professional advice at the Company's expense in furtherance of its duties. Whenever necessary, consultants and experts are invited to brief the Board on their areas of expertise or their reports.

(6) Board Charter

The Company has adopted a Board Charter which sets out the mandate, responsibilities and procedures of the Board in accordance with the principles of good corporate governance as stated in the guidelines and requirements issued by regulatory authorities. The Board Charter also sets out the Board's role, powers, duties and functions. The objectives of this Board Charter are to ensure that all the Board members acting on behalf of the Company are aware of their duties and responsibilities as the Board members and the various legislations and regulations affecting their conduct and that the principles and practices of good corporate governance are applied in all their dealings in respect, and on behalf of the Company.

The Board Charter is available on the Company's corporate website at www.senijayacorp.com/about.html.

(7) Code of Conduct

A Code of Conduct has been adopted by the Board in order to achieve a high standard of ethics while dealing with the Group's stakeholders namely its customers, partners, communities and shareholders. It is the framework of the Group's underlying core ethical values and standards. The Directors and employees are expected to uphold the ethical standards and values integrated in their duties and operations of the Group.

The Code of Conduct is available on the Company's corporate website at www.senijayacorp.com/about.html.

(8) Whistleblowing Policy and Guidelines

In line with the amendments to the Main LR of Bursa Malaysia Securities, the Board has adopted a Whistleblowing Policy and Guidelines to provide a structured mechanism for the Company's employees, directors and associates ("**reporting individual**") to rise or report suspected and/or known misconduct, wrongdoings, corruption and instances of fraud, waste, and/or abuse involving the resources of the Company to provide reassurance that they will be protected from reprisals or victimisation for whistleblowing in good faith.

The Whistleblowing Policy and Guidelines is available on the Company's corporate website at www.senijayacorp.com/about.html.

(9) Anti- Bribery and Anti-Corruption Policy and Guidelines

The Board has adopted an Anti-Bribery and Anti-Corruption Policy and Guidelines served as the Company's commitment to prohibit bribery and corruption in the business conduct within the Group.

The Anti-Bribery and Anti-Corruption Policy and Guidelines is available on the Company's corporate website at www.senijayacorp.com/about.html.

(10) Promote Sustainability

The Board is conscious on the intricacy of maintaining a sustainable business through pursuing its corporate goals whilst committing to promote best practice principles within its Group. The Board have carefully considered the impact it has on the environment, social and governance when developing its corporate strategies.

II. Board Composition

(1) Board Composition and Balance

For the financial year ended 31 December 2020 up to the date of this Statement, the Board consists of three (3) members comprising one (1) Executive Chairman and two (2) Non-Executive Directors, of whom one (1) of them is Independent Non-Executive Director ("**INED**") and one (1) of them is Non-Independent Non-Executive Director.

Following the resignation of Dato' Seri Dr. Liew Lee Leong ("Dato' Seri Dr. Liew"), Dato' Shamsul Falak Bin Abd Kadir ("Dato' Shamsul") and Mr. Lim Chee Khang ("Mr. Lim") ("**Outgoing Directors**") with effect from 3 May 2021, the Board is aware of the composition of the Board is in non-compliance with Paragraph 15.02 of the Main LR of Bursa Malaysia Securities which requires at least two (2) directors or one-third (1/3) of the Board to comprise of independent directors and recommendations of the MCCG which requires at least half of the Board to comprise of independent directors. Rest assured, the Board endeavours to appoint additional Directors within three (3) months i.e., latest by 3 August 2021, to diversify the composition of the Board and to comply with the Main LR of Bursa Malaysia Securities and the recommendation of the MCCG.

The Board recognises the importance of independence and objectivity in the decision-making process. The Board is committed to ensure that the Independent Director is capable to exercise independent judgement and act in the best interests of the Group.

Mr. Julian Koh Lu Ern, the newly appointed independent director of the Company has fulfilled the criteria of "Independence". He acts independently of the Management and is not involved in any other relationship with the Group that may impair his independent judgment and decision making.

The biographical details of the Board members are set out in the Board of Directors' Profile of this Annual Report.

There are two (2) female members on the Board, representing 40% of the total Board members. The two (2) female Directors provide the Board with gender diversity that serves to bring value to the Board discussions from different perspectives and approaches as well as different leadership styles.

The Board is of the view that the current size and composition of the Board should be enhanced by the appointment of additional Directors who can add to the breadth and depth of expertise available to the Board. The Board will consider appropriate candidates to enhance the composition of the Board.

(2) Re-election of Directors

Pursuant to Clause 116 of the Company's Constitution, any Director appointed during the year shall hold office until the conclusion of the next AGM and shall be eligible for re-election at such meeting. Accordingly, the Directors have agreed and recommended to the shareholders that Mr. Julian Koh Lu Ern who is due to retire pursuant to Clause 116 of the Company's Constitution and being eligible, has offered himself for re-election be re-elected at the forthcoming 28th AGM of the Company.

Pursuant to Clause 117 of the Company's Constitution, one-third of the Directors including the Managing Director to retire by rotation and seek re-election at each AGM and that each Director shall submit himself/herself for re-election at least once in every three (3) years. Accordingly, the Directors have agreed and recommended to the shareholders that Datin Lee Nai Yee who is due to retire pursuant to Clause 117 of the Company's Constitution and being eligible, has offered herself for re-election be re-elected at the forthcoming 28th AGM of the Company.

(3) Tenure of Independent Directors

The MCCG recommended that the tenure of an Independent Director should not exceed a cumulative term of nine (9) years. Upon completion of the nine (9) years, an Independent Director may continue to serve on the Board subject to the Director's re-designations as a Non-Independent Director.

In the event that the Independent Director was to remain designated as an Independent Non-executive Director, the Board shall firstly to provide justification, upon the recommendation of the NC and thereafter to obtain the relevant shareholders' approval.

If the Board continues to retain the Independent Director after the twelfth (12) years, annual shareholders' approval must be sought through a two-tier voting process to retain the said Director as an Independent Director as described in the Guidance to Practice 4.2 of the MCCG.

<u>Retention of Independent Non-Executive Directors</u>

At the Twenty-Seventh ("**27th**") AGM of the Company, Dato' Seri Dr. Liew, Dato' Shamsul and Mr. Lim were retained to hold office until the conclusion of the 28th AGM. Prior to issuing of this Statement, Dato' Seri Dr. Liew, Dato' Shamsul and Mr. Lim had resigned as the Independent Directors of the Company with effect from 3 May 2021. As such, none of the independent directors have served more than a cumulative term of nine (9) or twelve (12) years at the forthcoming 28th AGM.

(4) Annual Assessment of Independence of Directors

For the financial year ended 31 December 2020 up to the date of this Statement, the Board, in the vacancy of the NC, has undertaken to assess its Independent Directors annually as recommended by the MCCG and proper policies and procedures to assess the independence of the Independent Directors on the Board taking into account the individual Director's ability to exercise independent and impartial judgement at all times and their contribution to effective functioning of the Board.

The Independent Directors play a role in providing an objective and independent view on various matters dealt with at the Board and Board Committee level. They are independent from the Management of the Group and demonstrate their independency by offering external perspectives, constructively challenging ideas, reviewing and monitoring the performance of the Management, ensuring the risk of the Group's business is managed.

The level of independence of the Independent Directors is under assessment annually. The Board is satisfied that the Independent Directors have demonstrated their ability to act independently and in the best interest of the Company for the financial year under review.

All the Independent Directors fulfilled the criteria prescribed under the Main LR of Bursa Malaysia Securities.

(5) Senior Independent Non-Executive Director ("SINED")

For the financial year ended 31 December 2020, Dato' Seri Dr. Liew is the SINED of the Company. As outlined in the Board Charter, the responsibilities of SINED are as follows:-

- Serving as the key person outside the Management of the Company to whom the shareholders may convey their concerns to; and

- Communicating concerns received from the shareholders/external parties through appropriate channel.

(6) Board Committees

The Board has put in place the following Board Committees to assist in carrying out its fiduciary duties:-

- Audit Committee ("**AC**");
- Nomination Committee ("**NC**"); and
- Remuneration Committee ("**RC**").

All of these Board Committees have written terms of reference ("**TOR**") clearly outlining their objectives, duties and powers. The final decisions on all matters are determined by the Board as a whole.

(7) AC

The AC is responsible to assist the Board in discharging its duties and responsibilities relating to accounting and reporting practices of the Group. The AC reviews the Group's accounting and risk management processes, internal controls and the independency of the Group's External and Internal Auditors. The activities during the financial year under review have been laid out in the AC Report in this Annual Report.

The TOR of the AC is available on the Company's corporate website at www.senijayacorp.com/about.html.

(8) NC

The NC comprises exclusively of the following INEDs:-

Name	Designation	Directorship	Number of NC Meetings attended/held in the financial year under review
Dato' Seri Dr. Liew Lee Leong *(Resigned w.e.f. 3 May 2021)*	Chairman	SINED	1/1
Lim Chee Khang *(Resigned w.e.f. 3 May 2021)*	Member	INED	1/1
Dato' Shamsul Falak Bin Abdul Kadir *(Resigned w.e.f. 3 May 2021)*	Member	INED	1/1

As at the date of this Statement, the current composition of the NC is vacant and in non-compliance with its TOR. The Board endeavours to fill the vacancy of the NC within three (3) months i.e. latest by 3 August 2021, in order to comply with the NC's TOR.

The NC met once during the financial year under review.

The NC is governed by its TOR and its principal objective is to assist the Board of Directors in their responsibilities in nominating and selecting new nominees to the Board of Directors and to assess the Directors of the Company on an on-going basis.

The TOR of the NC is available on the Company's corporate website at www.senijayacorp.com/about.html.

(a) Activities undertaken during the financial year

For the financial year ended 31 December 2020, the NC has undertaken the following activities:-

(i) Conducted evaluation to assess the effectiveness of the Board as a whole and of the Board Committees;
(ii) Evaluated the contribution and performance of each individual Director;
(iii) Reviewed the independence and retention of the Independent Directors;
(iv) Reviewed and made recommendation to the Board on the re-election of the Directors retiring at the forthcoming AGM of the Company; and
(v) Reviewed the overall composition of the Board and ensured that the current composition is adequate to fulfil the needs of the Company.

(b) Gender Diversity

The Board is supportive of the boardroom gender diversity recommended by the MCCG. The Board currently consists of two (2) female Directors which fulfil the recommendation of at least 30% women participation notwithstanding the Company is not classified as "Large Company".

(c) Ethnicity Diversity

For the financial year ended 31 December 2020, the Board comprised of one (1) Malay Director and four (4) Chinese Directors.

As at the date of this Statement, the Board comprises of three (3) Directors, all of whom are Chinese Directors.

(d) Age Diversity

The general age profile of the Directors is between fifties to sixties years of age.

The Company does not set any specific target for the boardroom age diversity but will work towards having appropriate age diversity in the Board, if the opportunity arises.

The Company does not fix age limit for its Directors given that such Directors are normally reputed and experienced in the corporate world and could continue to contribute to the Board in steering the Company. The Board is fully committed in promoting age diversity, valuing the contribution of its members regardless of age, and seek to eliminate age stereotyping and discrimination on age.

(9) RC

The RC comprises exclusively of the following INEDs:-

Name	Designation	Directorship	Number of RC Meetings attended/held in the financial year under review
Lim Chee Khang *(Resigned w.e.f. 3 May 2021)*	Chairman	INED	1/1
Dato' Seri Dr. Liew Lee Leong *(Resigned w.e.f. 3 May 2021)*	Member	SINED	1/1
Dato' Shamsul Falak Bin Abdul Kadir *(Resigned w.e.f. 3 May 2021)*	Member	INED	1/1

As at the date of this Statement, the current composition of the RC is vacant and in non-compliance with its TOR. The Board endeavours to fill the vacancy of the RC within three (3) months i.e., latest by 3 August 2021 in order to comply with the RC's TOR.

The RC met once during the financial year under review.

The RC is governed by its TOR and its principal objective is to assist the Board of Directors in their responsibilities in assisting the remuneration packages of the Executive Directors.

The TOR of the RC is available on the Company's corporate website at www.senijayacorp.com/about.html.

(10) Time Commitment

The Board requires its members to devote sufficient time to the workings of the Board, to effectively discharge their duties as the Directors of the Company, and to use their best endeavours to attend meetings.

For the financial year ended 31 December 2020, the Board had convened a total of four (4) Board Meetings for the purposes of deliberating on the Company's quarterly financial results at the end of every quarter and discussing important matters which demanded immediate attention and decision-making. During the Board Meetings, the Board reviewed the operation and performance of the Company and other strategic issues that may affect the Company's business. Relevant personnel from the Management were invited to attend some of the Board Meetings to provide the Board with their views and clarifications on issues raised by the Directors.

The attendance record of each Director at the Board of Directors' Meetings during the last financial year is as follows:-

Directors	Attendance	Percentage of Attendance (%)
Dato' Sri Anne Teo	4/4	100
Datin Lee Nai Yee	4/4	100
Dato' Seri Dr. Liew Lee Leong *(Resigned w.e.f. 3 May 2021)*	4/4	100
Dato' Shamsul Falak Bin Abdul Kadir *(Resigned w.e.f. 3 May 2021)*	4/4	100
Lim Chee Khang *(Resigned w.e.f. 3 May 2021)*	3/4	75

Mr. Julian Koh Lu Ern was appointed as an Independent Non-Executive Director of the Company on 6 May 2021 and therefore, he has not attended any of the Board of Directors' Meetings of the Company held during the financial year ended 31 December 2020.

The Board will also meet on an ad-hoc basis to deliberate urgent issues and matters that require expeditious the Board's direction or approval. In the intervals between Board meetings, any matters requiring urgent Board's decisions and/or approval are sought via circular resolutions which supported with all the relevant information and explanations required for an informed decision to be made.

(11) Trainings

The Board acknowledges the importance of continuous education and training to equip themselves for the effective discharge of its duties. New appointees to the Board undergo a familiarisation programme, which includes visits to the Group's business operations and meetings with key management to facilitate their understanding of the Group's operations and businesses.

All members of the Board have attended the Mandatory Accreditation Programme prescribed by Bursa Malaysia Securities. The Board members had attended the following training programmes/seminars/ forums during the financial year:-

Directors	Trainings Programmes/Seminars / Forums attended
Dato' Sri Anne Teo	• Expected to thrive Post Covid-19 • What is the future of housing? Why investors should buy green homes.
Datin Lee Nai Yee	Datin Lee Nai Yee has not been able to attend any structured training programme during the financial year ended 31 December 2020 due to travel restrictions and disruption on her planned training schedule under the Movement Control Order and Conditional Movement Control Order announced by Malaysian government. Nevertheless, Datin Lee Nai Yee has continued to gain updates through briefings by the Company Secretaries, external auditors and internal auditors on a regular basis on the changes and amendments to regulatory requirements, laws and accounting standards.

Mr. Julian Koh Lu Ern who was appointed on 6 May 2021, had attended the Mandatory Accreditation Programme in year 2020 in accordance with the Main LR of Bursa Malaysia Securities.

III. Remuneration

Presently the Company does not have a formalised remuneration policies and procedures for the Directors and Senior Management.

The objectives of the Group on Directors' remuneration are to attract and retain the Directors of the calibre needed to manage the Group successfully. In the case of the Executive Director, the component parts of her remuneration are structured to link rewards to corporate and individual performances. For Non-Executive Directors, their level of remuneration reflects the experience, expertise and level of responsibilities undertaken by the particular Non-Executive Director concerned.

The detailed disclosure on named basis for the remuneration of individual Directors is set out in the Corporate Governance Report.

During the financial year under review, the Board had reviewed and assessed the performance of the Executive Chairman. During the said Board meeting, the Executive Chairman has abstained from the deliberation and voting on the agenda item in relation to her remuneration.

The Board as a whole determines the remuneration of the Non-Executive Directors with the Directors concerned abstaining from deliberation and voting in respect of his/her own individual remuneration.

For the financial year ended 31 December 2020, a total amount of Directors' Fees of RM145,258 has been recommended to the shareholders for approval at the forthcoming 28th AGM of the Company as follows:-

Director	Salary (RM)	Employee Provident Fund (RM)	Benefit-In-Kind (RM)	Other Emoluments (RM)	Fees (RM)	Total (RM)
Dato' Sri Anne Teo	94,414	16,065	-	-	-	110,479
Datin Lee Nai Yee	-	-	-	-	82,258	82,258
Dato' Seri Dr. Liew Lee Leong *(Resigned w.e.f. 3 May 2021)*	-	-	-	-	21,000	21,000
Dato' Shamsul Falak Bin Abdul Kadir *(Resigned w.e.f. 3 May 2021)*	-	-	-	-	21,000	21,000
Lim Chee Khang *(Resigned w.e.f. 3 May 2021)*	-	-	-	-	21,000	21,000
Total	**94,414**	**16,065**	-	-	**145,258**	**255,737**

PRINCIPLE B: EFFECTIVE AUDIT AND RISK MANAGEMENT

I. AC

The composition and details of activities carried out by the AC during the financial year are set out in the AC Report of this Annual Report.

FINANCIAL REPORTING

(1) Compliance with Applicable Financial Reporting Standards

The Company's audited financial statements are prepared in accordance with the requirements of the applicable approved accounting standards in Malaysia and the provisions of the Companies Act 2016.

The AC assist the Board to oversee the financial reporting process and the quality of its financial reporting by reviewing the information to be disclosed, to ensure completeness, accuracy and adequacy prior to endorsing the same by the Board for submission to Bursa Malaysia Securities.

The Board ensures that the shareholders are presented with a clear, balanced, meaningful assessment of the Company's financial performance and prospects through the issuance of the audited financial statements and quarterly announcements of financial results on a timely basis and in compliance with the applicable financial reporting standards.

(2) Assessment of Suitability and Independence of External Auditors

For the financial year ended 31 December 2020, the AC has assessed the External Auditors vide an annual assessment of the suitability, objectivity and independence of the External Auditors in accordance with the criteria under the Policies and Procedures to assess the suitability, objectivity and independence of External Auditors which adopted on 3 April 2019.

Upon completion of its assessment, the AC was satisfied with Messrs. Mazars PLT's technical competency and audit independence during the financial year.

None of the members of the Board were former key audit partners and notwithstanding that in order to uphold the utmost independence, the Board has no intention to appoint any former key audit partner as a member of the Board.

II. Risk Management and Internal Control Framework

(1) Sound Framework to Manage Risks

The Board affirms the importance of maintaining a sound system of internal controls and risk management practices for good corporate governance. The AC has been entrusted by the Board to ensure effectiveness of the Group's internal control systems. The activities of the outsourced Internal Auditors are reported regularly to the AC which provides the Board with the required assurance in relation to the adequacy and integrity of the Group's internal control system. It acknowledges its overall responsibility in this area and also the need to review its effectiveness regularly.

The Statement on Risk Management and Internal Control of the Group as set out in this Annual Report provides an overview of the state of risk management and internal controls within the Group.

(2) Internal Audit Function

The outsourced Internal Auditors communicate regularly with and report directly to the AC. The outsourced Internal Auditors' representative met up twice with the AC for the financial year ended 31 December 2020.

The Internal Audit Review of the Company's operations encompasses an independent assessment of the Company's compliance with its internal controls and makes recommendations for improvement.

For the financial year ended 31 December 2020, the AC has assessed the performance of the Internal Auditors vide an annual assessment of the suitability of the Internal Auditors.

Upon completion of its assessment, the AC was satisfied with the outsourced Internal Auditors, Tricor Axcelasia Sdn. Bhd.'s technical competency and audit independence during the financial year under review.

PRINCIPLE C: INTEGRITY IN CORPORATE REPORTING AND MEANINGFUL RELATIONSHIP WITH STAKEHOLDERS

I. Communication with Stakeholders

(1) Leverage on Information Technology for Effective Dissemination of Information

The Company's corporate website provides all relevant information on the Company and is accessible by the public. It includes the announcements made by the Company and annual reports. The Board discloses to the public all material information necessary for informed investment and takes reasonable steps to ensure that all the shareholders enjoy equal access to such information.

The Company's corporate website is accessible at www.senijayacorp.com.

The Board has adopted the following measures with regard to communication with the Company's shareholders:-

(i) Announcements to Bursa Malaysia Securities

Material information, updates and periodic financial reports are published on a timely basis through announcements to Bursa Malaysia Securities. The shareholders and investors can obtain the Company's latest announcements such as quarterly financial results in the dedicated website of Bursa Malaysia Securities at www.bursamalaysia.com.

(ii) Corporate Website

A corporate website (www.senijayacorp.com) is maintained and the said website contains relevant information for the shareholders, potential investors, suppliers and the general public.

(iii) Annual Reports

The Company's Annual Reports to the shareholders remain the central means of communication to the shareholders, amongst others, the Company's operations, activities and performance for the past financial years as well as the status of compliance with applicable rules and regulations.

(iv) AGMs/General Meetings

The AGMs/General Meetings which are used as the main forum of dialogue for the shareholders to raise any issues pertaining to the Company.

(v) Investor Relations

Any enquiry regarding investor relations from the shareholders may be conveyed to the following designated senior management personnel, the information of which has also been published on the Company's corporate website:-

Dato' Sri Anne Teo, Executive Chairman
Email address: anneteo@senijayacorp.com

Telephone No.: 03-2732 9405
Facsimile No: 03-2732 9406

II. Conduct of General Meetings

(1) Shareholders' Participation at General Meetings

The Company communicates regularly with the shareholders and investors through annual reports, quarterly financial reports and various announcements made to Bursa Malaysia Securities as the Board acknowledges the importance of accurate and timely dissemination of information to its shareholders, potential investors and the public in general.

The AGM provides an opportunity for the shareholders to seek and clarify any issues pertaining to the Group and to have a better understanding of the Group's activities and performance. Both individuals and institutional shareholders are encouraged to meet and communicate with the Board at the AGM and to vote on all resolutions. The Board is always available to meet members of the press after the AGM.

The notice of AGM together with the Annual Report is despatched to the shareholders at least twenty-eight (28) days prior to the meeting date. Sufficient notice period is given to the shareholders in order for them to schedule their time to attend the Company's AGM.

(2) Poll Voting

In line with Paragraph 8.29A of the Main LR of Bursa Malaysia Securities on the requirement for poll voting for any resolution set out in the notice of general meetings, during the 27th AGM held last year, poll voting was used to facilitate the voting process for resolutions tabled. An independent scrutineer was also appointed to scrutinise the polling process.

KEY FOCUS AREAS AND FUTURE PRIORITIES

Looking ahead to financial years ending 2021 and 2022, the Board and its respective Committees will:-

- Focus on major strategic issues to ensure sustainability and growth;
- Continue to monitor succession planning for the senior leadership team, to ensure a healthy pipeline of talent is emerging for future senior executive management;
- Consider other variety of approaches and independent sources to identify suitable candidate for appointment of Directors, should the need arise; and
- Continue to review the balance, experience and skills of the Board.

CONCLUSION

The Board is satisfied that for the financial year ended 31 December 2020, it complies substantially with the principles and recommendations of the MCCG.

This Corporate Governance Overview Statement is made in accordance with a resolution of the Board of Directors dated 12 May 2021.

AUDIT COMMITTEE REPORT

COMPOSITION

The present members of the Audit Committee ("**AC**") of the Company are:-

Name	Position	Designation
Dato' Seri Dr. Liew Lee Leong *(Resigned w.e.f. 3 May 2021)*	Chairman	Senior Independent Non Executive Director
Lim Chee Khang *(Resigned w.e.f. 3 May 2021)*	Member	Independent Non-Executive Director
Dato' Shamsul Falak Bin Abdul Kadir *(Resigned w.e.f. 3 May 2021)*	Member	Independent Non-Executive Director

For the financial year ended 31 December 2020, all members of the AC have a working familiarity with the Company's business operations. Dato' Seri Dr. Liew Lee Leong is a member of the Malaysian Institute of Accountants, fulfilling the requisite qualifications under Paragraph 15.09(1)(c) of the Main Market Listing Requirements ("**Main LR**") of Bursa Malaysia Securities Berhad ("**Bursa Malaysia Securities**").

Following the resignation of Dato' Seri Dr. Liew Lee Leong, Mr. Lim Chee Khang and Dato' Shamsul Falak Bin Abdul Kadir as the Directors and Audit Committee of the Company with effect from 3 May 2021, the current composition of the AC, as at the date of this AC Report, is vacant and in non-compliance with Paragraph 15.09 of the Main LR of Bursa Malaysia Securities. The Board endeavours to fill the vacancy of the AC within three (3) months i.e., latest by 3 August 2021 in order to comply with requirements under the Main LR of Bursa Malaysia Securities.

MEETINGS

The AC held four (4) meetings during the financial year under review. The details of attendance of the AC members are as follows:-

AC Member	Attendance
Dato' Seri Dr. Liew Lee Leong *(Resigned w.e.f. 3 May 2021)*	4/4
Lim Chee Khang *(Resigned w.e.f. 3 May 2021)*	4/4
Dato' Shamsul Falak Bin Abdul Kadir *(Resigned w.e.f. 3 May 2021)*	4/4

TERMS OF REFERENCE

The Terms of Reference of the AC is published on the Company's website at www.senijayacorp.com.

SUMMARY OF THE WORK OF AUDIT COMMITTEE

The main scope of works of AC for the financial year ended 31 December 2020 are summarised as follows:-

(a) Financial reporting

- Reviewed the unaudited quarterly financial reports and year-end financial statements before they were presented to the Board for approval.

- Reviewed the quarterly financial reports and year-end financial statements, and discussed with Management and the external auditors on the financial reporting standards applied, including the judgments exercised in the application of those standards and the critical accounting estimates and assumptions used in arriving at the reported amounts of items in the quarterly financial reports and year-end financial statements.

The above review is to ensure that the Group's quarterly financial reporting and disclosures present a true and fair view of the Group's financial position and performance and are in compliance with the Malaysian Financial Reporting Standards and other legal and regulatory requirements as well as applicable disclosure provisions of the Main LR of Bursa Malaysia Securities.

(b) Corporate Reporting

- Reviewed the External Auditors' Report on the Statement on Risk Management and Internal Control for inclusion in the Annual Report.
- Reviewed the AC Report for inclusion in the Annual Report.

(c) External Audit

- Reviewed with the External Auditors, Messrs. Mazars PLT, the Audit Progress Report for the financial year ended 31 December 2019 and Audit Planning Memorandum for the financial year ended 31 December 2020 and thereafter recommended the same to the Board for notation and approval respectively.
- Updated by the External Auditors on changes to the relevant guidelines on the regulatory and statutory requirements.
- Three (3) private sessions were held with the External Auditors without the presence of Management to discuss on issues of concern.
- Reviewed and evaluated the performance and effectiveness of the External Auditors prior to recommendation to the Board on their re-appointment.

(d) Internal audit function

- Reviewed the internal audit report which was tabled during the year, the audit recommendations made and Management's response to these recommendations. Where appropriate, the AC has directed Management to rectify and improve control procedures and workflow processes based on the Internal Auditors' recommendations and suggestions for improvement.
- Reviewed the adequacy of the scope, functions, resources and competency of the internal audit function and that it has the necessary authority to carry out its work.
- Reviewed with the Internal Auditors, the Internal Audit Report for Cycle 1 Year 2020 which includes the following processes:-
  - ➢ Operations and Regulatory Management
  - ➢ Financial Management
  - ➢ Information Technology
- Reviewed and evaluated the follow-up assessment on the internal audit for Cycle 1 for Years 2015, 2017, 2018 and 2019.
- Reviewed the key observations on the effectiveness of internal audit function co-published by Bursa Malaysia Securities and the Institute of Internal Auditors.

(e) Matters relating to related party transaction

Reviewed the quarterly and annual financial statements on the disclosures relating to related party transactions or conflict of interest situations that arose within the Group and ensure compliance with provisions of the Main LR of Bursa Malaysia Securities.

INTERNAL AUDIT FUNCTION

The AC is supported by an independent internal audit function in order to assist the AC in the discharge of its duties and responsibilities.

The internal audit function of the Group was outsourced to an independent professional services firm, Tricor Axcelasia Sdn. Bhd. The Internal Audit activities identified through considering the Group's corporate and strategic goals, the scope and results of internal audit completed in prior years and the nature of operations and operating environment of the Group. The scope of internal audit focus would then be put through to the AC for review and approval.

The key role of the Internal Auditors is to provide independent and objective assessment on the adequacy, efficiency and effectiveness of the Group's system of internal control, risk management and governance processes in anticipating key business process exposure to risk.

The AC had evaluated and reviewed the internal audit function in terms of scope, competency, resources and independence. The AC were also satisfied that the internal audit function were carried out in accordance with a recognised framework, which include the Standards in the International Professional Practices Framework issued by Institute of Internal Auditors.

The Internal Audit function provides an independent and objective feedback to the AC and the Board on the adequacy, effectiveness and efficiency of the internal control system within the Group together with the relevant recommendations for improvement and enhancement to the internal control system and work process. The internal audit reports are prepared and submitted to the AC for review of the findings and recommended action plans for Management at the AC meeting.

The total cost incurred for the internal audit function of the Group for the financial year ended 31 December 2020 amounted to RM38,000.

STATEMENT OF DIRECTORS' RESPONSIBILITY

STATEMENT OF DIRECTORS' RESPONSIBILITY IN RELATION TO THE FINANCIAL STATEMENTS

In accordance with the provisions of the Companies Act 2016, the applicable Malaysian Financial Reporting Standards and the International Financial Reporting Standards, the Directors are required to prepare financial statements that give a true and fair view of the state of affairs of the Group and the Company as at the end of the financial year, and of the results and cash flows for that year then ended.

The Directors consider that, in preparing the audited annual financial statements:

- the Group and the Company had used appropriate accounting policies which are consistently applied;
- reasonable and prudent judgments and estimates were made; and
- complete disclosures of all information required under the Companies Act 2016 and the Main Market Listing Requirements have been made and followed.

The Directors are responsible for ensuring that the Group and the Company maintains accounting records that disclose with reasonable accuracy the financial position of the Group and the Company, and which enable them to ensure that the financial statements comply with the Companies Act 2016.

The Directors have general responsibilities for taking such steps that are reasonable available to them to safeguard the assets of the Group and the Company, and to prevent and detect fraud and other irregularities.

STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

Pursuant to Paragraph 15.26(b) of the Main Market Listing Requirements ("Main LR") of Bursa Malaysia Securities Berhad ("Bursa Securities") and Principle B of the Malaysian Code on Corporate Governance with guidance from the Statement on Risk Management and Internal Control: Guidelines for Directors of Listed Issuers, the Board of Directors ("Board") is pleased to provide a Statement on Risk Management and Internal Control which outlines the nature and scope of risk management and internal control of the Group during the financial year.

The Group's system of risk management and internal control applies principally to Seni Jaya Corporation Berhad and its subsidiaries ("Group").

Board's Responsibilities

The Board acknowledges its overall responsibility for the Group's system of internal control and risk management and for reviewing the adequacy and integrity of the system. The system of internal control covers not only financial, strategy, governance, risk management, organisational, but, operational, and regulatory and compliance control matters, misstatement, loss or fraud.

Risk Management Framework

The Board has structured an ongoing process to identify, measure, evaluate and manage the significant risks faced by the Group in its achievement of objectives and strategies and this process includes enhancing the risk management and internal control system as and when there are changes to the business environment or regulatory guidelines. The Group reviews and improves the internal control system to correspond with the change of internal and external factors constantly. Nevertheless, it must be acknowledged that due to the limitations inherent in any system of internal control, the system is designed to manage rather than eliminate the risk of failure to achieve the Group's objectives. Accordingly, it can only provide reasonable but not absolute assurance against material misstatement or loss.

Senior Management assists the Board in the implementation of the approved policies and procedures on risks and controls by identifying and analysing risk information, designing, operating suitable internal controls to mitigate and control risks and monitoring effectiveness of risk management and control activities. Key risk exposures are highlighted to the Audit Committee and mitigating actions proposed by management are deliberated.

At the date of this Annual Report, the key features of the system of risk management and internal control are described under the following headings:-

- **Authority and Responsibility**

  The Board and Senior Management have established an organisation structure with clearly defined lines of accountability and delegated authority. Certain responsibilities are delegated to the Board Committees through clearly defined Terms of Reference which are reviewed periodically and/or when the need arises.

  Risk Management and Internal Control Framework

  The Risk Management and Internal Control framework encompasses the following key elements:-

  - Risks identified were individually evaluated and ranked as either extreme, high, medium or low based on their respective magnitude of impact and likelihood of occurrence within the Group; and

- Individual risk profiles created from the above assessment were subsequently cascaded to Senior Management of the Group for implementation of action plans required to mitigate or maintain the risk impact of the Group at an acceptable level.

- **Internal Control System**

  Having a good internal control system will support and lead the Group to achieve its corporate objectives, in particular, the matters relating to 1) the sustainability, effectiveness and efficiency of business operation, 2) the reliability of financial reporting, 3) the compliance with the laws and regulations and 4) safeguarding of assets.

  The Group always emphasises on the importance of having a good internal control system. The Board of Directors assigns the Audit Committee to review and evaluate the adequacy of the internal control system and report to the Board of Directors and, therefore, the good internal control system has been efficiently and effectively established.

  The Group has a set of documented policies and guidelines which form an integral part of the risk management and internal control system and guides its employees on day-to-day operational matters. This set of policies and guidelines have been regularly reviewed and updated to support the Group's business activities at all times and further strengthen the control framework within the Group.

  The monitoring of control procedures is achieved through management review by the responsible Executive Director reporting to the Board. These are supplemented by comprehensive reviews undertaken by the internal audit function on the controls in operation in each individual business. Internal audit reports are produced for Senior Management to assess the impact of control issues and recommend appropriate actions.

- **Organisational Structure and Responsibility Levels**

  The Company maintains a formal and structured lines of reporting which includes well-defined delegation of responsibilities and accountability within the Company's Senior Management. It sets out the roles and responsibilities, appropriate authority limits, review and approval procedures in order to enhance the internal control system of the Company's various operations.

Key Risk Areas

The following sections outline the risk environment that may impact the financial status and operational effectiveness of the Group's businesses and the approaches to manage these risks.

- Competition, economic cycle and government regulations

  Adverse macroeconomics and geopolitical conditions have a significant impact on the group's business. Changes in the market sentiment will dictate the overall advertising expenditure, and hence it has a direct impact on the demand of our media solutions. Technology advancement leads to direct targeting and reaching out to consumers. OOH media is no longer competing with traditional media but new technology grants like Facebook & Google. The group is constantly monitory the changes in media consumption pattern and always seeking for strategic partnerships to stay relevant and sustainable.

- Performance of contractors and suppliers

  The Group faces the risk of business operations failing due to human error. The selection of suppliers and contractors and monitoring of their performance during the construction stage is a critical process, which determines the quality and timely delivery of service to customer. Poor performance of contractors may lead to quality issues on service delivered, non-compliance with the regulations by local councils and concession owner. Extensive due diligence and close monitoring is performed on the outsourced contractors and suppliers,

- Escalation of Costs

  Due to unforeseen circumstances such as introduction of new taxes, increase in license fee by the local authorities, profit sharing by concession owners, raw material prices and many others may lead to escalation of the overall cost and affects the profitability of the Group. The Group has closely monitored on costings and passed through of certain portion of increased cost to customers.

Reporting and Review

The Group has a financial reporting process which emphasises on providing timely and relevant information for the Board's review. This includes quarterly reports covering areas such as quarterly financial performance and other key corporate matters of the Group which would be tabled and deliberated by the Board in line with good governance practices.

The Audit Committee is responsible for reviewing, on behalf of the Board, the system of risk management and internal control necessary to manage the key risks inherent in the business and to present its findings to the Board. The Audit Committee reviews and deliberates internal control and governance issues identified by the Internal Auditors, External Auditors, regulatory authorities and Senior Management, and evaluate the adequacy and effectiveness of the risk management and internal control system. The Audit Committee has full and unrestricted access to the Internal Auditors and Audit Committee receives reports on all internal audits performed by them. The Audit Committee also reviews and deliberates on any matters relating to internal control issues highlighted by the External Auditors in the course of their statutory audit of the financial statements of the Group. Significant findings and recommendations for improvement are highlighted to the Audit Committee and the Senior Management, with periodic follow-up of the implementation of action plans. The Senior Management is responsible for ensuring that corrective actions are implemented accordingly.

The Board and Senior Management will continuously assess the suitability, adequacy and effectiveness of the Group's system of risk management and internal control and will take corrective measures to enhance the system, as and when necessary. The monitoring, review and reporting arrangements in place provide reasonable assurance that the system of internal control are appropriate to the Group's operations and that risks are at an acceptable level throughout the Group's businesses. Such arrangements, however, do not eliminate the possibility of human error, deliberate circumvention of control procedures by employees and others, or the occurrence of unforeseeable circumstances.

Further details of the activities undertaken by the Audit Committee of the Group are set out in the Audit Committee Report.

Internal Audit

Seni Jaya Group has outsourced its internal audit function to an independent consulting firm, Tricor Axcelasia Sdn Bhd as part of its efforts in ensuring that the Group's system of risk management and internal control is adequate and effective. The internal audit function assists the Board and the Audit Committee in providing independent evaluation and improving the effectiveness of the Group's internal control system. The Internal Auditors report directly to the Audit Committee and internal audit plan was tabled to the Audit Committee for review and approval.

The internal audit function adopts a risk-based approach and prepares its audit plan based on latest risk profile. It aims to evaluate and provide recommendations to improve the effectiveness of system of internal controls that implemented by management in safeguarding the Group's assets. Scheduled internal audit was carried out by the internal auditors based on the audit plan presented to and approved by the Audit Committee. The internal audit function provides report on weaknesses and improvement opportunities on the system of internal controls, together with recommendations to mitigate the risks associated with the control deficiencies reported. Senior Management continues to implement appropriate actions to enhance and strengthen the overall internal control environment and system.

During the financial year under review, the Internal Auditors highlighted some areas for improvement in the operational review and the management has taken appropriate measures to address them accordingly. The internal control enhancements highlighted will not result in any material losses, contingencies or uncertainties that would require separate disclosure in this Annual Report. The cost incurred for the outsourced internal audit function in respect of the financial year ended 31 December 2020 is RM 38,000.

External Audit

The Board had maintained a formal and transparent relationship with the Group's newly appointed External Auditors, Mazars PLT. Any areas for improvement identified during the course of the statutory audit are brought to the attention of the Audit Committee through management letters or are articulated at the Audit Committee meetings.

Discussions are also held between the Internal and External Auditors to ensure that the appropriate action is taken for points raised by the abovementioned parties to implement/improve the relevant controls.

Insurance

Sufficient insurance coverage and physical safeguards on major assets are in place to ensure the Group's assets are adequately covered against any mishap that could result in material loss. A yearly policy renewal exercise is undertaken by Senior Management to review the coverage based on the current fixed asset register .There is also a yearly exercise to ensure adequacy and renewal of the Group's professional indemnity insurance coverage.

Review of this Statement

As required by Paragraph 15.23 of the Main LR of Bursa Securities and pursuant to the scope set out in Audit and Assurance Practice Guide ("AAPG") 3: Guidance for Auditors on Engagements to Report on the Statement on Risk Management and Internal Control included in the Annual Report issued by the Malaysian Institute of Accountants, the External Auditors have reviewed this

Statement for inclusion in the annual report of the Group for the financial year ended 31 December 2020.

AAPG 3 does not require the external auditors to consider whether this Statement covers all risk and controls, or to form an opinion on the adequacy and effectiveness of the Group's risk management and internal control systems.

The External Auditors have reported to the Board that nothing has come to their attention that causes them to believe that the statement is inconsistent with their understanding of the process adopted by the Board in reviewing the adequacy and integrity of the system of internal control.

Conclusion

The Board is of the view that the system of risk management and internal control is in place for the year financial under review, and up to the date of approval of this Statement, is sound and adequate to safeguard the shareholders' investment, the interests of customers, regulators, employees and other stakeholders, and the Group's assets.

Also, the Board acknowledges that they are ultimately responsible for ensuring the proper implementation of appropriate control system even though this responsibility has been delegated to the Senior Management.

The Board is pleased to report that the Executive Chairman of the Company has given their assurance that the Group's risk management and internal control system is operating adequately and effectively, in all material aspects, based on the risk management and internal control system of the Group.

There was no significant weakness in the system of risk management and internal control, contingencies or uncertainties that could result in material loss and adversely effect on the financial results of the Group for the financial year under review and up to the date of issuance of the financial statements. The Group continues to take necessary measures to strengthen its internal control structure and management of risks, taking into consideration the changing and challenging business environment. Therefore, the Board will, when necessary, put in place appropriate action plans to further enhance the system of risk management and internal control.

This Statement is made in respect of the financial year ended 31 December 2020 and in accordance with a resolution of the Board of Directors dated 12 May 2021.

CORPORATE SUSTAINABILITY REPORT

ABOUT THIS REPORT

NEW NORMAL

Our theme "New Normal" is to ensure Seni Jaya Corporation Berhad ("Seni Jaya") and its subsidiaries (the "Group") embraces the speedy changes in the economy, technology and the post pandemic effect. Covid-19 pandemic has brought tremendous disruption to our normalcy and naturally it has changed the way we live, at least for the next 2 to 3 years. Outdoor advertising was severely affected by the pandemic due to restrictive movements, working from home and closure of international and district borders, tourism, and schools. Hence, a New Normal was born.

With such an abrupt and dramatic changes in the whole macro environment, the Group has to revisit its strategies to embrace the new normal in order to stay sustainable at least for the next 3 to 5 years. While maintaining the traditional business, the Group will embark on new initiatives that are technology driven in order to capture new advertising revenue for the group.

Our Sustainability Report ("SR") focuses on Seni Jaya's sustainability practices, where the economic, environmental and social ("EES") impacts of our business activities and initiatives are highlighted. This is our third attempt to comply with Main Market Listing Requirements ("Main LR") of Bursa Malaysia Securities Berhad ("Bursa Malaysia Securities") in sustainability reporting. We are reporting in accordance with the new Global Reporting Initiative ("GRI") Standards, prioritising on reviewing our material issues and mapping out our route forward to embed sustainability throughout our business operations.

In addition, throughout this report, we demonstrate our full commitment in integrating sustainability practices and preparing this report pursuant to Main LR of Bursa Malaysia Securities, Sustainability Reporting Guide issued by Bursa Malaysia Securities and guided with guidelines issued by the GRI.

REPORTING STANDARDS

Our reporting approach is based on the framework and guidance provided by the GRI. This report has been prepared in accordance with the "core" options of the GRI Standards. This includes adhering to the GRI Principles for defining report content:

- Stakeholder Inclusiveness – Being responsive to stakeholders' expectations and interest.
- Sustainability Context – presenting performance in the wider sustainability context.
- Materiality – focusing on issues where we can have the greatest impact and that are most important to our business stakeholders.
- Completeness – including all information that is of significant economic, environmental and social impact to enable stakeholders to assess the Company's performance.

REPORTING SCOPE AND BOUNDARIES

Seni Jaya's SR 2020 has been prepared in accordance with the GRI Standards. It covers the reporting period from 1 January 2020 to 31 December 2020. Our focus for this year is related to reviewing our material sustainability topics that covers economic, environmental and social issues. The content of this report is based on the material topics that we have identified. Our scope and boundaries for this SR cover all our entities and operations in Malaysia.

ABOUT SENI JAYA

Vision

- To become one of the most innovative outdoor media company in Malaysia, and to provide the most effective and efficient services to our stakeholders.

Mission

- To provide innovative and effective advertising products and services which help our clients to realise their marketing goals and grow their business.
- To develop talents that create values to our business as well as the stakeholders.

Our Core Values

Seni Jaya's Code of Conduct for Directors and Employees govern the standards of conduct and behavior expected. Seni Jaya's Board commits itself and its Directors to ethical, business like and lawful conduct, including proper use of authority and appropriate decorum when acting as Board members.

WHO WE ARE

Seni Jaya is an investment holding company engaged in the provision of management services to its subsidiaries. The Company's subsidiaries include Seni Jaya Sdn. Bhd., which is engaged in provision of media services for outdoor advertising; Seni Jaya Production Sdn. Bhd., which is engaged in provision of advertising and supply of advertising materials; Mediamart Sdn. Bhd., which is engaged in supplying of advertising materials and provision of media services for outdoor advertising; Seni Jaya Media Utama Sdn. Bhd., which is engaged in provision of production and media advertising, events and promotion services, and Seni Jaya OOH Sdn. Bhd., which is engaged in provision of production and media advertising, events and promotion services. Our Group has established itself as one of the market leaders in the provision of outdoor media services in Malaysia through its management's expertise, experience together with the Company's wide range of innovative advertising products.

WHAT WE DO

The Group provides the following services throughout west Malaysia:

- Rental of advertising display structures at prime outdoor locations across the nation.
- Installation of display materials.
- Servicing and maintenance of signages and display materials.
- Designing outdoor and indoor display structures.
- Supply of advertising materials.

LOCATION OF HEAD OFFICE

23A-15 & 16, Level 23A, Q Sentral,
2A, Jalan Stesen Sentral 2, 50470 Kuala Lumpur, Wilayah Persekutuan Malaysia.

REVIEW OF OPERATIONS

The Group's review of operations is elaborated in "Management Discussion and Analysis" section of this Annual report.

BUSINESS AND OPERATIONS OVERVIEW

The outdoor media industry experienced an unprecedented year in financial year ended ("FYE") 31 December 2020 amidst the Covid-19 outbreak, with new outdoor advertising expenditure completely halted during the height of the pandemic. With the drastic change in the environment and social lifestyle, the total advertising expenditure ("ADEX") registered a double digit contraction and outdoor ADEX contracted by almost 50%

For the FYE 31 December 2020, the Group recorded a revenue of RM8.82 million, showing a decrease of RM5.74 million from the revenue in the FYE 31 December 2019. The Group recorded a loss before taxation of RM5.21 million as compared to last financial year with a loss before taxation of RM0.10 million. This was mainly due to recognition of fair value loss on investment on financial assets, amortised non-current portion of amount due from associate and write-offs property, plant and equipment ("PPE") had increased the operating expenses as compared to preceding year.

OUR APPROACH TO DRIVING SUSTAINBILITY

Our approach to sustainability is based on our core values of excellence, unity, integrity, humility and building relationship, supported by policies and procedures at the Group level. We consistently embed sustainability into the core of our business. The following value-added sustainability framework forms the basis of Seni Jaya's steps to strengthen our approach to sustainability.

SUSTAINABILITY STRATEGY

1. As a Public Listed Company

- As a public listed company, we are pre-emptive of the sustainability matters mainly on the economic value creation for the shareholder and stakeholder;
- We intend to elevate sustainability in company governance, through engaging in direct board oversight and accountability over environmental and social issues, more diversity and special expertise on boards, and linking executive and other employee compensation to sustainability goals;
- We plan to conduct regular dialogues with key company stakeholders on sustainability challenges, including employees, investors, suppliers and consumers;
- We are in progress to open reporting on sustainability strategies, goals and accomplishments; and
- We are in progress to develop systematic performance improvements to achieve environmental neutrality and other sustainability goals across the entire value chain, including operations, supply chains and products.

2. As a service provider

- We provide quality service to all of the clients as they are part of our valued stakeholders.

GOVERNANCE OF THE SUSTAINABILITY

Being a public listed company, Seni Jaya complies with the high standards of corporate governance practices and being closely monitored under the leadership of our Board of Directors, as guided by the Malaysian Code on Corporate Governance.

In line with sustainability, the Board has the ultimate responsibility to ensure that the sustainability efforts are embedded in the strategic direction of the Company. However due to the lean structure of the Group, the Group has appointed a Sustainability Coordinator to monitor all the sustainability related processes and matters. The roles and responsibilities of the coordinator will be enhanced in the future. Currently, the plans for the sustainability direction are being spearheaded by the key management team. However, the Group intends to formalise this process in 2020. Our sustainability strategy will be led by the Board of Directors and will be implemented and monitored within the following governance structure. The below structure will be enhanced accordingly to demonstrate the Group's commitment towards sustainability matters.

SUSTAINABILITY STRUCTURE	
Board of Directors	The Board oversees the overall sustainability initiatives and endorse policies to drive sustainability practices in the Group.
Key Management	The Group is in the process of formalising a sustainability structure which interfaces to formulate sustainability policies and drive the sustainability efforts and initiatives while ensuring consistency with the Group's sustainability strategy and business strategy.
Sustainability Coordinator	• Set sustainability priorities and goals. • Develop and implement a sustainability programmes. • Advise on sustainability opportunities and innovations. • Track, monitor and analyse sustainability metrics and measures. • Address and manage challenges and constraints to the sustainability. • To coordinate and report to the Head of Business Development and other Key Management.

STRATEGIES AND DIRECTIONS

Despite the challenging business environment, Seni Jaya continues to practice prudence and stay focused on achieving growth, while being watchful of emerging risks. The Group is fully committed to uphold responsible business operations which are reflected through its prudent infrastructure transformation as well as sustainability in its supply chain.

Moving forward, Seni Jaya is aspired to implement the following strategies from 2020 onwards as part of the innovation initiative exercise:

- Go Digital – Outdoor digital media has been gaining momentum in the last 3 years and it's the way forward to achieve growth.
- Organic Growth - To acquire new strategic locations to further strengthen billboard inventory and also to scout for strategic partnership in securing new projects and concessions.
- Cost Management – To eliminate low yield products.

OUR MATERIALITY ASSESSMENT PROCESS

1. OBJECTIVES & SCOPE

Seni Jaya undertook a materiality study within the top and middle management to determine the objectives and scope of the sustainability reporting. Our scope and boundaries cover all our entities and operations in Malaysia.

2. IDENTIFICATION OF RELEVANT SUSTAINABILITY MATTERS

The process initiated with sustainability issues is relevant to Seni Jaya Corporation Berhad and its stakeholders. In generating the list, the Group assesses the operating environment and emerging trends affecting our sector and conducted a study across a broad range of references to identify the relevant sustainability issues. The references include Bursa Malaysia Securities' Sustainability Reporting Guide and Toolkits, as well as international standards such as the GRI Standards.

Moving forward we plan to undertake a greater approach on reviewing of the material factors and sustainability matters in order to ensure our understanding of both the current and future risks and opportunities facing our markets is adequately addressed, as well as to gather stakeholder perspectives and ensure we are responding to their needs. As we update our material factors, we will continue to evolve our management approach to ensure that we are addressing them in a holistic and integrated manner. This may involve developing new policies and procedures, implementing various initiatives, measures and action plans, setting indicators as well as to establish a proper mechanism to capture, analyse and report sustainability data and information.

Our Material Factors

As we monitor, manage and report on a wide variety of issues, key to our approach is concentrating our resources on material sustainability risks and opportunities that are associated with each material factor. Understanding our key priorities allows us to utilise our time, resources and investments efficiently.

The materiality process involved several steps, including:

- Identification of potential material factors by reviewing the GRI aspects, benchmarking against key corporate peers and analysing past reports, which reflects the feedback from customers, community representatives and employees generally.

- Inventory of aspects and topics that are most important to external stakeholders, customers and their supply chain vendors, based upon requests, surveys and ongoing engagement during the reporting period.

Key Materiality

Material Factors	Description	What Are The Risk	What Are The Opportunities
Competition	Seni Jaya is exposed to competition beyond the industry. New digital media has emerged as the biggest winner in recent years.	Lesser chance to secure contracts will impact the Company's business and performance.	• Innovative products could be offered to the clients as to improve on our core value. • Strategic partnerships and collaborations.
Stability of Macro Environment	A well-facilitated business, supported together with an effective and balanced regulatory framework that provides adequate levels of client's protection while facilitating business efficiency and innovation, is imperative for the continued growth and development of our business.	Any event – such as breaches in regulation, lack of effective corporate governance practices – that undermines integrity or stability will influence stakeholder confidence, and possibly participation in the market.	• Having a robust approach to ensure the integrity and stability of the market serves to engender trust and confidence, which in turn encourages participation and growth. • Fostering a strong corporate governance and sustainability culture will also drive long-term value, both in the market and within Bursa Malaysia Securities.

Combining the views from stakeholders and Seni Jaya's Management from the preliminary materiality process, the materiality table below has been derived to show different levels of importance of the sustainability matters. The below material factors will be further enhanced in the coming years.

Material Factors Significance

Material Factors	Significance	Materiality Process
Political Stability	Very Important	**Why material?** Political factors such as General Election, change of government policies and regulations are ranked as the most impactful factors to the media industry. A country's economy influenced closely by how the government reacts and what is the government's direction which this will affect the market behavior. Respective industry players may willing to increase their expenditure in media and advertising if the economy is favorable and vice versa. On the other hand, operating in outdoor media industry, relies heavily on the approvals from the local government. Changes in the license fee, application procedure, government policies, state development plan and etc will impact the outdoor media business in terms of revenue and cost. **Managing materiality** Effective management of political risk can enable companies to enter and navigate new markets and business environments, providing a potential for competitive advantage. The management is aware of the above factors and evaluate alternative options innovatively on an ongoing basis. The Group has been dealing closely with the local authorities to ensure all the new rules and regulations, new procedures and industry practice are well complied and managed up-to-date. Another way to mitigate is to secure projects or concession from private property owners.
Market performance (economic impact)	Very Important	**Why material?** Market performance in terms of consumer spending power, spending trend and confidence towards the market are also key factor to Seni Jaya Group business. For instance, demand for short period advertising become popular for advertisers based on their promotion event and/or festive season. This had brought more business for digital media because digital media is more dynamic, it allows accessible remotely and designed to be easy to manage on the backend. Outdoor media will have an impact when there is swift of demand towards outdoor digital media. **Managing materiality** The priority for Seni Jaya is to improve yield from its prime assets, instead of rushing for digital media which requires a different skill set and resources. Outdoor Digital media is also facing an oversupply in Klang Valley. The Management strongly believes that there's still robust demand for innovative static media at prime locations.

Material Factors	Significance	Materiality Process
Changes in Media Consumption Pattern	Very Important	**Why material?** Changes in media consumption pattern impacts the outdoor media business model directly. The Internet of Things have been growing over the years as an evolving platform for media consumption where the increased in number of gadgets that connected to internet, leading the digital marketers engaging the customers through new marketing strategies. For instance, streaming platforms and social media. This has caused a shift in outdoor media demand to online digital media. **Managing materiality** Outdoor media is more resilient and still stay relevant as compared to other traditional mainstream media, because the number of road traffic remain congested in key market areas. The key advantage of outdoor media is it cannot be switched off and remain visible 24/7.
Compliance	Very Important	**Why material?** In this industry we need to meet respective local government requirements in order to obtain the licenses to operate and most of the licenses are on a yearly renewable basis. As such, the Company has to be aware and comply with the rules and regulations. Moreover, as a listed company, compliance to Main LR of Bursa Malaysia Securities, accounting standards, Companies Act 2016 and etc are crucial for Seni Jaya as well as to avoid being penalised by authorities. **Managing materiality** The respective personnel are responsible to ensure the compliance are met in accordance to the rules and regulations for business sustainability. The Board of Directors are also overseeing the Group's operations to ensure all the compliance issues are met.

Material Factors	Significance	Materiality Process
Growth and profitability	Very Important	**Why material?** Growth in business is essential to make the Company bigger and to increase its market capitalisation. Achieving a sufficiently high level of profit is crucial in sustaining long run business growth. **Managing materiality** The Group is taking effort in repositioning the products and services through upgrading the features, introducing new design for the billboards and focus on good inventory to improvise the profit margin for the business. Business Development, Sales and Marketing team will actively look for new projects in new area which have high potential through innovative products and concept. To create new business opportunity, the team actively participates in tender or strategic site acquisition to further enhance inventory value.
Corporate Governance	Important	**Why material?** Consistently good governance as an input at all levels, creates a culture of excellence. Good governance reduces the threat of safety, legal, performance and warranty concerns that can severely impact an organisation and its stakeholders and/or interested parties. **Managing materiality** The Board and senior management established structures and process to fulfill respective responsibilities that consider the perspectives of investors, regulators and management, among others. The senior management also actively in monitoring the strategic plans as well as the transparency and adequacy of the communication of strategic plans.
Innovation	Important	**Why material?** In the business world, for an innovative idea to be useful, it has to be replicable without being too expensive and it has to resolve a particular need. Innovation is achieved by providing something original and is often seen to produce efficiency, leading to an idea that brings good result to the business and operations. Being innovative is crucial for Seni Jaya in getting more sales with better yield return at this competitive and matured market. **Managing materiality** Long-term participation and commitment lead by the senior management is one of the key initiatives to ensure the business is innovatively grown and sustained. This could motivate and encourage all levels of employees to bring up new ideas to improve the processes and create new values to company.

3. OUR STAKEHOLDERS ENGAGEMENT

Our interactions involve different groups of stakeholders and this engagement is essential to ensure that we are able to identify, prioritise and address the material issues and to be adopted in our business strategies. The business and functional units are empowered to interact with their respective stakeholders on their chosen platforms. All issues raised by the stakeholders are brought to the attention of the Management Committee or Management Meetings by the respective business and functional units. Ongoing engagements where applicable are carried out on a regular basis as they are integral to our business development, relationships with stakeholders and commitment to sustainability.

Our key stakeholders are listed in the table below, along with the key topics of interest from the stakeholders and the engagement initiatives.

Stakeholder Group	Engagement Approach	Engagement Focus & Objectives
Customers	1. Customer service 2. Loyalty programme (i.e. volume rebates) 3. Creating strategic innovation 4. Attracting new customers 5. Proper project management 6. Project completed in compliance with standards, high quality and on time delivery 7. Cost optimisation	1. Progress meeting, updates and progress reports 2. Customer relationship management 3. Consultation meetings 4. One-to-one engagement 5. Policies 6. Assortment and pricing strategy 7. Benefit, services and added value 8. Branding 9. Customer loyalty
Employees	1. Employees induction programs and appraisal 2. Set targets/ Key Performance Indicators ("KPI") review 3. Consultation and monitoring 4. Meetings, feedback session and coaching 5. Other employee engagement activities (i.e. staff lunches, dinner) 6. Creating strategic innovation 7. Career development and progression 8. Knowledge and skills enhancement 9. Fair remuneration 10. Work-life balance 11. Operational meetings 12. Assemblies and briefings 13. Productivity	1. Career progression, employee development needs 2. Dialogue and engagement 3. Performance evaluation and management 4. Staff remuneration and benefits 5. Job satisfaction 6. Work-life balance 7. Business objective alignment 8. Operational performance and issues 9. Talent management 10. Welfare and benefits 11. Healthy and safe working environment

Stakeholder Group	Engagement Approach	Engagement Focus & Objectives
Suppliers/ Subcontractors & Business Partners	1. Request for Proposal 2. Supplier Evaluations and selection 3. Transparent tender process facilitated by our Procurement team 4. Timely payment 5. Professional and transparent procurement process 6. Specific knowledge and skills 7. Meetings, capacity building sessions and business alliance meetings 8. Site visits 9. Contracts	1. Sound payment practices and vendor performance and product quality 2. Supplier assessment review 3. Subcontractors assessment 4. Regular engagement with suppliers and subcontractors to understand their needs 5. One-to-one engagement 6. Procurement process, terms and practices 7. Strategic partnerships 8. Compliance of business conduct
Regulators & government authorities	1. Compliance with local authorities, governmental bodies/agencies 2. Meetings and briefings 3. Site visits 4. Creating strategic innovation 5. Authorisation and license to operate 6. Participation in Government and regulator events 7. Face-to-face meetings	1. Comply with all the requirements 2. Special industrial fees 3. Regular engagements and 4. Interpretation of laws/legislations/guidelines 5. Continuous engagement through formal and informal events 6. Direct consultation 7. Best practices 8. Branding and reputation
Shareholders & the investment community	1. Financial Results announcements 2. Corporate website 3. Annual General Meeting 4. Investor and Analyst Day 5. Quarterly Reporting 6. Financial results and annual report 7. Effective communication of business strategies 8. Timely and transparent reporting 9. Strong corporate governance 10. Market and business performance outlook and strategies	1. Proactively engage with the investment community through multiple channels such as: · Statutory Announcements · Annual General Meetings · Website · Conferences 2. Sustainable and responsible Investing 3. Financial literacy and investor education 4. Short and long term business goals and performance 5. Revenue performance 6. Earnings 7. Expansion plans 8. Prospect and strategies 9. Business risk 10. Compliance, integrity and ethical business conduct 11. Business continuity

4. PRIORITISATION OF MATERIAL SUSTAINABILITY MATTERS

Seni Jaya has undertaken a stakeholder prioritisation and engagement process to engage with its stakeholders. These include ongoing efforts to engage with stakeholders in the usual course of business through the day-to-day operations, as well as specific engagements carried out to seek stakeholders' feedback. The outcome of these engagements was considered in the course of the Group's materiality assessment.

As part of the process in conducting the materiality assessment of sustainability matters, the Group has conducted the specific engagement process as follows:

- To determine the key stakeholders with whom the Group should engage, the Group carried out assessments to identify key stakeholders based on each stakeholder's influence and dependence on the Group.
- To gain an insight into these key stakeholders' concerns, interests and expectations, the Group conducted discussions including on-going sessions throughout the year to gauge stakeholders' concerns pertaining to the list of sustainability matters identified.
- Where applicable, Seni Jaya also took into account the feedbacks from other stakeholder groups, gathered through various channels and through the ongoing engagements during the course of conducting its business operation.
- All the above stated process will be enhanced in the next review period.

5. PROCESS REVIEW

The materiality process is undertaken as a key component of the Seni Jaya's journey towards identifying the material sustainability matters. The senior management has reviewed and approved the processes and outcome of the materiality process including the Group's materiality which guides the Group in addressing and managing its material sustainability matters in its business operations.

KEYS OF SUSTAINABILITY

This section aims to provide insights on the Group's sustainability commitments and practices across the three key areas of economic, environmental and social undertaken by our key business divisions.

ECONOMIC

The Group's financial review and outlook are elaborated in the Management Discussion and Analysis section of this Annual Report.

Our commitment to business is to focus on strong corporate governance and prudent management in view of challenging internal and external environment. We strive to achieve by enforcing on the following aspects:

- **WHISTLEBLOWING POLICY AND GUIDELINES**

In line with the amendments to the Main LR of Bursa Malaysia Securities, the Board has adopted a Whistleblowing Policy and Guidelines to provide a structured mechanism for the Company's employees, directors and associates ("**reporting individual**") to rise or report suspected and/or known misconduct, wrongdoings, corruption and instances of fraud, waste, and/or abuse involving the resources of the Company to provide reassurance that they will be protected from reprisals or victimisation for whistleblowing in good faith.

- **ANTI-BRIBERY AND ANTI-CORRUPTION POLICY AND GUIDELINES**

The Board has adopted an Anti-Bribery and Anti-Corruption Policy and Guidelines served as the Company's commitment to prohibit bribery and corruption in the business conduct within the Group.

- **CODE OF CONDUCT AND ETHICS**

A Code of Conduct ("the Code") has been adopted by the Board in order to achieve a high standard of ethics while dealing with the Group's stakeholders namely its customers, partners, communities and shareholders. It is the framework of the Group's underlying core ethical values and standards. The Directors and employees are expected to uphold the ethical standards and values integrated in their duties and operations of the Group.

- **CORPORATE GOVERNANCE AND COMPLIANCE**

Good governance is essential to ensure that the operations of the Group are managed in a manner where all stakeholders are treated fairly. The Board of Directors recognises that sound corporate governance is essential for the long-term growth of the Group. Consequently, the Board of Directors, together with the Senior Management team, are responsible for corporate governance.

Seni Jaya, guided by the Malaysian Code on Corporate Governance, has been proactive in promoting good corporate governance and ensures that the principles and best practices of good governance are applied throughout the Group. Details of our corporate governance practices are elaborated in the Corporate Governance Overview Statement of this Annual Report.

- **OUR SUPPLY CHAIN**

Supply Chain management is an integral part of all businesses and key to optimum performance. Accordingly, Seni Jaya places great emphasis on our suppliers' EES credentials in the lifecycle of supply chain when making responsible sourcing decisions.

Seni Jaya is cognisant that there is still much to improve on managing sustainability in supply chain, and will continue to collaborate with its suppliers and vendors to work towards enhanced sustainability practices with respect to EES matters.

- **COMMITMENT TO QUALITY**

Seni Jaya has the procedures and best practices in place to deliver products and services of outstanding quality. Furthermore, regular reviews, process improvements and quality control assessments are ensuring that our processes remain in compliance and are continually enhanced.

- **CUSTOMER SATISFACTION**

Customer satisfaction and engagement was identified as one of the most important material issues in the marketplace dimension across all our divisions. Knowing exactly what customers expect from us improves our bottom line and strengthens our brands and reputation in the long term. We believe in maintaining good after-sales service with our customers to generate loyal customers and ensure they are satisfied with our product and services. We stay in touch with the customers after the sale, attend to their requirements and give them necessary support to resolve their concerns and priorities customers' expectations and needs.

- **BUSINESS CONDUCT**

We strive to be environmentally responsible and encourage all our stakeholders to do the same. Consequently, they need to use sustainable materials whenever they are cost-effective.

- **SAFETY AND HEALTH**

It is one of our key priorities to maintain a safe and healthy work environment for our workforce. We understand and strive to comply with all laws and regulations related to safety and sanitation such as Occupational Safety and Health Act 1994.

ENVIRONMENTAL

We are mindful of the environmental impact of our activities and maintain full compliance with all the environmental regulations. We take responsibility to manage our environmental impacts seriously. Seni Jaya will continue to develop effective environment initiatives to protect the environment.

The industry we are in have extensive direct and indirect impacts on the environment and aligning ourselves with the goals of sustainable development.

The Group will help to protect the environment by better understanding, managing and measuring our environmental impacts while continuing the sustainable growth of our operations. Further, we will review our environmental practices to ensure their continued relevance. Although the outdoor media industry does not have a significant direct impact on the environment, we believe in playing our part in minimising as far as possible our environmental footprint by adoption of a responsible approach in terms of resource use.

- **ENERGY MANAGEMENT & CONSUMPTION**

We understand that the energy management is essential for combating climate change and for lowering an organisation's overall environmental footprint. Our electricity supply is from Tenaga Nasional Berhad ("TNB"), and we aim to minimise the energy usage in our head office by implementing the following efforts:

- A lighting schedule across key areas in our head office to switch off lights during certain hours of least use;
- Maintenance and replacement of electrical equipment and light fittings to maximise energy efficiency;
- Campaign to remind all staff to switch off the lighting, water dispenser, air conditioning; and
- Other electrical appliances in office and pantry when they are not required.

The electricity usage below is presented for the Project Site and Head Office respectively.

Environment	2018 RM	2019 RM	2020 RM
Total Electricity Consumption - Project Site	261,026	206,269	69,533
Total Electricity Consumption - Head Office	34,851	24,957	11,327

- **GREEN INITIATIVES**

The principal activity of Seni Jaya Group consists of the provision of media and production services for outdoor advertising. The billboard frames are mainly made of steel structure equipped with lighting and display effects. As part of the **GREEN Initiatives** taken by Seni Jaya, light-emitting diode ("LED") bulb is being introduced since end of 2017 to the business. In 2018, the Group has replaced the incandescent / fluorescent bulbs and upgraded to LED bulb for some of the existing sites. As at to-date, more than 30% of the sites have upgraded and changed to LED bulbs.

There are many benefits that LED light could bring to the business: -

1. Reduced power consumption – energy efficient ranging from 44% to 70% as compared to fluorescent bulbs and more than 87% energy savings as compared to incandescent bulbs. Lower energy consumed and lower carbon dioxide emission.
2. Safer than fluorescents - LEDs are impact and shock resistant, contain no glass, no UV-A or UV-B radiation and are cool to the touch. LEDs are also 100% recyclable since they contain NO toxic mercury.
3. Longer lifespan – last longer with an average of 50,000 hours lifetime or more as compared to conventional bulbs of 10,000 to 30,000 hours lifetime.

- **WASTE MANAGEMENT**

Seni Jaya acknowledges that the environmental impact of paper usage is significant. The Group's approach to waste management is to avoid unnecessary paper consumption and waste generation, where possible and appropriate, in order to reduce the wastage. Seni Jaya always looking at ways to reduce paper usage, so that less waste is generated. Generally, the group practises the following on the paper management:

- Reducing paper – by encouraging avoiding printing and photocopying and emphasising on paperless and electronic mode. In addition to this, practise double sided printing or reduce the size to have the best economical usage of papers and discouraging colour printing.
- Reusing – by printing on the other side of the printed papers.

SOCIAL

The Group is committed to promote social responsibilities as part of its responsibility whilst pursuing business growth to enhance shareholders and stakeholders value. Management recognises that for long term sustainability, its strategic orientation will need to cater beyond the financial parameters. However, with a lean structure, the Group is more aligned to focus on the business and economic growth currently and will enhance its social responsibilities going forward.

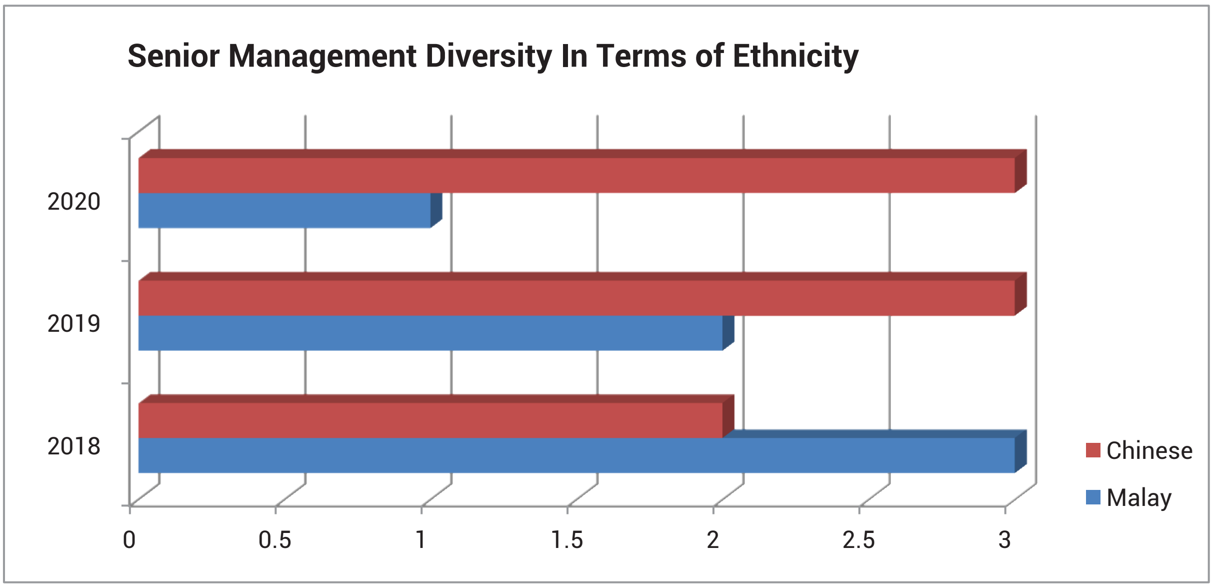
As we look back on 2019, we are proud of these values for safety, quality, integrity, diversity, innovation and sustainability have shaped our on-going commitment to corporate social responsibility and have challenged us to reach even higher to ensure we are a responsible corporate citizen, employer of choice, and a positive contributor to the economy during economic downpour.

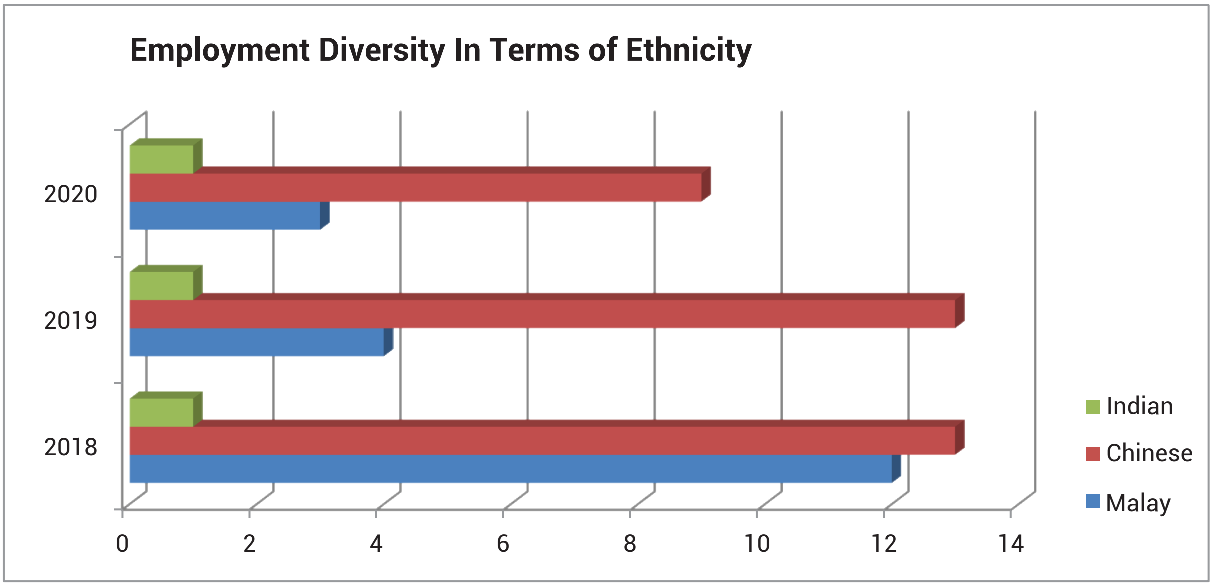
A strong commitment to social responsibility programs can protect and enhance a company's brand. As the word gets out about a company's good works, it can help to create a positive working environment and attract desirable employee a strong commitment to corporate social responsibility programs.

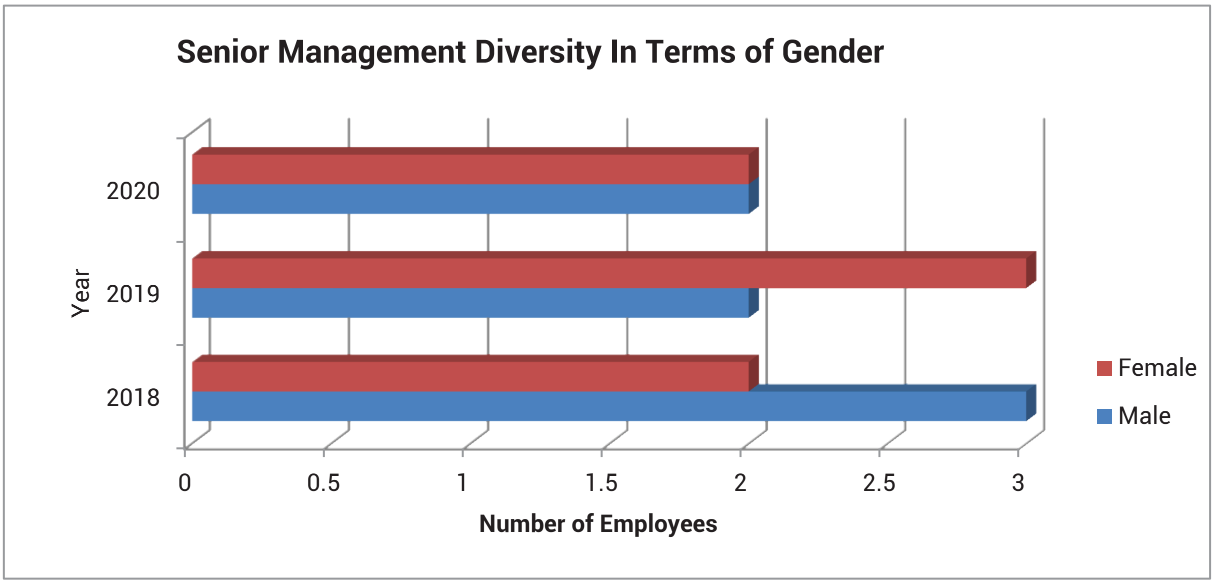
Our Approach

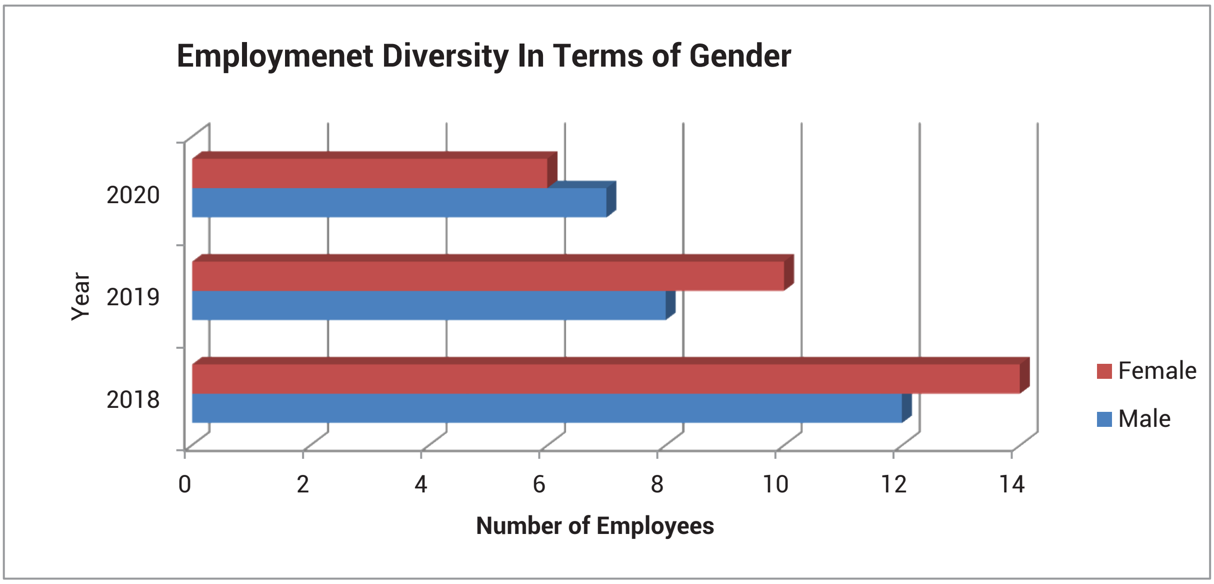
Our initiatives in the community are centred on:

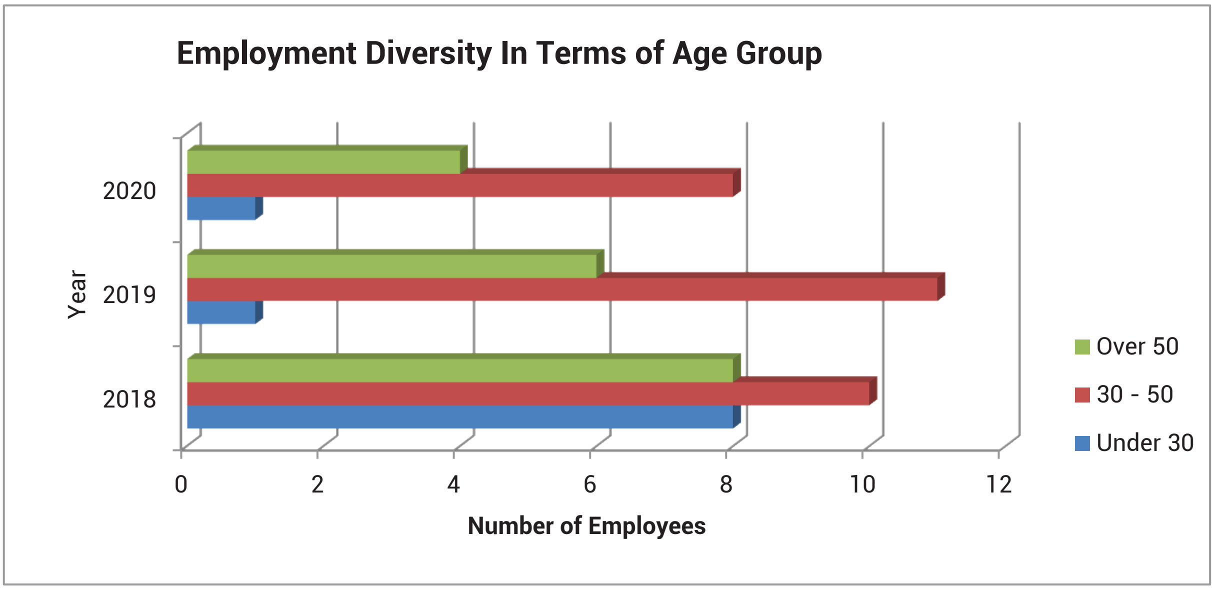
Workplace

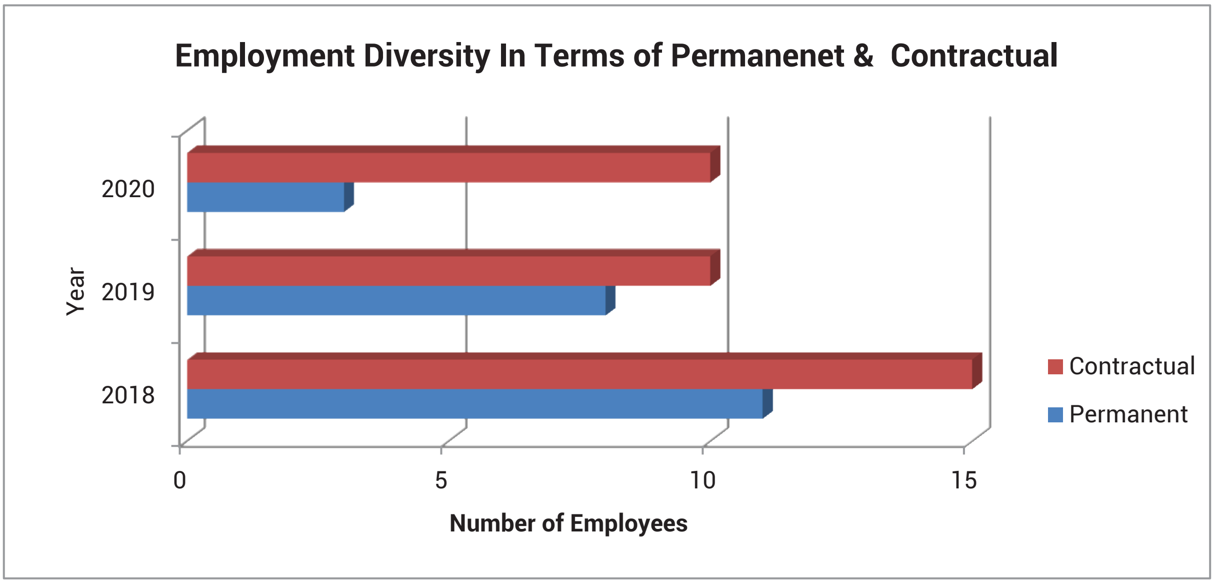


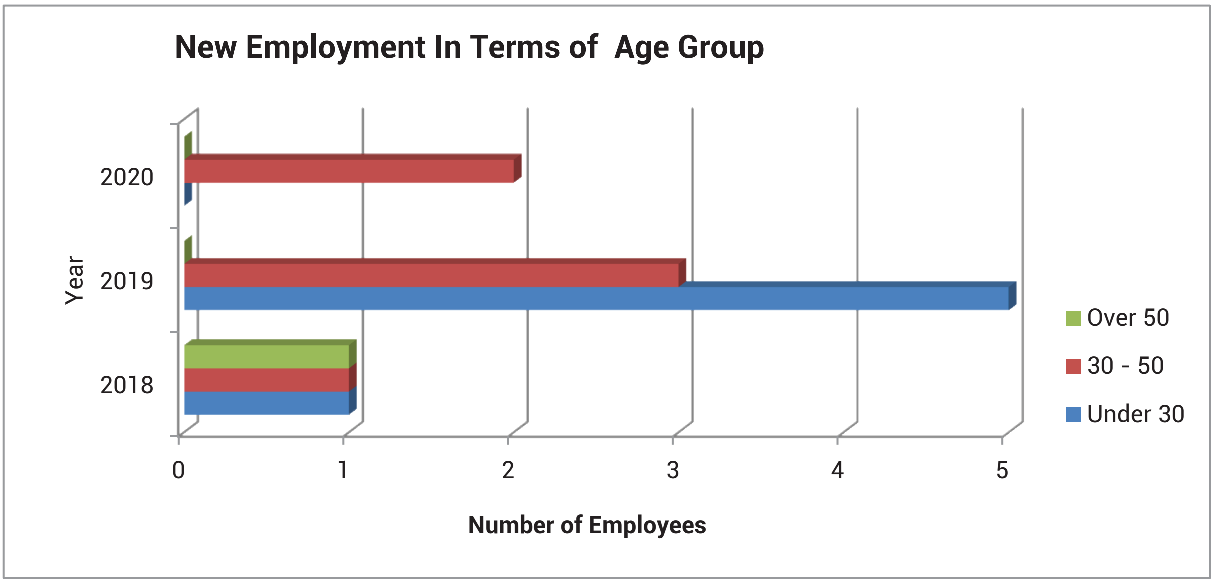



Senior Management Diversity In Terms of Gender
Year
2020
2019
2018
0
0.5
1
1.5
2
2.5
3
Number of Employees
Female
Male


Employmenet Diversity In Terms of Gender
Year
2020
2019
2018
0
2
4
6
8
10
12
14
Number of Employees
Female
Male


Employment Diversity In Terms of Age Group
Year
2020
2019
2018
0
2
4
6
8
10
12
Number of Employees
Over 50
30 - 50
Under 30





- **Education and Individual Development**

The Group continuously provides its employees with skills development and on-job training programmes that encourage progression and self-enrichment. Employees are also encouraged to enroll in continuous courses/seminars/workshops.

- **Safety, Healthy and Conducive Work Environment**

As a responsible corporation, we respect the interests of our stakeholders, shareholders, employees, customers, suppliers, teaming partners, and the wider community and we actively seek out opportunities both to improve the environment and to contribute to the well-being of the communities in which we do business. The Group will continue to identify and undertake more related events to fulfil its Corporate Social Responsibility in any way and would contribute to preserving the values of society.

The Group places great emphasis on safety and health aspects of its employees while maintaining a comfortable and conducive work environment through some initiatives. The Group emphasises on a workplace that is free from theft, violence, harassment, intimidation and other unsafe and disruptive influences due to internal and external conditions.

- **Leadership & Commitment**

Top management ensure that the requirements of the management system, including the policies and objectives, are consistent with the strategic context and direction of our organisation, and that the policies and objectives are established whilst ensuring that the human and financial resources needed for crucial implementation and enforcement are available.

- **Well Being of Our Community**

Seni Jaya is dedicated to support the community by reaching out to the community around us. During the financial year, Seni Jaya has donated a total sum of RM7,000/- to 'Majlis SMKM' and also contributed a total sum of RM1,380/-, in terms of sponsorship and appreciation to other customers and suppliers. These contributions were in line with the Group's commitment to support and keep abreast with society's evolving needs.

The Group intends to further enhance the community support in the future as part of its sustainability progress.

LOOKING AHEAD

This is Seni Jaya's third disclosure of the Sustainability Report, and although we have made some development towards formalising sustainability within our business, we recognise that we still have room for enhancement, both in terms of initiatives undertaken and our reporting structure. As we continue on our sustainability journey, our ultimate goal is to build a sustainable business for generations to come. To achieve this, we will continuously keep abreast of developments in our industry, actively and regularly engage our stakeholders, build upon our existing sustainability framework, and seek to further embed sustainable practices within our businesses so as to improve our overall sustainability performance.

Moving forward, we will enhance the materiality factors and metrics and targets to measure issues that are material to our business and move towards benchmarking our progress against international standards of reporting.

As we look to the future, it is our hope that we will continue to introduce new and exciting quality for our customers, enrich our local communities, create value for our stakeholders, and be an organisation that people will be proud to associate.

This Report has been approved by the Board on 12 May 2021.

ADDITIONAL COMPLIANCE INFORMATION

Utilisation of Proceeds

During the financial year, no proceeds were raised by the Company from any corporate proposal.

Audit and Non-Audit Fees

The amount of audit and non-audit fees paid and payable to the External Auditors and their affiliates by the Company and the Group for the financial year ended 31 December 2020 are as follows:-

	Company (RM)	Group (RM)
Audit services rendered		
Statutory audit for the year 2020	**60,000**	**100,000**
Non-audit services rendered		
Review on statement of risk management and internal control	**5,000**	**5,000**
Total	**65,000**	**105,000**

Material Contracts

There were no material contracts of the Group involving Directors', Chief Executive's and major shareholders' interests either still subsisting at the end of the financial year or, if not then subsisting, entered into since the end of the previous financial year.

Recurrent Related Party Transactions

There were no recurrent related party transactions of a revenue or trading nature for the Group during the financial year under review other than those disclosed in Note 29 to the audited financial statements. Those recurrent related party transactions did not exceed the threshold prescribed under Paragraph 10.09(1) of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad.

SENI JAYA CORPORATION BERHAD
[Registration No. 199301025122(279860-X)]
(Incorporated in Malaysia)

DIRECTORS' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020
(In Ringgit Malaysia)

FINANCIAL STATEMENTS CONTENTS

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

CORPORATE INFORMATION

DOMICILE	:	Malaysia
LEGAL FORM AND PLACE OF INCORPORATION	:	Public company limited by shares incorporated in Malaysia
REGISTERED OFFICE	:	Level 7, Menara Milenium Jalan Damanlela Pusat Bandar Damansara Damansara Heights 50490 Kuala Lumpur Wilayah Persekutuan
PRINCIPAL PLACE OF BUSINESS	:	Unit 23A-15 & 16, Level 23A Q Sentral 2A, Jalan Stesen Sentral 2 50470 Kuala Lumpur Wilayah Persekutuan

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

DIRECTORS' REPORT
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020

The directors hereby submit their report and the audited financial statements of the Group and of the Company for the financial year ended 31 December 2020.

PRINCIPAL ACTIVITIES

The principal activities of the Company are investment holding and provision of management services to its subsidiaries whilst the details of the principal activities of the subsidiaries are set out in Note 7 to the financial statements.

There have been no significant changes in the nature of these activities during the financial year.

RESULTS

	Group RM	Company RM
Loss for the year	5,249,923	142,890
	========	========

DIVIDEND

No dividend has been paid or declared by the Company since the end of the previous financial year and the directors do not recommend any dividend for the current financial year.

ISSUE OF SHARES AND DEBENTURES

There were no issuance of shares or debentures during the financial year.

RESERVE AND PROVISIONS

All material transfers, if any, to or from reserves or provisions during the financial year are disclosed in the financial statements.

SHARE OPTIONS

No option was granted to any person to take up unissued shares of the Company during the financial year.

DIRECTORS

The directors in office during the period commencing from the beginning of the financial year to the date of this report are:

Dato' Sri Anne Teo	
Datin Lee Nai Yee	
Julian Koh Lu Ern	(Appointed on 6 May 2021)
Dato' Seri Dr. Liew Lee Leong	(Resigned on 3 May 2021)
Dato' Shamsul Falak bin Abdul Kadir	(Resigned on 3 May 2021)
Lim Chee Khang	(Resigned on 3 May 2021)

DIRECTOR OF SUBSIDIARIES

The director of the Company's subsidiaries (excluding directors who are also directors of the Company) during the period commencing from the beginning of the financial year to the date of this report is:

Cheah See Heong	(Appointed on 3 May 2021)
Dato' Badsha Sahib bin Meera Shaib	(Resigned on 4 May 2021)

DIRECTORS' INTERESTS

The following directors, who held office at the end of the financial year, had interests in shares as follows:

	----------------- Number of ordinary shares ----------------			
	At 1.1.2020	Bought	Sold	At 31.12.2020
The Company				
<u>Direct interests</u>				
Dato' Sri Anne Teo	9,004,866	-	-	9,004,866
Datin Lee Nai Yee	15,143,130	800,000	-	15,943,130

By virtue of the above directors' interests in shares in the Company, they are deemed to be interested in shares in all the subsidiaries of the Company to the extent that the Company has an interest.

Other than as disclosed above, none of the directors in office at the end of the financial year held any interest in the shares or debentures in the Company or its subsidiaries during the financial year.

DIRECTORS' BENEFITS

Neither during nor at the end of the financial year was the Company a party to any arrangements whose object is to enable the directors of the Company to acquire benefits by means of the acquisition of shares in, or debentures of, the Company or any other body corporate.

Since the end of the previous financial year, no director of the Company has received or become entitled to receive any benefit (other than a benefit included in the aggregate amount of remuneration received or due and receivable by the directors shown in financial statements or the fixed salary of a full-time employee of the Company) by reason of a contract made by the Company or a related corporation with a director or with a firm of which the director is a member, or with a company in which the director has a substantial financial interest except for any benefit which may be deemed to have arisen from the transactions disclosed in Note 29 to the financial statements which were carried out in the ordinary course of business.

The details of the other benefits and remuneration of the directors are set out in Note 28 to the financial statements.

IDEMNITY AND INSURANCE FOR DIRECTORS AND OFFICERS

The Company maintains directors' and officers' liability insurance for the purpose of Section 289 of the Companies Act 2016, throughout the financial year, amounting to RM3,000,000 which provides appropriate insurance cover for the directors and officers of the company and its subsidiaries. The amount of insurance premium paid during the financial year amounted to RM7,430.

OTHER INFORMATION

Before the financial statements were made out, the directors took reasonable steps:

(i) to ascertain that appropriate action had been taken in relation to the writing off of bad debts and the making of allowance for doubtful debts, and satisfied themselves that all known bad debts has been written off and that adequate allowance had been made for doubtful debts; and

(ii) to ensure that any current assets which were unlikely to be realised in the ordinary course of business including the value of current assets as shown in the accounting records of the Group and of the Company have been written down to an amount which the current assets might be expected so to realise.

At the date of this report, the directors are not aware of any circumstances:

(i) which would render the amount written off for bad debts or the amount of the allowance for doubtful debts in the financial statements of the Group and of the Company inadequate to any substantial extent; or

(ii) which would render the values attributed to the current assets in the financial statements of the Group and of the Company misleading; or

(iii) which have arisen which render adherence to the existing method of valuation of assets or liabilities of the Group and of the Company misleading or inappropriate.

(iv) not otherwise dealt with in this report of financial statements of the Group and of the Company which would render any amount stated in the financial statement misleading.

At the date of this report, there does not exist:

(i) any charge on the assets of the Group and of the Company which has arisen since the end of the financial year which secures the liabilities of any other person; or

(ii) any contingent liability of the Group and of the Company which has arisen since the end of the financial year.

No contingent or other liability has become enforceable or is likely to become enforceable within the period of twelve months after the end of the financial year which, in the opinion of the directors, will or may affect the ability of the Group and of the Company to meet their obligations as and when they fall due.

In the opinion of the directors, other than the impact of the Covid-19 outbreak as set out in note 35 to the financial statements:

(i) the results of the operations of the Group and of the Company during the financial year were not substantially affected by any item, transaction or event of a material and unusual nature; and

(ii) there has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely to affect substantially the results of the operations of the Group and of the Company for the financial year in which this report is made.

SUBSEQUENT EVENTS

Details of subsequent events after the financial year end are disclosed in note 36 to the financial statements.

AUDITORS

To the extent permitted by laws, the Group has agreed to indemnify its auditors, as part of the terms of its audit engagement, against claims arising from the audit. No payment has been made to indemnify the auditors for the current financial period.

Auditors' remuneration is set out in Note 24 to the financial statements.

The auditors, Mazars PLT, Chartered Accountants, have expressed their willingness to accept re-appointment.

SUBSIDIARIES

Details of the subsidiaries are set out in Note 7 to the financial statements. There are no qualified auditor's report on the financial statements of the subsidiaries for the financial year in which this report is made.

As at the end of the financial year, the subsidiaries do not hold any shares in the holding company or in other related corporations.

APPROVAL OF THE DIRECTORS' REPORT

This report is approved by the board of directors, and signed on behalf of the board of directors in accordance with a directors' resolution.

DATO' SRI ANNE TEO Director	DATIN LEE NAI YEE Director

Kuala Lumpur

Date: 12 May 2021

INDEPENDENT AUDITORS' REPORT
TO THE MEMBERS OF
SENI JAYA CORPORATION BERHAD
Registration No.: 199301025122 (279860-X)
(Incorporated in Malaysia)

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Seni Jaya Corporation Berhad, which comprise the statements of financial position as at 31 December 2020 of the Group and of the Company, and the statements of profit or loss and other comprehensive income, statements of changes in equity and statements of cash flows of the Group and of the Company for the financial year then ended, and notes to the financial statements, including a summary of significant accounting policies, as set out on pages 71 to 135.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Group and of the Company as at 31 December 2020, and of their financial performance and their cash flows for the financial year then ended in accordance with Malaysian Financial Reporting Standards ("MFRS"), International Financial Reporting Standards ("IFRS") and the requirements of the Companies Act 2016 in Malaysia.

Basis for Opinion

We conducted our audit in accordance with approved standards on auditing in Malaysia and International Standards on Auditing ("ISA"). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence and Other Ethical Responsibilities

We are independent of the Group and of the Company in accordance with the *By-Laws (on Professional Ethics, Conduct and Practice) of the Malaysian Institute of Accountants ("By-Laws")* and the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants* ("IESBA Code"), and we have fulfilled our other ethical responsibilities in accordance with the By-Laws and the IESBA Code.

Key Audit Matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial statements of the Group for the current financial year. These matters were addressed in the context of our audit of the financial statements of the Group and of the Company as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

(a) Impairment of advertising display structures, tools and equipment

As at 31 December 2020, included in property, plant and equipment are advertising display structures, tools and equipment with carrying value of RM5,738,185 (2019: RM6,895,134). Some of these assets are located in areas determined to be remote and for which revenue generating capabilities may be limited.

These assets are significant and the risk is that these assets may be impaired.

The accounting policies and relevant disclosures for the impairment of property, plant and equipment are set out in Note 2(i) and Note 3 to the financial statements respectively.

Our response:

(i) We obtained understanding, challenged and evaluated the key assumptions and methodologies used by management in the cash flow projection.
(ii) We reviewed the discount rate used and compare the key inputs with other data for reasonableness.
(iii) We assessed the sensitivity analysis performed by management on the key inputs used in the cash flow projection, to understand the impact that reasonable alternative assumptions would have on the overall carrying amounts.

(b) Recoverability of trade receivables

As at 31 December 2020, the carrying value of trade receivables is RM2,146,333 (2019: RM4,423,078), net of allowance of impairment loss of RM1,022,317 (2019: RM1,067,076).

Trade receivables is significant to the financial statements and cash collection is crucial to the working capital management of the business. The risks are that the trade receivables may not be recoverable and expected credit loss is understated.

The accounting policies and relevant disclosures for the recoverability of trade receivables are set out in Note 2(m) and Note 13 to the financial statements respectively.

Our response:

(i) We reviewed the customers' ageing profile for the accuracy of aged buckets.
(ii) We checked collections from receivables after financial year end,
(iii) We obtained an understanding of the Group's method and assumptions in estimating the expected credit losses ("ECL").
(iv) We assessed the reasonableness of financial year end ECL by recalculating the loss rate applied for each aging buckets at the reporting date.

(c) Impairment of goodwill

The Group acquired an additional 70% equity interest in Seni Jaya OOH Sdn Bhd ("SJOOH") during the financial year. Consequently, SJOOH became wholly owned subsidiary of the Group. The consideration paid for the acquisition effectively includes benefits of expected business synergies and future profitability of SJOOH. Goodwill is allocated to SJOOH cash generating unit ("CGU"). Recoverable amount of CGU is determined using the value-in-use method. As at 31 December 2020, the carrying value of goodwill is RM 1,063,950 (2019: RM Nil).

Goodwill on consolidation is recognised as a result from purchase price allocation. The risks are that the recoverable amount of the CGU involved significant judgement on accounting estimates and assumptions in the cash flow projection.

The accounting policies and relevant disclosures for the purchase price allocation and impairment of goodwill are set out in Note 2(k) and Note 6 to the financial statements.

Our response:

(i) We evaluated the cash flow projection by assessing the reasonableness of the key assumptions such as forecasted revenue growth rates applied by management and comparable industry data.
(ii) We tested the appropriateness of the input data in deriving the discount rate by comparing to market sources.
(iii) We performed sensitivity analysis to test the reasonable possible changes to the key assumptions in the cash flow projection.
(iv) We also reviewed the adequacy of the Group's disclosures in relation to the key assumption used for value-in-use calculation for impairment of goodwill assessment.

Information Other than the Financial Statements and Auditors' Report Thereon

The directors of the Company are responsible for the other information. The other information comprises the information included in the annual report, but does not include the financial statements of the Group and of the Company and our auditors' report thereon. Our opinion on the financial statements of the Group and of the Company does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements of the Group and of the Company, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements of the Group and of the Company or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Statements

The directors of the Company are responsible for the preparation of financial statements of the Group and of the Company that give a true and fair view in accordance with MFRS, IFRS and the requirements of the Companies Act 2016 in Malaysia. The directors are also responsible for such internal control as the directors determine is necessary to enable the preparation of financial statements of the Group and of the Company that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements of the Group and of the Company, the directors are responsible for assessing the Group's and the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Group or the Company or to cease operations, or have no realistic alternative but to do so.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements of the Group and of the Company as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with approved standards on auditing in Malaysia and ISA will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with approved standards on auditing in Malaysia and ISA, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements of the Group and of the Company, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's and the Company's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's or the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements of the Group and of the Company or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Group or the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements of the Group and of the Company, including the disclosures, and whether the financial statements of the Group and of the Company represent the underlying transactions and events in a manner that achieves fair presentation.

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the financial statements of the Group. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with the directors, we determine those matters that were of most significance in the audit of the financial statements of the Group and of the Company for the current financial year and are therefore the key audit matters. We describe these matters in our auditors' report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

In accordance with the requirements of the Companies Act 2016 in Malaysia, we also report that the subsidiaries of which we have not acted as auditors, is disclosed in Note 7 to the financial statements.

Other Matter

This report is made solely to the members of the Company, as a body, in accordance with Section 266 of the Companies Act 2016 in Malaysia and for no other purpose. We do not assume responsibility to any other person for the content of this report.

MAZARS PLT
201706000496 (LLP0010622-LCA)
AF 001954
Chartered Accountants

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Kuala Lumpur

DATE: 12 May 2021

ID_1752

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

STATEMENTS OF FINANCIAL POSITION - AT 31 DECEMBER 2020

	Note	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
NON-CURRENT ASSETS					
Property, plant and equipment	3	7,250,546	9,343,245	-	-
Investment properties	4	11,014,633	11,265,732	-	-
Right-of-use assets	5	6,497,262	8,679,908	-	-
Goodwill	6	1,063,950	-	-	-
Investments in subsidiaries	7	-	-	9,980,906	9,980,906
Investments in associates	8	-	277,146	-	-
Amount owing by a subsidiary	14	-	-	21,000,000	-
Amount owing by associates	9	9,105,030	11,894,189	-	3,894,189
Other financial assets	10	3,254,395	3,678,867	-	-
Other investment	11	3,000	3,000	-	-
Deferred tax assets	12	109,229	84,454	-	-
		38,298,045	45,226,541	30,980,906	13,875,095
CURRENT ASSETS					
Trade and other receivables	13	8,379,296	11,877,559	7,936	9,836
Amount owing by associates	9	1,978,158	6,380,037	-	-
Amount owing by subsidiaries	14	-	-	6,377,461	29,187,896
Other financial assets	10	6,584,308	542,656	5,751,849	229,568
Current tax assets		569,288	290,688	610	-
Cash and cash equivalents	15	4,131,924	3,588,594	236,843	29,879
		21,642,974	22,679,534	12,374,699	29,457,179
TOTAL ASSETS		59,941,019	67,906,075	43,355,605	43,332,274
EQUITY					
Share capital	16	40,533,330	40,533,330	40,533,330	40,533,330
Retained earnings	17	6,912,742	12,162,665	2,500,365	2,643,255
TOTAL EQUITY		47,446,072	52,695,995	43,033,695	43,176,585

	Note	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
NON CURRENT LIABILITY					
Lease liabilities	6	3,391,511	4,646,966	-	-
CURRENT LIABILITIES					
Trade and other payables	18	3,604,070	4,302,071	215,830	103,590
Amount owing to an associate	9	-	225,000	-	-
Amount owing to a subsidiary	14	-	-	106,080	52,000
Lease liabilities	6	4,394,008	4,537,148	-	-
Contract liabilities	19	1,101,121	1,498,895	-	-
Current tax liability		4,237	-	-	99
		9,103,436	10,563,114	321,910	155,689
TOTAL LIABILITIES		12,494,947	15,210,080	321,910	155,689
TOTAL EQUITY AND LIABILITIES		59,941,019	67,906,075	43,355,605	43,332,274

The accompanying notes form an integral part of the financial statements

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

STATEMENTS OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020

	Note	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
Revenue	20	8,823,532	14,560,824	124,136	129,350
Cost of sales	21	(6,608,741)	(8,618,525)	-	-
Gross profit		2,214,791	5,942,299	124,136	129,350
Interest income	22	126,788	165,550	518,070	629,683
Other operating income	23	2,414,648	2,604,813	26,884	50,661
Administrative expenses		(2,316,165)	(2,682,007)	(469,610)	(363,895)
Other operating expenses		(6,299,537)	(5,445,080)	(265,046)	(325,846)
Finance costs		(1,350,692)	(681,327)	(4,080)	(2,000)
		(5,210,167)	(95,752)	(69,646)	117,953
Share of result in associate		(2,021)	(2,528)	-	-
(Loss)/Profit before tax	24	(5,212,188)	(98,280)	(69,646)	117,953
Income tax expense	25	(37,735)	(383,526)	(73,244)	(72,549)
(Loss)/Profit for the year		(5,249,923)	(481,806)	(142,890)	45,404
Other comprehensive income, net of tax		-	-	-	-
Total comprehensive (loss)/income for the year		(5,249,923)	(481,806)	(142,890)	45,404
(Loss)/Profit for the year attributable to :					
Owners of the Company		(5,249,923)	(481,806)	(142,890)	45,404

	Note	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
Total comprehensive (loss)/ income for the year attributable to :					
Owners of the Company		(5,249,923)	(481,806)	(142,890)	45,404
Loss per ordinary share					
- Basic	26	(12.95)	(1.19)		

The accompanying notes form an integral part of the financial statements

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

STATEMENTS OF CHANGES IN EQUITY
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020

		Distributable reserve	
Group	Share capital RM	Retained profits RM	Total RM
At 1 January 2019	40,533,330	12,644,471	53,177,801
Total comprehensive loss for the year	-	(481,806)	(481,806)
At 31 December 2019	40,533,330	12,162,665	52,695,995
Total comprehensive loss for the year	-	(5,249,923)	(5,249,923)
At 31 December 2020	40,533,330	6,912,742	47,446,072
Company			
At 1 January 2019	40,533,330	2,597,851	43,131,181
Total comprehensive income for the year	-	45,404	45,404
At 31 December 2019	40,533,330	2,643,255	43,176,585
Total comprehensive loss for the year	-	(142,890)	(142,890)
At 31 December 2020	40,533,330	2,500,365	43,033,695

The accompanying notes form an integral part of the financial statements

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

STATEMENTS OF CASH FLOWS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020

	Group		Company	
	2020 RM	2019 RM	2020 RM	2019 RM
CASH FLOWS FROM OPERATING ACTIVITIES				
(Loss)/Profit before tax	(5,212,188)	(98,280)	(69,646)	117,953
Adjustments for:				
Depreciation of:				
property, plant and equipment	2,096,049	1,712,338	-	-
right-of-use assets	4,438,735	4,653,303	-	-
investment properties	251,099	251,101	-	-
Share of result from associates	2,021	2,528	-	-
Allowance for impairment loss on:				
trade receivables	-	166,419	-	-
property, plant and equipment	-	777,392	-	-
other receivables	67,884	-	-	-
amount owing by subsidiaries	-	-	236,423	-
Bad debts written off on other receivables	229,979	-	-	-
Fair value loss/(gain) on financial assets designated at FVTPL,net	1,345,321	(796,997)	4,604	(44,094)
Property, plant and equipment written off	332,656	31	-	-
Gain on disposal of property, plant and equipment	-	(228,805)	-	-
Goodwill impairment	58,039	-	-	-
Interest income	(126,788)	(165,550)	(518,070)	(629,683)
Interest expense	1,350,692	681,327	4,080	2,000
Income from equity instruments at FVTPL	(925,153)	-	-	-
Distribution from investments in unit trusts	(37,347)	(20,075)	(26,884)	(6,366)
Allowance for doubtful debts no longer required	(44,759)	-	-	-
Allowance for impairment loss no longer required on trade receivables	-	(34,783)	-	-
Operating profit/(loss) before working capital changes	3,826,240	6,899,949	(369,493)	(560,190)
Changes in receivables	3,249,047	1,897,345	1,900	9,796
Changes in payables	(744,301)	(1,657,953)	112,240	13,884
Changes in contract liabilities	(397,774)	(433,796)	-	-
Cash generated from/(used in) operations	5,933,212	6,705,545	(255,353)	(536,510)

	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
Cash generated from/(used in) operations	5,933,212	6,705,545	(255,353)	(536,510)
Interest received	55,399	-	-	-
Income tax refunded	-	2,632,097	-	157,623
Income tax paid	(336,336)	(595,505)	(73,953)	(115,033)
Net cash generated from/(used in) operating activities	5,652,275	8,742,137	(329,306)	(493,920)
CASH FLOWS FROM INVESTING ACTIVITIES				
Uplift of investment in unit trusts	-	2,850,000	-	1,500,000
Interest received	-	165,550	-	629,683
Proceeds from disposal of property, plant and equipment	-	230,800	-	-
Investments in unit trusts	(6,000,001)	(800,000)	(5,500,001)	(500,000)
Net cash inflow on acquisition of subsidiaries	5,739	-	-	-
Additional funding in equity instruments at FVTPL	-	(1,800,000)	-	-
Purchase of property, plant and equipment	(336,006)	(1,797,817)	-	-
Repayment from subsidiaries	-	-	2,020,693	1,792,585
Repayment from/(Advances to) associates	5,486,217	(4,590,405)	3,965,578	(3,036,527)
Net cash (used in)/generated from investing activities	(844,051)	(5,741,872)	486,270	385,741
CASH FLOWS FROM FINANCING ACTIVITIES				
Advances from a subsidiary	-	-	50,000	50,000
Payment of lease liabilities	(3,654,684)	(4,149,096)	-	-
Interest paid on lease liabilities	(607,721)	(681,327)	-	-
Advance from an associate	-	225,000	-	-
Net cash (used in)/generated from financing activities	(4,262,405)	(4,605,423)	50,000	50,000
NET CHANGES IN CASH AND CASH EQUIVALENTS	545,819	(1,605,158)	206,964	(58,179)
Effect of exchange difference on cash and cash equivalents	(2,489)	(1,298)	-	-
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR	3,588,594	5,195,050	29,879	88,058
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR (Note 15)	4,131,924	3,588,594	236,843	29,879

The accompanying notes form an integral part of the financial statements

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2020

1. CORPORATE INFORMATION

Seni Jaya Corporation Berhad (the "Company") is a public limited liability company incorporated and domiciled in Malaysia, and listed on the Main Market of Bursa Malaysia Securities Berhad. The addresses of the principal place of business and registered office of the Company are disclosed in page 2.

The principal activities of the Company are investment holding and provision of management services to its subsidiaries.

The principal activities of subsidiaries are set out in Note 7.

There have been no significant changes in the nature of these activities during the financial year.

2. SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of preparation

The financial statements of the Group and of the Company have been prepared in accordance with Malaysian Financial Reporting Standards ("MFRS") issued by the Malaysian Accounting Standards Board ("MASB"), International Financial Reporting Standards ("IFRSs") and the requirements of the Companies Act 2016 in Malaysia.

The measurement bases applied in the preparation of the financial statements include historical cost, recoverable value, realisable value and fair value. Estimates are used in measuring these values.

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date.

All assets and liabilities, for which fair value is measured or disclosed, are categorised within the fair value hierarchy set out below based on the inputs that are significant to the fair value measurement. Fair value measurement is derived from:

Level 1: Unadjusted quoted prices in active markets (for identical assets or liabilities).

Level 2: Inputs (other than quoted prices included within Level 1) are observable either directly (i.e. as prices) or indirectly (i.e. derived from prices).

Level 3: Valuation techniques that include unobservable inputs (not based on observable market data).

The financial statements are presented in Ringgit Malaysia ("RM"), which is also the Company's functional currency.

(b) Application of new or revised standards

In the current financial year, the Group and the Company have applied a number of new standards, amendments and interpretations that become effective mandatorily for the financial periods beginning on or after 1 January 2020.

The adoption of the new standards, amendments and interpretations does not have significant impact on the financial statements of the Group and of the Company.

(c) Standards issued that are not yet effective

The Group and the Company have not applied the following standards, amendments and interpretation that have been issued by the MASB but are not yet effective:

		Effective Date
Amendments to MFRS 9, MFRS 139, MFRS 7, MFRS 4 and MFRS 16	Interest Rate Benchmark Reform - Phase 2	1 January 2021
Amendment to MFRS 16	Covid-19 Related Rent Concessions beyond 30 June 2021	1 April 2021
Amendments to MFRS 1, MFRS 9, MFRS 16 and MFRS 141	Annual Improvements to MFRS Standards 2018−2020	1 January 2022
Amendments to MFRS 3	Reference to the Conceptual Framework	1 January 2022

		Effective Date
Amendments to MFRS 116	Property, Plant and Equipment − Proceeds before Intended Use	1 January 2022
MFRS 17	Insurance Contracts	1 January 2023
Amendments to MFRS 101	Classification of Liabilities as Current or Non-current	1 January 2023
Amendments to MFRS 10 and MFRS 128	Sale or Contribution of Assets between an Investor and its Associate or Joint Venture	To be announced by the MASB

The adoption of the above standards and amendments are not expected to have significant impact on the financial statements of the Group and of the Company.

(d) Significant accounting judgements and estimates

The preparation of financial statements requires management to exercise judgement in the process of applying the accounting policies. It also requires the use of accounting estimates and assumptions that affect reported amounts of assets, liabilities, and disclosures of contingent assets and liabilities at the reporting date, and reported amounts of income and expenses during the financial year.

Although these estimates are based on management's best knowledge of current events and actions, historical experiences and various other factors, including expectations for future events that are believed to be reasonable under the circumstances, actual results may ultimately differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

There is no critical judgement in applying accounting policies that has the most significant effect on the amount recognised in the financial statements.

<u>Key sources of estimation uncertainty</u>

The key assumptions concerning the future and other key sources associated with estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

Impairment of goodwill

The Group reviews whether goodwill is impairment at least on an annual basis or on a more frequent basis if events or changes in circumstances indicate that the carrying amount may be impaired.

For the purpose of impairment testing, goodwill is allocated to the Group's cash generating unit ("CGU") that is expected to benefit from synergies of the business combination.

The recoverable amount of the CGU is determined using the value-in-use method which requires significant management estimations. Changes in the assumptions used by the management in assessing the impairment could materially affect the net present value of the goodwill and may result in recognition of impairment loss.

The carrying amount of goodwill as at 31 December 2020 is disclosed in Note 6 to the financial statements.

Depreciation and impairment of property, plant and equipment and investment properties

The Group reviews the estimated useful lives of property, plant and equipment and investment properties at each reporting date. Changes in the expected useful lives of property, plant and equipment and investment properties could impact future depreciation charges.

Property, plant and equipment and investment properties are assessed at each reporting date to determine whether there is any indication of impairment. If such an indication exists, an estimation of the recoverable amount is required. Estimating the recoverable amount requires management to make an estimate of the expected future cash flows from the property, plant and equipment and investment properties or the related cash generating unit.

Determining the loss allowance for receivables

Management assesses the expected credit losses ("ECL") for receivables at each reporting date. Credit losses are the difference between the contractual cash flows that are due to the entity and the cash flows that it actually expects to receive. Management applies simplified approach of MFRS 9 *Financial Instruments* in assessing the impairment of receivables.

In determining the ECL, management uses historical credit loss experience for receivables to estimate the ECL. Management is not only required to consider historical information that is adjusted to reflect the effects of current conditions and information that provides objective evidence that receivables are impaired in relation to incurred losses, but management is also considering, when applicable, reasonable and supportable information that may include forecasts of future economic conditions when estimating the ECL, on an individual and collective basis. The need to consider forward-looking information means that management exercises considerable judgement as to how changes in macroeconomic factors will affect the ECL on receivables.

The ECL on receivables as at current reporting date is primarily based upon the historical credit loss experience.

Provision for licence fees

The provision is in respect of hoardings erected for which local authorities have yet to bill for the licence fees. The directors are of the view that the hoardings erected do adhere to local authorities' guidelines and that these fees are payable unless guidelines are revised to reflect otherwise.

Income taxes

Significant judgement is involved in determining the capital allowances and deductibility of expenses during the estimation of the provision for income tax. There are certain transactions and computations for which the ultimate tax determination is uncertain during the ordinary course of business.

The Group and the Company recognise liabilities for expected tax issues based on estimates of whether additional taxes will be due. Where the final tax outcome of these matters is different from the amounts that were initially recognised, such differences will impact the income tax and deferred tax provisions in the period in which such determination is made.

Lease liability

Management estimates the lease term as the non-cancellable period of a lease together with both periods covered by an option to extend the lease and an option to terminate the lease. In assessing whether it is reasonably certain to exercise an option to extend a lease, or not to exercise an option to terminate a lease, management exercises judgement by considering all relevant facts and circumstances that create an economic incentive to exercise the option to extend the lease, or not to exercise the option to terminate the lease.

Management measures the lease liability as the present value of the lease payments that are not paid at commencement date. The lease payments are discounted using the incremental borrowing rate.

The lease terms and discount rate are determined using certain assumptions and they represents management's best estimation. The assumptions on which it is based relate to the future. Actual outcome may be different from the estimation and the variation could be material.

(e) Basis of consolidation

The consolidated financial statements incorporate the financial statements of the Company and of all its subsidiaries and entities controlled by the Company (including structured entities) made up to the end of the financial year.

The Company controls an investee if and only if the Company has all the following:

(i) power over the investee;
(ii) exposure, or rights, to variable returns from its involvement with the investee; and
(iii) the ability to use its power over the investee to affect the amount of the investor's returns.

When the Company has no majority voting rights of an investee, it considers that it has power over the investee if the voting rights are sufficient to give it the practical ability to direct the relevant activities of the investee unilaterally.

The consolidated financial statements are prepared using uniform accounting policies for like transactions and other events in similar circumstances.

All intra-group balances, transactions, income and expenses are eliminated in full on consolidation. Consolidation of an investee shall begin from the date the Company obtains control of the investee and cease when the investor loses control of the investee.

Non-controlling interests are initially measured at fair value. Subsequently, non-controlling interests are the amount of those interests at initial recognition plus the non-controlling interests' share of subsequent changes in equity. Total comprehensive income is attributed to non-controlling interests even if this results in the non-controlling interests having a deficit balance.

Changes of interests in subsidiaries

The changes of interests in subsidiaries that do not result in a loss of control are treated as equity transactions between the Group and non-controlling interest holders. Any gain or loss arising from equity transactions is recognised directly in equity.

Loss of control

When the Company loses control of a subsidiary:

(i) It derecognises the assets and liabilities, non-controlling interests, and other amounts previously recognised in other comprehensive income relating to the former subsidiary.

(ii) It recognises any gain or loss in profit or loss attributable to the Group, which is calculated as the difference between (i) the aggregate of the fair value of the consideration received, if any, from the transaction, event or circumstances that resulted in the loss of control; plus any investment retained in the former subsidiary at its fair value at the date when control is lost; and (ii) the net carrying amount of assets, liabilities, goodwill and any non-controlling interests attributable to the former subsidiary at the date when control is lost.

(iii) It recognises any investment retained in the former subsidiary at its fair value when control is lost and subsequently accounts for it and for any amounts owed by or to the former subsidiary in accordance with relevant MFRS. That fair value shall be regarded as the fair value on initial recognition of a financial asset in accordance with MFRS 9 or, when appropriate, the cost on initial recognition of an investment in an associate or joint venture.

(f) Business combination

The Group accounts for each business combination by applying the acquisition method.

The consideration transferred in a business combination shall be measured at fair value, which shall be calculated as the sum of the acquisition date fair values of the assets transferred by the acquirer, the liabilities incurred by the acquirer to former owners of the acquiree and the equity interests issued by the acquirer.

The Group accounts for acquisition related costs as expenses in the periods in which the costs are incurred and the services are received.

For each business combination, the Group measures at the acquisition date, components of non-controlling interests in the acquiree that are present ownership interests and entitle their holders to a proportionate share of the entity’s net assets in the event of liquidation at either: (i) fair value; or (ii) the present ownership instruments’ proportionate share in the recognised amounts of the acquiree’s identifiable net assets.

On the date of acquisition, goodwill is measured as the excess of (i) over (ii) below:

(i) The aggregate of: (i) the fair value of consideration transferred; (ii) the amount of any non-controlling interest in the acquiree; and (ii) in a business combination achieved in stages, the fair value of the Group’s previously held equity interest in the investee.

(ii) The net fair value of the identifiable assets acquired and the liabilities assumed.

A business combination in which the amount in (ii) above exceeds the aggregate of the amounts in (i) above, the Group recognises the resulting gain in profit or loss on the acquisition date.

(g) Investments in subsidiaries

In the Company’s separate financial statements, investments in subsidiaries are measured at cost less impairment losses, if any. Impairment losses are recognised in profit or loss.

On disposal, the difference between the net disposal proceeds and the carrying amount of the investment disposed of is recognised in profit or loss.

(h) Investments in associates

An associate is an entity in which the Group has significant influence and that is neither a subsidiary nor an interest in a joint arrangement. Significant influence is the power to participate in the financial and operating policy decisions of the investee, but is not control or joint control over those policies. The existence and effect of potential voting rights that are currently exercisable or convertible are considered when assessing whether the Group has significant influence.

Investments in associates are accounted for in the consolidated financial statements using the equity method of accounting from the date on which the Group obtains significant influence until the date of the Group ceases to have a significant influence over the associates. Under the equity method, the investments in associates are initially recognised at cost and adjusted thereafter for post-acquisition changes in the Group’s share of net assets of the associates.

The Group’s share of net profit or loss and changes recognised directly in the other comprehensive income of the associate is recognised in the consolidated statement of profit or loss and other comprehensive income, respectively.

Premium relating to associates are included in the carrying value of the investment and it is not tested for impairment separately. Instead, the entire carrying amount of the investments is tested for impairment.

Discount on acquisition is excluded from the carrying amount of the investment and is instead included as income in the determination of the Group’s share of the associate’s profit or loss in the period in which the investment is acquired.

Unrealised gains or losses on transactions between the Group and its associates are eliminated to the extent of the Group’s interest in the associates.

Equity accounting is discontinued when the carrying amount of the investment in an associate diminishes by virtue of losses to zero, unless the Group has legal or constructive obligations or made payments on behalf of the associates.

The results and reserves of associates are accounted for in the consolidated financial statements based on financial statements made up to the end of the financial year and prepared using accounting policies that conform to those used by the Group for like transactions in similar circumstances.

When the Group ceases to have significant influence over an associate, any retained interest in the former associate is recognised at fair value on the date when significant influence is lost. Any gain or loss arising from the loss of significant influence over an associate is recognised in profit or loss.

When changes in the Group’s interest in an associate that do not result in a loss of significant influence, the retained interest in the associate is not remeasured. Any gain or loss arising from the changes in the Group’s interest in the associate is recognised in profit or loss.

In the Company’s separate financial statements, investments in associates are measured at cost less impairment losses, if any. Impairment loss is recognised in profit or loss.

On disposal, the difference between the net disposal proceeds and the carrying amount of the associate disposed of is recognised in profit or loss.

(i) Property, plant and equipment

(i) Measurement basis

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses, if any.

The cost of property, plant and equipment includes expenditure that is directly attributable to the acquisition of the assets.

Subsequent costs are included in the asset’s carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the asset will flow to the Group and the cost of the asset can be measured reliably. The carrying amount of the replaced part is derecognised. All other repairs and maintenance are recognised in profit or loss when incurred.

Property, plant and equipment are derecognised upon disposal or when no future economic benefits are expected from their use or disposal. On disposal, the difference between the net disposal proceeds and the carrying amount is recognised in the profit or loss.

(ii) Depreciation

Freehold land and construction in progress are not depreciated.

Depreciation is calculated to write off the depreciable amount of other property, plant and equipment on a straight-line basis over their estimated useful lives. The depreciable amount is determined after deducting residual value from cost.

The principal annual rates used for this purpose are:

Building	2%
Computers and office equipment	10%
Furniture and fittings	10%
Motor vehicles	20%
Renovation	10%
Advertising display structures, tools and equipment	10% - 14%

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

(j) Investment properties

Investment properties are properties held to earn rental income or for capital appreciation or both rather than for use in the production or supply of goods or services or for administrative purposes, or sale in the ordinary course of business.

(i) Measurement basis

Investment properties are stated at cost less accumulated depreciation and impairment losses, if any.

The cost of investment properties includes expenditure that is directly attributable to the acquisition of the asset.

Subsequent costs are included in the asset's carrying amount only when it is probable that future economic benefits associated with the asset will flow to the Group and the cost of the asset can be measured reliably. The carrying amount of the replaced part is derecognised. All other repairs and maintenance are charged to profit or loss during the financial year in which they are incurred.

Investment properties are derecognised upon disposal or when the investment properties are permanently withdrawn from use and no future economic benefits are expected from their disposal. On disposal, the difference between the net disposal proceeds and the carrying amount is recognised in the profit or loss.

(ii) Depreciation

Freehold land is not depreciated.

Depreciation is calculated to write off the depreciable amount of investment properties on a straight line basis over their estimated useful lives. Depreciable amount of an investment property is determined after deducting the residual value from the cost amount of the investment property.

The principal annual rate used for this purpose is 2% per annum.

The residual values, useful lives and depreciation method are reviewed, and adjusted if appropriate, at each reporting date.

(k) Impairment of non-financial assets

(a) Goodwill

Goodwill is tested for impairment annually, or more frequently if events or changes in circumstances indicate that the goodwill may be impaired.

For the purpose of impairment testing, goodwill is allocated to each of the Group's cash-generating units that are expected to benefit from synergies of the business combination.

An impairment loss is recognised when the carrying amount of the cash-generating unit, including the goodwill, exceeds the recoverable amount of the cash-generating unit. Recoverable amount of the cash-generating unit is the higher of the cash-generating unit's fair value less cost to sell and its value-in-use.

The total impairment loss is allocated first to reduce the carrying amount of goodwill allocated to the cash-generating unit and then to the other assets of the cash-generating unit proportionately on the basis of the carrying amount of each asset in the cash-generating unit.

Impairment loss recognised for goodwill is not reversed in the event of an increase in recoverable amount in subsequent periods.

(b) Tangible and intangible assets

Tangible and intangible assets are assessed at each reporting date to determine whether there is any indication of impairment.

If such an indication exists, the asset's recoverable amount is estimated. The recoverable amount is the higher of an asset's fair value less cost to sell and its value in use. Value in use is the present value of the future cash flows expected to be derived from the asset. Recoverable amounts are estimated for individual assets or, if it is not possible, for the cash-generating unit to which the asset belongs.

An impairment loss is recognised whenever the carrying amount of an asset or a cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in profit or loss except for assets that are previously revalued where the revaluation was taken to other comprehensive income. In this case the impairment is also recognised in other comprehensive income up to the amount of any previous revaluation.

Any reversal of an impairment loss as a result of a subsequent increase in recoverable amount should not exceed the carrying amount that would have been determined (net of amortisation or depreciation, if applicable) had no impairment loss been previously recognised for the asset.

(l) Leases (MFRS 16)

The Group as Lessee

Right-of-use assets and corresponding lease liabilities are recognised with respect to all lease agreements, except for short-term leases and leases of low value assets.

For short-term leases (i.e. leases with a lease term of 12 months or less) and leases of low value assets, lease payments are recognised as an expense on a straight-line basis over the lease term.

The lease liability is initially measured at the present value of the lease payments that are not paid at the lease commencement date, discounted using the rate implicit in the lease or incremental borrowing rate, where applicable. Lease payments included in the measurement of the lease liability comprise: (i) fixed lease payments, less lease incentives; (ii) variable lease payments based upon an index or a rate; and (iii) payments of penalties for terminating the lease.

The right-of-use assets comprise the corresponding lease liability, lease payments made at or before the lease commencement date and initial direct costs. Whenever there is an obligation to dismantle and remove a leased asset, restore the site on which it is located or restore the underlying asset to the agreed condition, a provision is recognised. These costs are included in the related right-of-use assets.

Right-of-use assets are measured at cost less accumulated depreciation and impairment losses. They are depreciated over the shorter period of lease term and useful life of the underlying assets. The depreciation starts on the lease commencement date. The depreciation periods and depreciation method are reviewed, and adjusted if appropriate, at each reporting date.

Variable lease payment (not based upon an index or a rate) are recognised as an expense in the period in which it is incurred.

The Group as Lessor

Leases are classified as finance leases or operating leases. Whenever the lease transfers substantially all the risks and rewards of ownership to the lessee, the contract is classified as a finance lease. All other leases are classified as operating leases.

Rental income from operating leases is recognised on a straight-line basis over the lease term. Initial direct costs incurred are added to the carrying amount of the leased asset and recognised as an expense on a straight-line basis over the lease term.

Amounts due from lessees under finance leases are recognised as receivables at the amount of the net investment in the leases. Finance lease income is allocated to reporting periods so as to reflect a constant periodic rate of return on the net investment outstanding in respect of the leases.

(m) Financial instruments

A financial instrument is any contract that gives rise to a financial asset of one entity and a financial liability or equity instrument of another entity. Financial assets and financial liabilities are recognised when an entity becomes a party to the contractual provisions of an instrument.

Financial assets and financial liabilities are initially recognised at fair value. Transaction costs that are directly attributable to the acquisition or issue of financial assets and financial liabilities (other than financial assets and financial liabilities at fair value through profit or loss) are added to or deducted from the fair value of the financial assets or financial liabilities on initial recognition.

Financial assets

All regular way purchases or sales of financial assets are recognised and derecognised on a trade date basis. Regular way purchases or sales are purchases or sales of financial assets that require delivery of assets within the time frame established by regulation or convention in the marketplace.

Subsequent measurement

All recognised financial assets are subsequently measured in their entirety at either amortised cost or fair value, depending on the classification of the financial assets. Financial assets are measured subsequently in the following manners:

- at amortised cost (debt instruments);
- at fair value through other comprehensive income (“FVTOCI”), with recycling of cumulative gains and losses (debt instruments);
- designated at FVTOCI, without recycling of cumulative gains and losses (equity instruments); or
- at fair value through profit or loss (“FVTPL”).

Financial assets at amortised cost

Debt instruments that meet the following conditions are subsequently measured at amortised cost:

- the financial asset is held within a business model whose objective is to hold financial assets in order to collect contractual cash flows; and
- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

Financial assets at amortised cost are subsequently measured using the effective interest method and are subject to impairment. Gains and losses are recognised in profit or loss when an asset is derecognised, modified or impaired.

Financial assets at FVTOCI

Debt instruments that meet the following conditions are subsequently measured at FVTOCI:

- the financial asset is held within a business model whose objective is achieved by both collecting contractual cash flows and selling the financial assets; and
- the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

For debt instruments at FVTOCI, the related interest income, foreign exchange revaluation and impairment losses or reversals are recognised in profit or loss and computed in the same manner as for financial assets measured at amortised cost. All other changes in the carrying amount are recognised in other comprehensive income ("OCI") and accumulated in a reserve in equity.

Equity instruments designated at FVTOCI

Upon initial recognition, management may make an irrevocable election (on an instrument-by-instrument basis) to designate investments in equity instruments as at FVTOCI. Designation at FVTOCI is not permitted if the equity investment is held for trading or if it is contingent consideration recognised by an acquirer in a business combination.

A financial asset is held for trading if:

- it has been acquired principally for the purpose of selling it in the near term;
- on initial recognition it is part of a portfolio of identified financial instruments that the entity manages together and has evidence of a recent actual pattern of short-term profit-taking; or

- it is a derivative instrument (except for a derivative that is a financial guarantee contract or a designated and effective hedging instrument).

Investments in equity instruments at FVTOCI are initially measured at fair value plus transaction costs. Subsequently, they are measured at fair value with gains and losses arising from changes in fair value recognised in OCI and accumulated in a reserve in equity. Equity instruments designated at FVTOCI are not subject to impairment assessment.

Financial assets at FVTPL

Financial assets that do not meet the criteria for being measured at amortised cost or FVTOCI are measured at FVTPL, including but not limited to:

- Debt instruments that are designated as at FVTPL, if such designation eliminates or significantly reduces a measurement or recognition inconsistency that would arise from measuring assets or liabilities or recognising the gains and losses on them on different bases.
- Derivative instruments.

Financial assets at FVTPL are measured at fair value, with fair value gains or losses recognised in profit or loss to the extent they are not part of a designated hedging relationship. The net gain or loss recognised in profit or loss includes any dividend or interest earned on the financial assets.

Impairment of financial assets

Loss allowance is recognised for expected credit losses ("ECL") for all debt instruments not held at FVTPL, i.e. financial assets at amortised cost or FVTOCI, receivables, lease receivables, contract assets, loan commitments and financial guarantee contracts.

ECL is based on the difference between the contractual cash flows due in accordance with the contract and all the cash flows that are expected to receive, discounted at an approximation of the original effective interest rate. The expected cash flows will include cash flows from the sale of collateral held or other credit enhancements that are integral to the contractual terms. The amount of ECL is updated at each reporting date to reflect changes in credit risk since initial recognition of the respective financial asset.

Management measures the loss allowance of receivables, contract assets and lease receivables at an amount equal to their lifetime ECL (i.e. simplified approach). The ECL on these financial assets are estimated based on historical credit loss experience, and where appropriate, adjusted for forward-looking factors specific to the debtors and the economic environment.

For all other financial assets at amortised cost, where credit exposures for which there has not been a significant increase in credit risk since initial recognition, ECL is provided for credit losses that result from default events that are possible within 12 months after the reporting date. For those credit exposures for which there has been a significant increase in the likelihood or risk of a default occurring since initial recognition (instead of on evidence of a financial asset being credit-impaired at the reporting date or an actual default occurring), a loss allowance is required for credit losses expected over the remaining life of the financial assets.

Derecognition of financial assets

A financial asset is derecognised only when the contractual rights to the cash flows from the financial asset expire; or when the financial asset is transferred and substantially all the risks and rewards of ownership of the financial asset are transferred to another party.

If the entity neither transfers nor retains substantially all the risks and rewards of ownership and continues to control a transferred financial asset, the entity recognises its retained interest in the financial asset and an associated liability for amounts it may have to pay. If the entity retains substantially all the risks and rewards of ownership of a transferred financial asset, the entity continues to recognise the financial asset and also recognises a collateralised borrowing for the proceeds received.

On derecognition of a financial asset measured at amortised cost, the difference between the financial asset's carrying amount and the sum of the consideration received and receivable is recognised in profit or loss. On derecognition of an investment in a debt instrument classified as at FVTOCI, the cumulative gain or loss previously accumulated in the reserve is reclassified to profit or loss. On derecognition of an investment in equity instrument classified at FVTOCI, the cumulative gain or loss previously accumulated in the reserve is transferred to retained earnings.

Financial liabilities and equity instruments

Debt and equity instruments are classified as either financial liabilities or as equity in accordance with the substance of the contractual arrangements and the definitions of a financial liability and an equity instrument.

Financial liabilities

All financial liabilities are subsequently measured at FVTPL or at amortised cost.

Financial liabilities at FVTPL

Financial liabilities are classified as at FVTPL when the financial liability is:

- contingent consideration of an acquirer in a business combination;
- held for trading; or
- it is designated as at FVTPL.

Financial liabilities are classified as held for trading if they are held for the purpose of repurchasing in the near term. This category also includes derivatives entered into by the entity that are not designated as hedging instruments. Separated embedded derivatives are also classified as held for trading unless they are designated as effective hedging instruments.

Financial liabilities at FVTPL are measured at fair value, with gains or losses arising on changes in fair value recognised in profit or loss to the extent that they are not part of a designated hedging relationship. The net gain or loss recognised in profit or loss incorporates any interest paid on the financial liabilities.

For financial liabilities that are designated as at FVTPL, the amount of change in the fair value of the financial liability that is attributable to changes in the credit risk of that liability is recognised in OCI, unless the recognition of the effects of changes in the liability's credit risk in OCI would create or enlarge an accounting mismatch in profit or loss. The remaining amount of change in the fair value of liability is recognised in profit or loss. Changes in fair value attributable to a financial liability's credit risk that are recognised in OCI are not subsequently reclassified to profit or loss; instead, they are transferred to retained earnings upon derecognition of the financial liability.

Financial liabilities at amortised cost

These financial liabilities are subsequently measured at amortised cost using the effective interest method.

Effective interest method

The effective interest method is a method of calculating the amortised cost of a debt instrument or a financial liability by allocating interest income/expense over the relevant periods. The effective interest rate is the rate that exactly discounts estimated future cash receipts/payments (including all fees and points paid or received that form an integral part of the effective interest rate, transaction costs and other premiums or discounts) through the expected life of a debt instrument or a financial liability, to the amortised cost of the debt instrument or the financial liability.

Financial Guarantee Contracts

A financial guarantee contract is a contract that requires the issuer to make specified payments to reimburse the holder for a loss it incurs because a specified debtor fails to make payments when due in accordance with the terms of a debt instrument.

Financial guarantee contracts issued are initially measured at their fair values and, if not designated as at FVTPL and do not arise from a transfer of a financial asset, are subsequently measured at the higher of:

- the loss allowance determined in accordance with MFRS 9; and
- the amount recognised initially less, where appropriate, cumulative amount of income recognised.

Derecognition of financial liabilities

Financial liabilities are derecognised when, and only when, the obligations under the liabilities are discharged, cancelled or expired. The difference between the carrying amount of the financial liability derecognised and the consideration paid and payable, including any non-cash assets transferred or liabilities assumed, is recognised in profit or loss.

When an existing financial liability is replaced by another financial liability from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as derecognition of the original liability and the recognition of a new liability.

Equity instrument

Equity instruments issued are recognised at the proceeds received. Costs incurred directly attributable to the issuance of the equity instruments are accounted for as a deduction from equity.

Repurchase of own equity instruments is deducted directly in equity. No gain or loss is recognised in profit or loss on the purchase, sale, issue or cancellation of own equity instruments.

(n) Provisions

Provisions are recognised when the entity has a present obligation (legal or constructive) as a result of a past event, when it is probable that the entity will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation. If the effect of the time value of money is material, a provision represents the present value of estimated future those cash flows.

When some or all of the cash flows required to settle a provision are expected to be recovered from a third party, an asset is recognised if it is virtually certain that reimbursement will be received and the amount of the receivable can be measured reliably.

(o) Revenue recognition

Revenue from a contract with a customer is recognised when control of the goods or services are transferred to the customer. Revenue is measured based on the consideration specified in the contract to which the entity expects to be entitled in exchange for transferring the goods or services to the customer, excluding amounts collected on behalf of third parties.

If a contract with a customer contains more than one performance obligation, the total consideration is allocated to each performance obligation based on the relative stand-alone selling prices of the goods or services promised in the contract.

(i) Rental Contracts and Lightings

Revenue from rental contracts and lightings are recognised over time in the financial statements over the duration of the contracts, discounts and taxes as the customer simultaneously receives and consumes the benefits provided by the Group.

(ii) Production

Revenue from production contracts are recognised upon delivery of goods or services, net of discounts and taxes where control of the goods or services has been passed to the customers.

(iii) Management fees

Management fees are recognised when services are rendered.

(iv) Contract Balances Arising from Revenue Recognition

Contract liabilities are the obligation to transfer goods or services to customers for which the entity has received consideration (or an amount of consideration is due) from the customers. If the customers pay consideration before the entity transfers goods or services to the customers, contract liabilities are recognised when the payment is made or the payment is due (whichever is earlier).

Other income recognised as follows:

(i) Rental of investment properties

Rental income from investment properties is recognised on the straight-line basis over the term of the lease. The aggregate cost of incentives provided to lessees is recognised as a reduction of rental income over the lease term on a straight-line basis.

(ii) Interest income

Interest income is recognised on an accrual basis using the effective interest method.

(iii) Dividend income

Dividend income is recognised when the Group's right to receive payment is established.

(iv) Rental of coverage antenna spaces

Income from rental of coverage antenna spaces is recognised in the financial statements over the period of the contracts.

(p) Employee benefits

(i) Short term employee benefits

Wages, salaries, paid annual leave, paid sick leave, bonuses and non-monetary benefits are recognised as an expense in the period in which the associated services are rendered by employees.

(ii) Defined contribution plan

The Company and its subsidiaries pay monthly contributions to the Employees Provident Fund ("EPF") which is a defined contribution plan.

The legal or constructive obligation of the Company and its subsidiaries are limited to the amount that they agree to contribute to the EPF. The contributions to the EPF are charged to profit or loss in the period to which they relate.

(q) Income tax

The income tax expense represents the aggregate of current tax and deferred tax.

Current tax and deferred tax are recognised in profit or loss. Current tax and deferred tax are recognised in other comprehensive income or directly in equity, if the tax relates to items that are recognised in other comprehensive income or directly in equity. Where deferred tax arises from a business combination, the tax effect is included in the accounting for the business combination.

Current tax

Current tax is the expected income tax payable on the taxable profit for the year, estimated using the tax rates enacted or substantially enacted by the reporting date.

Deferred tax

Deferred tax is the tax expected to be payable or recoverable on differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit, which is accounted using the liability method.

A deferred tax liability is recognised for all taxable temporary differences. A deferred tax asset is only recognised for deductible temporary differences and unutilised tax credit to the extent that it is probable that taxable profit will be available in future against which the deductible temporary differences and unutilised tax credit can be utilised.

No deferred tax is recognised for temporary differences arising from the initial recognition of: (i) goodwill, or (ii) an asset or liability (which is not in a business combination) at the time of the transaction that affects neither accounting profit nor taxable profit.

Deferred taxes are measured based on tax consequences that would follow from the manner in which the asset or liability is expected to be recovered or settled, and based on the tax rates enacted or substantively enacted at the reporting date that are expected to apply to the financial period when the asset is realised or when the liability is settled.

(r) Foreign currencies

(i) Functional currency is the currency of the primary economic environment in which an entity operates.

(ii) Transactions and balances in foreign currencies

Transactions in currencies other than the functional currency ("foreign currencies") are translated to the functional currency at the rate of exchange ruling at the date of the transaction.

Monetary items denominated in foreign currencies at the reporting date are translated at foreign exchange rates ruling at that date.

Non-monetary items which are measured in terms of historical costs denominated in foreign currencies are translated at foreign exchange rates ruling at the date of the transaction.

Non-monetary items which are measured at fair values denominated in foreign currencies are translated at the foreign exchange rates ruling at the date when the fair values were determined.

Exchange differences arising on the settlement of monetary items and the translation of monetary items are included in profit or loss for the period.

When a gain or loss on a non-monetary item is recognised directly in other comprehensive income, any corresponding exchange gain or loss is recognised directly in other comprehensive income. When a gain or loss on a non-monetary item is recognised in profit or loss, any corresponding exchange gain or loss is recognised in profit or loss.

(s) Cash and cash equivalents

Cash and cash equivalents comprise cash and bank balances and other short term, highly liquid investments that are readily convertible to known amounts of cash, and which are subject to insignificant risk of changes in value.

3. PROPERTY, PLANT AND EQUIPMENT

Group 2020	Freehold land	Buildings	Computers and office equipment	Furniture and fittings	Motor vehicles	Renovation	Advertising display structures, tools and equipment	Construction in progress	Total
Cost	RM	RM	RM	RM	RM	RM	RM	RM	RM
At 1 January 2020	598,130	559,574	838,985	1,537,925	2,463,189	1,766,125	21,711,576	741,000	30,216,504
Additions	-	-	4,079	-	92,956	-	238,971	-	336,006
Write-off	-	-	-	-	-	-	(3,170,045)	-	(3,170,045)
Reclassification	-	-	-	-	-	-	741,000	(741,000)	-
At 31 December 2020	598,130	559,574	843,064	1,537,925	2,556,145	1,766,125	19,521,502	-	27,382,465
Accumulated depreciation									
At 1 January 2020	-	346,933	686,426	1,513,312	2,347,462	1,162,684	13,741,813	-	19,798,630
Charge for the year	-	11,191	41,901	5,857	158,547	74,289	1,804,264	-	2,096,049
Write-off	-	-	-	-	-	-	(1,982,113)	-	(1,982,113)
At 31 December 2020	-	358,124	728,327	1,519,169	2,506,009	1,236,973	13,140,535	-	19,912,566

Group 2020 Accumulated impairment	Freehold land RM	Buildings RM	Computers and office equipment RM	Furniture and fittings RM	Motor vehicles RM	Renovation RM	Advertising display structures, tools and equipment RM	Construction in progress RM	Total RM
At 1 January 2020	-	-	-	-	-	-	1,074,629	-	1,074,629
Write-off	-	-	-	-	-	-	(855,276)	-	(855,276)
At 31 December 2020	-	-	-	-	-	-	219,353	-	219,353
Net carrying amount									
At 31 December 2020	598,130	201,450	114,737	18,756	50,136	529,152	5,738,185	-	7,250,546

Group 2019 Cost	Freehold land RM	Buildings RM	Computers and office equipment RM	Furniture and fittings RM	Motor vehicles RM	Renovation RM	Advertising display structures, tools and equipment RM	Construction in progress RM	Total RM
At 1 January 2019	598,130	559,574	838,985	1,537,925	3,841,252	1,767,802	20,915,186	741,000	30,799,854
(Reversal)/Additions	-	-	-	-	-	(1,677)	1,799,494	-	1,797,817
Write-off	-	-	-	-	-	-	(1,003,104)	-	(1,003,104)
Disposals	-	-	-	-	(1,378,063)	-	-	-	(1,378,063)
At 31 December 2019	598,130	559,574	838,985	1,537,925	2,463,189	1,766,125	21,711,576	741,000	30,216,504
Accumulated depreciation									
At 1 January 2019	-	335,742	642,006	1,507,161	3,493,879	1,083,411	13,403,233	-	20,465,432
Charge for the year	-	11,191	44,420	6,151	229,650	79,273	1,341,653	-	1,712,338
Write-off	-	-	-	-	-	-	(1,003,073)	-	(1,003,073)
Disposals	-	-	-	-	(1,376,067)	-	-	-	(1,376,067)
At 31 December 2019	-	346,933	686,426	1,513,312	2,347,462	1,162,684	13,741,813	-	19,798,630

Group 2019 Accumulated impairment	Freehold land RM	Buildings RM	Computers and office equipment RM	Furniture and fittings RM	Motor vehicles RM	Renovation RM	Advertising display structures, tools and equipment RM	Construction in progress RM	Total RM
At 1 January 2019	-	-	-	-	-	-	297,243	-	297,243
Charge for the year	-	-	-	-	-	-	777,392	-	777,392
Impairment written back	-	-	-	-	-	-	(6)	-	(6)
At 31 December 2019	-	-	-	-	-	-	1,074,629	-	1,074,629
Net carrying amount									
At 31 December 2019	598,130	212,641	152,559	24,613	115,727	603,441	6,895,134	741,000	9,343,245

Included in the cost of property, plant and equipment of the Group are the following fully depreciated assets which are still in use:

	Group 2020 RM	Group 2019 RM
Computers and office equipment	470,884	432,650
Furniture and fittings	1,483,249	1,476,413
Motor vehicles	2,456,521	1,887,350
Renovation	1,023,235	1,023,235
Advertising display structures, tools and equipment	10,405,880	10,433,692
	15,839,769	15,253,340

4. INVESTMENT PROPERTIES

	Group 2020 RM	Group 2019 RM
At cost:		
At 1 January/31 December	16,439,530	16,439,530
Accumulated Depreciation		
At 1 January	5,173,798	4,922,697
Charge for the year	251,099	251,101
At 31 December	5,424,897	5,173,798
Net carrying amount	11,014,633	11,265,732
Fair value	27,500,000	27,500,000

The fair value of the Group's investment properties have been estimated by the directors based on directors' assessment of the current year prices in an active market for the respective properties within each vicinity. In estimating the fair values, adjustments have been made to these listing prices to reflect differences in land or floor sizes, designs, location, and other features between the Group's properties and the comparable properties. The fair value represents the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. In estimating the fair value of the properties, the highest and best use of the properties is their current use.

Detail of the Group's investment properties and information about the fair value hierarchy as at 31 December 2020 as follows:

2020	Level 1 RM	Level 2 RM	Level 3 RM	Fair value as of 31.12.2020 RM
Commercial property units located:				
- in Malaysia	-	-	26,300,000	26,300,000
- outside Malaysia	-	-	1,200,000	1,200,000
	-	-	27,500,000	27,500,000

2019	Level 1 RM	Level 2 RM	Level 3 RM	Fair value as of 31.12.2019 RM
Commercial property units located:				
- in Malaysia	-	-	26,300,000	26,300,000
- outside Malaysia	-	-	1,200,000	1,200,000
	-	-	27,500,000	27,500,000

The property rental income earned by the Group from its investment properties, all of which are leased out under operating leases, amounted of RM941,406 (2019: RM996,368). Direct operating expenses pertaining to the investment properties amounted to RM410,312 (2019: RM410,395). There is no transfer between Level 1, 2 and 3 fair values during the financial year.

5. LEASES

The Group as a lessee

	Group 2020 RM	Group 2019 RM
Right-of-use assets		
- Property	130,738	131,823
- Advertising spaces	6,366,524	8,548,085
	6,497,262	8,679,908

	Group 2020 RM	Group 2019 RM
Lease liabilities		
- Current	4,394,008	4,537,148
- Non-current	3,391,511	4,646,966
	7,785,519	9,184,114

The leases of property and advertising spaces are typically made for period of 2 to 5 (2019: 2 to 5) years. The lessors do not impose any covenants.

Addition to right-of-use assets during the current financial year amounted to RM2,256,089 (2019: RM443,616).

The movement in lease liabilities are as follows: -

	Group 2020 RM	Group 2019 RM
At 1 January	9,184,114	12,889,593
Cash flows:		
Payment of lease liabilities		
- Principal	(3,654,684)	(4,149,095)
- Interest	(607,721)	(681,327)
Non cash:		
Addition	2,256,089	443,616
Interest expense	607,721	681,327
At 31 December	7,785,519	9,184,114

6. GOODWILL

	Group 2020 RM
At 1 January	-
Acquisition of subsidiaries	1,121,989
At 31 December	1,121,989
Less: Impairment losses	(58,039)
Carrying amounts	1,063,950

Goodwill arising from the acquisitions of Seni Jaya OOH Sdn Bhd and Seni Jaya Media Utama allocated at the date of acquisition, to the Seni Jaya OOH Sdn Bhd's business as the cash generating unit ("CGU"). The consideration paid for the acquisitions effectively included amounts for anticipated profitability, future market development of the CGU and the benefit of expected synergies to arise after the acquisitions.

For annual impairment testing purposes, the recoverable amount of the CGU has been determined based on its value-in-use calculation, which applies a discounted cash flow model using cash flow projections covering a period of 3 years based on most recent financial budget and projections approved by management.

Key assumption used for value-in-use calculation is as follows:

Pre-tax discount rate [(1)]	7.99%
Average revenue growth rate [(2)]	13.00%

[(1)] The pre-tax discount rate is estimated based on the CGU-specific weighted average cost of capital for the financial year.

[(2)] Average annual growth rate over the three-year forecast period; based on management's expectations of market development.

The directors believe that no reasonably possible changes in any of the key assumption would cause the recoverable amount of the CGU to differ materially from its carrying amount as at 31 December 2020.

7. INVESTMENTS IN SUBSIDIARIES

	Company 2020 RM	Company 2019 RM
Unquoted shares, at cost	9,980,906	9,980,906

The details of the subsidiaries, which are all incorporated in Malaysia, are as follow:

Name of Company	Effective equity interest 2020 %	Effective equity interest 2019 %	Principal activities
Seni Jaya Sdn. Bhd.	100	100	Provision of media services for outdoor and indoor advertising.
Seni Jaya Production Sdn. Bhd.	100	100	Provision of media services and supply of advertising materials.
Mediamart Sdn. Bhd. *	100	100	Supply of advertising materials and provision of media services for outdoor advertising
Subsidiaries of Seni Jaya Sdn. Bhd.			
Seni Jaya OOH Sdn. Bhd. ("SJOOH") *	100	30	Provision of production and media advertising, event and promotion services.
Seni Jaya Media Utama Sdn. Bhd. ("SJMU") *	100	30	Provision of production and media advertising, event and promotion services.

* Audited by firm other than Mazars PLT

Changes in effective equity interest from associates to subsidiaries

In the prior year, the associates, SJOOH and SJMU, companies incorporated in Malaysia in which the Group holds 30% of the equity interest respectively. During the financial year as stated in Note 32 to the financial statements, the Group has increased its stake to 100%, thus making them subsidiaries with effect from 31 December 2020.

8. INVESTMENTS IN ASSOCIATES

	Group 2020 RM	Group 2019 RM
Reconciliation to carrying amount		
Net assets at 1 January	277,146	279,674
Additional subscription of shares		-
Share of results of associates	(2,021)	(2,528)
Derecognition of associates (Note 32)	(275,125)	-
Net assets at 31 December	-	277,146

The Group's share of the current year's losses and accumulated losses of associates amounted to RM2,789,765 and RM10,779,339 (2019: RM457,478 and RM7,989,574) respectively have not been recognised in the Group's income statement as equity accounting had ceased when the Group's share of losses of these associates exceeded the carrying amount of its investment in these associates.

The details of the associates which are all incorporated in Malaysia, are as follow:

Name of Company	Effective equity interest 2020 %	Effective equity interest 2019 %	Principal activities
Seni Jaya OOH Sdn. Bhd. ("SJOOH") *	100	30	Provision of production and media advertising, event and promotion services.
Seni Jaya Media Utama Sdn. Bhd. ("SJMU") *	100	30	Provision of production and media advertising, event and promotion services.
Big Tree Seni Jaya Sdn. Bhd. *	40	40	Provision of advertising space, related services and carrying out related production works.

* Audited by firm other than Mazars PLT

The above associates are accounted for using the equity method in the consolidated financial statements.

The summarised financial information in respect of the Group's material associate is set out below. The summarised financial information presented below represents the amounts in the financial statements of the associates and not the Group's share of these amounts.

Big Tree Seni Jaya Sdn. Bhd.

	2020 RM	2019 RM
Non-current assets	67,362,147	77,264,592
Current assets	7,343,844	13,637,314
Non-current liabilities	(62,701,422)	(61,899,916)
Current liabilities	(36,160,034)	(46,183,042)
Net liabilities	(24,155,465)	(17,181,052)
Revenue	11,040,499	17,451,858
Total comprehensive loss for the financial year	(6,974,414)	(1,093,837)

Reconciliation of the summarised financial information presented above to the carrying value of the Group’s interest in the associate.

	2020 RM	2019 RM
Net liabilities of the associate	(24,155,465)	(17,181,052)
Proportion of the Group’s ownership interest in the associate	40%	40%
Carrying amount of the Group’s interest in the associate	-	-

Seni Jaya OOH Sdn. Bhd.

	2019 RM
Current assets	5,192,168
Current liabilities	(5,548,683)
Net liabilities	(356,515)
Revenue	-
Total comprehensive loss for the financial year	(66,478)

Reconciliation of the summarised financial information presented above to the carrying value of the Group's interest in the associate.

	2019
	RM
Net liabilities of the associate	(356,515)
Proportion of the Group's ownership interest in the associate	30%
Carrying amount of the Group's interest in the associate	-

Seni Jaya Media Utama Sdn. Bhd.

	2019
	RM
Current assets	928,746
Current liabilities	(4,920)
Net assets	923,826
Revenue	-
Total comprehensive loss for the financial year	(8,422)

Reconciliation of the summarised financial information presented above to the carrying value of the Group's interest in the associate.

	2019
	RM
Net assets of the associate	923,826
Proportion of the Group's ownership interest in the associate	30%
Carrying amount of the Group's interest in the associate	277,146

9. AMOUNT OWING BY/TO ASSOCIATES

	Group 2020 RM	Group 2019 RM
Non-current assets		
Amount owing by associates	9,105,030	11,952,655
Less: Loss allowance	-	(58,466)
	9,105,030	11,894,189
Current assets		
Amount owing by associates	2,000,000	6,401,879
Less: Loss allowance	(21,842)	(21,842)
	1,978,158	6,380,037
	11,083,188	18,274,226
Current liabilities		
Amount owing to an associate	-	225,000

	Company 2020 RM	Company 2019 RM
Non-current assets		
Amount owing by associates	-	3,952,655
Less: Loss allowance	-	(58,466)
	-	3,894,189

The movement in loss allowance for amount owing by associates:

	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
At 1 January	80,308	80,308	58,466	58,466
Derecognised *	(58,466)	-	(58,466)	-
At 31 December	21,842	80,308	-	58,466

* Loss allowance on amounts due from an associate, SJOOH, being derecognised as a subsidiary of the Group, SJSB, further acquired 70% shareholding of SJOOH on 31.12.2020 and subsequently become wholly-owned subsidiary of the Group.

The amount owing by associates included under non-current assets are advances which are unsecured, interest-free and not expected to be received within next twelve months.

The amount owing by associates included under current assets are advances and payments made on behalf which are unsecured, interest-free and are repayable on demand.

The amount owing to an associate included under current liabilities was advances which are unsecured, interest-free and were repayable on demand.

The movement in amount owing to an associate is as follows: -

	Group	
	2020	2019
	RM	RM
At 1 January	225,000	-
Cash flows:		
Advance from an associate	-	225,000
Non-cash:		
Reclassified to amount owing to a subsidiary and being eliminated	(225,000)	-
At 31 December	-	225,000

10. OTHER FINANCIAL ASSETS

	Group	
	2020	2019
	RM	RM
Non-current:		
Financial assets carried at FVTPL:		
Equity instruments	3,254,395	3,678,867
Current:		
Financial assets carried at FVTPL:		
Unit trusts	6,409,931	361,596
Held for trading:		
Quoted shares in Malaysia	174,377	181,060
	6,584,308	542,656
	9,839,703	4,221,523

	Company	
	2020	2019
	RM	RM
Current:		
Financial assets carried at FVTPL:		
Unit trusts	5,596,474	59,343
Held for trading:		
Quoted shares in Malaysia	155,375	170,225
	5,751,849	229,568

Equity instruments

Seni Jaya Sdn Bhd (a subsidiary of the Group) entered into a service agreement with Vision OOH Sdn Bhd to provide a total funding of RM530,000 and RM2,290,000 respectively in which the Group will become entitled to receive thirty five percent and seventy percent of advertisement projects' net profit before tax over a period of 3 years and 6 years respectively for the operation of advertisement displays at certain locations.

Unit trusts

Unit trusts represent investments in a highly liquid money market. The fund is mainly designed to manage free cash flows and to optimise working capital so as to provide a steady stream of income returns.

11. OTHER INVESTMENT

	Group	
	2020	2019
	RM	RM
Club membership, at cost	3,000	3,000

12. DEFERRED TAX ASSETS

The movements during the financial year relating to deferred tax assets are as follows:

	Group	
	2020	2019
	RM	RM
At 1 January	84,454	61,139
Recognised in profit or loss	24,775	23,315
At 31 December	109,229	84,454

The deferred tax assets on temporary differences recognised in the financial statements are as follows:

	Group 2020 RM	Group 2019 RM
Tax effects of deductible temporary differences arising from:		
Property, plant and equipment	(78,536)	(71,656)
Unutilised capital allowances	123,502	74,870
Contract liabilities	62,504	81,240
Others	1,759	-
	109,229	84,454

13. TRADE AND OTHER RECEIVABLES

	Group 2020 RM	Group 2019 RM
Trade receivables	3,168,650	5,490,154
Less: Allowance for impairment losses	(1,022,317)	(1,067,076)
Net trade receivables	2,146,333	4,423,078
Other receivables	1,875,766	2,803,647
Less: Allowance for impairment losses	(75,077)	(7,193)
Net other receivables	1,800,689	2,796,454
Refundable deposits	3,885,337	3,865,287
Less: Allowance for impairment losses	(7,014)	(7,014)
Net refundable deposits	3,878,323	3,858,273
Prepayments	553,951	789,252
Others	-	10,502
	6,232,963	7,454,481
Total trade and other receivables	8,379,296	11,877,559

	Company 2020 RM	Company 2019 RM
Other receivables	644	644
Refundable deposits	1,100	1,100
Prepaid expenses	6,192	8,092
Total other receivables	7,936	9,836

(a) Trade receivables

Trade receivables are non-interest bearing. The Group's trading terms with its customers are mainly on credit. The credit period is generally for a period of one month, extending up to three months for major customers. Trade receivables are recognised at their original invoiced amounts which represent their fair values on initial recognition.

The movements in the allowance for impairment loss in respect of trade receivables during the financial year are as follow:

Group	Lifetime ECL	Credit impairment	Total
2020	RM	RM	RM
At 1 January	164,212	902,864	1,067,076
Allowance for impairment loss no longer required	-	(44,759)	(44,759)
At 31 December	164,212	858,105	1,022,317
2019			
At 1 January	150,649	784,791	935,440
Addition	24,746	141,673	166,419
Allowance for impairment loss no longer required	(11,183)	(23,600)	(34,783)
At 31 December	164,212	902,864	1,067,076

(b) Other receivables and refundable deposits

The movements in the allowance for impairment loss in respect of other receivables and refundable deposits during the financial year are as follow:

	Group 2020 RM	Group 2019 RM
At 1 January	14,207	14,207
Addition	67,884	-
At 31 December	82,901	14,207

14. AMOUNT OWING BY/(TO) SUBSIDIARIES

The amount owing by subsidiaries are analysed as follows:

	Company 2020 RM	Company 2019 RM
Non current asset		
Non-trade account	9,211,565	-
Interest-bearing loan	11,788,435	-
	21,000,000	-
Current asset		
Non-trade account	6,723,744	15,660,410
Interest-bearing loan	-	13,578,880
	6,723,744	29,239,290
Less: Allowance for impairment loss	(346,283)	(51,394)
	6,377,461	29,187,896
Total	27,377,461	29,187,896
Current liability		
Interest-bearing loan	(106,080)	(52,000)

The non-trade account under non-current assets is unsecured, interest free and not expected to be received within next twelve months.

The interest-bearing loan under non-current assets represents unsecured loan which bears interest at 4% (2019: 4%) per annum and not expected to be received within next twelve months.

The non-trade account under current assets is unsecured, interest free and is repayable on demand.

The movement in allowance for impairment loss in respect of amount owing by subsidiaries during the financial year are as follow:

	Company	
	2020	2019
	RM	RM
At 1 January	51,394	51,394
Addition	236,423	-
At 31 December	287,817	51,394

The amount owing to a subsidiary represents advances which bears interest at 4% per annum and is repayable on demand.

The movement in amount owing to a subsidiary is as follows: -

	Company	
	2020	2019
	RM	RM
At 1 January	52,000	-
Cash flows:		
Advance from a subsidiary	50,000	50,000
Non-cash:		
Interest expense	4,080	2,000
At 31 December	106,080	52,000

15. CASH AND CASH EQUIVALENTS

	Group 2020 RM	Group 2019 RM
Cash and bank balances	1,893,657	1,405,385
Fixed deposits with licensed banks	2,238,267	2,183,209
	4,131,924	3,588,594

	Group 2020	Group 2019
Weighted average interest rate of fixed deposits per annum (%)	2.35	3.41
Weight average maturity (days)	30	31

	Company 2020 RM	Company 2019 RM
Cash and bank balances	236,843	29,879

The currency profile of the Group's and the Company's cash and bank balances are as follows:

	Group 2020 RM	Group 2019 RM
Ringgit Malaysia	3,989,216	3,443,798
United Stated Dollar	142,708	144,796
	4,131,924	3,588,594

	Company 2020 RM	Company 2019 RM
Ringgit Malaysia	236,843	29,879

16. SHARE CAPITAL

	Number of Shares		Group/Company	
	2020	2019	2020 RM	2019 RM
Issued and fully paid Ordinary shares				
At 1 January/31 December	40,533,330	40,533,330	40,533,330	40,533,330

17. RETAINED EARNINGS

Any dividend distributed by the Company out of its retained earnings under the single tier tax system is not taxable in Malaysia in the hand of the shareholders.

18. TRADE AND OTHER PAYABLES

	Group	
	2020 RM	2019 RM
Trade payables	1,622,848	1,059,556
Provision for license fee	157,250	1,493,757
Accrued expenses	963,614	901,094
Customers'rental fundable deposits	399,862	396,317
Other payables	423,626	451,347
Service tax payable	36,870	-
	3,604,070	4,302,071

	Company	
	2020 RM	2019 RM
Accrued expenses	84,793	97,864
Other payables	131,037	5,726
	215,830	103,590

Trade payables are non-interest bearing and the normal trade credit terms granted to the Group range from one month to three months (2019: one month to three months). The Group receives extended credit terms from certain trade creditors.

19. CONTRACT LIABILITIES

	Group 2020 RM	Group 2019 RM
Consideration received in advances from:		
- advertising display contracts	260,433	526,454
- rental advertising contracts	840,688	972,441
	1,101,121	1,498,895

Movements in contract liabilities:

	2020 RM	2019 RM
At 1 January	1,498,895	1,932,687
Consideration received	6,828,562	11,819,241
Recognition of revenue	(7,226,336)	(12,253,033)
At 31 December	1,101,121	1,498,895

20. REVENUE

	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
Revenue from contracts customers				
(i) Recognised over time				
- rental contracts	7,029,204	11,876,173	-	-
- advertising display contracts	550,848	988,733	-	-
(ii) Recognised at a point in time				
- production contracts	1,239,344	1,686,568	-	-
Dividend (gross) from quoted shares in Malaysia	4,136	9,350	4,136	9,350
Single tier dividend from subsidiaries	-	-	-	-
Management fees from subsidiary (Note 29)	-	-	120,000	120,000
	8,823,532	14,560,824	124,136	129,350

21. COST OF SALES

	Group 2020 RM	Group 2019 RM
Contract costs	263,641	802,465
Production costs	670,279	1,647,758
Rental of advertising site	5,674,821	6,168,302
	6,608,741	8,618,525

Contract costs consist of maintenance costs, license fees and other costs directly related to the rental contracts.

22. INTEREST INCOME

	Group 2020 RM	Group 2019 RM	Company 2020 RM	Company 2019 RM
Interest income from:				
Fixed deposits with licensed banks	54,997	76,636	-	-
Advance to subsidiaries (Note 29)	-	-	446,681	543,155
Advances to associates	71,389	86,528	71,389	86,528

23. OTHER OPERATING INCOME

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Rental income from:				
- investment properties	941,406	996,368	-	-
- coverage antenna space	400,180	423,800	-	-
Miscellaneous income	56,888	98,123	-	201
Distribution from investments in unit trust	37,347	20,075	26,884	6,366
Income from equity instruments	925,153	-	-	-
Impairment loss no longer required on trade receivables	44,759	34,783	-	-
Gain on disposal of property, plant and equipment	-	228,805	-	-
Fair value gain on financial asset designated at FVTPL	8,909	796,997	-	44,094
	========	========	========	========

24. (LOSS)/PROFIT BEFORE TAX

(Loss)/Profit before tax is arrived at after charging:

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Auditors’ remuneration:				
- statutory audit	112,100	122,000	60,000	70,000
- non-audit services	5,000	5,000	5,000	5,000

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Allowance for impairment loss on:				
- trade receivables (Note 13)	-	166,419	-	-
- other receivables (Note 13)	67,884	-	-	-
- amount owing by subsidiaries (Note 14)	-	-	236,423	-
Goodwill impairment	58,039	-	-	-
Depreciation of:				
- property, plant and equipment (Note 3)	2,096,049	1,712,338	-	-
- right-of-use assets	4,438,735	4,653,303	-	-
- investment properties (Note 4)	251,099	251,101	-	-
Impairment loss on property, plant and equipment (Note 3)	-	777,392	-	-
Interest expense on:				
- lease liabilities	607,721	681,327	-	-
- financial assets measured at amortised cost	742,971	-	-	-
Bad debts written off on other receivables	229,979	-	-	-
Property, plant and equipment written off	332,656	31	-	-
Fair value loss on financial assets designated at FVTPL	1,354,230	-	4,604	-
	=========	=========	========	========

25. INCOME TAX EXPENSE

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Current tax:				
- current year	102,870	280,585	72,390	68,099
- (over)/underprovision in prior years	(40,360)	126,256	854	4,450
	--------------	--------------	--------------	--------------
	62,510	406,841	73,244	72,549
	--------------	--------------	--------------	--------------

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Deferred tax:				
- current year	29,510	(82,760)	-	-
- (over)/underprovision in prior years	(54,285)	59,445	-	-
	(24,775)	(23,315)	-	-
Income tax expense	37,735	383,526	73,244	72,549

The reconciliation of income tax expense applicable to the accounting (loss)/profit excluding share of results in associate at the statutory tax rate to income tax expense at the effective tax rate of the Group and of the Company are as follows:

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Accounting (loss)/profit	(5,210,167)	(95,752)	(69,646)	117,953
Tax at statutory tax rate of 24%	(1,250,440)	(22,980)	(16,715)	28,309
Tax effects of:				
- non-taxable income	(139,613)	(285,964)	(6,340)	(14,403)
- non-deductible expenses	991,462	572,042	95,445	54,193
(Over)/Underprovision in prior years				
- current tax	(40,360)	126,151	854	4,450
- deferred tax	(54,285)	59,445	-	-
Utilisation of deferred tax assets previously not recognised	-	(65,168)	-	-
Deferred tax assets not recognised	530,971	-	-	-
Income tax expense	37,735	383,526	73,244	72,549

The following temporary differences exist at the end of the financial year which have not been recognised in the financial statements:

	Group 2020 RM	Group 2019 RM
Temporary differences arising from:		
Property, plant and equipment	(482,881)	(1,423,660)
Contract liabilities	660,688	972,441
Provision for license fee	157,250	1,493,757
Unutilised capital allowances	5,262,888	3,999,190
Unabsorbed tax losses	1,278,865	406,753
Leases	1,288,258	504,206
	8,165,068	5,952,687

26. LOSS PER SHARE

Basic loss per share is calculated by dividing the Group's loss for the financial year attributable to owners of the Company by the weighted average number of ordinary shares outstanding during the financial year.

The basic loss per share

	Group 2020 RM	Group 2019 RM
Loss attributable to owners of the Company	(5,249,923)	(481,806)
Weighted average number of ordinary shares at 31 December	40,533,330	40,533,330
Basic loss per share attributable to owners of the parent	(12.95)	(1.19)

Diluted loss per share

The basic and diluted loss per share are the same as the Group has no potential dilutive ordinary shares.

27. EMPLOYEE BENEFITS EXPENSE

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Wages, salaries and bonuses	1,782,912	2,244,893	239,672	335,067
Contributions to defined contribution plan	238,732	300,863	16,065	19,189
Other benefits	85,043	115,367	9,309	9,638
	2,106,687	2,661,123	265,046	363,894

Included in employee benefits expense of the Group and of the Company are executive directors' remuneration amounting to RM1,202,156 (2019: RM1,345,714) and RM119,788 (2019: RM135,894), respectively, as disclosed in Note 28.

28. DIRECTORS' REMUNERATION

	Group		Company	
	2020	2019	2020	2019
	RM	RM	RM	RM
Executive directors:				
Salaries and other emoluments	996,596	1,139,063	94,414	107,067
Contributions to defined contribution plans	163,323	190,213	16,065	19,189
Other benefits	42,237	16,438	9,309	9,638
	1,202,156	1,345,714	119,788	135,894
Non-executive directors:				
Directors' fees	145,258	228,000	145,258	228,000
	1,347,414	1,573,714	265,046	363,894

29. RELATED PARTY DISCLOSURES

(a) In addition to the related party information disclosed elsewhere in the financial statements, the following significant transactions between the Group and related parties during the financial year:

	2020 RM	2019 RM
Group		
Interest charged to an associate	71,389	86,528
Lease liabilities paid to a related party	260,556	281,682
Disposal of property, plant and equipment to a director	-	230,800
Company		
Management fee charged to a subsidiary (Note 20)	120,000	120,000
Interest charged to a subsidiary (Note 22)	446,681	543,155
Interest charged to an associate	71,389	86,528
Interest charged by a subsidiary	(4,080)	-

(b) Compensation of key management personnel

The members of key management personnel of the Group and of the Company comprise directors of the Company. Details on compensation for these key management personnel are disclosed in Note 28.

30. FINANCIAL INSTRUMENTS

(a) Categories of financial instruments

	Group	
	2020 RM	2019 RM
Financial assets		
At amortised cost		
Other investment	3,000	3,000
Trade and other receivables	7,825,345	11,077,866
Amount owing by associates	11,083,188	18,274,226
Cash and bank balances	4,131,924	3,588,594
	23,043,457	32,943,686

	Group 2020 RM	Group 2019 RM
At FVTPL		
Other financial assets	9,838,703	4,221,523
	=========	=========
Financial liabilities		
At amortised cost		
Trade and other payables	3,409,949	2,808,314
Amount owing to an associate	-	225,000
	---------------	---------------
	3,409,949	3,033,341
	=========	=========

	Company 2020 RM	Company 2019 RM
Financial assets		
At amortised cost		
Other receivables	1,744	1,744
Amount owing by subsidiaries	27,377,461	29,187,896
Amount owing by an associate	-	3,894,189
Cash and bank balances	236,843	29,879
	---------------	---------------
	27,616,048	33,113,708
	=========	=========
At FVTPL		
Other financial assets	5,751,849	229,568
	=========	=========
Financial liabilities		
At amortised cost		
Other payables	215,830	103,590
Amount owing to a subsidiary	106,080	52,000
	---------------	---------------
	321,910	155,590
	=========	=========

(b) Fair values of financial instruments

The fair value of a financial instruments is the amounts at which the instrument could be exchanged or settled between knowledgeable and willing parties in an arm's length transaction, other than in a forced or liquidation sale.

The carrying amounts of the financial instruments of the Company at the reporting date approximate their fair values.

The following table provides the fair value measurement hierarchy of the Group's and of the Company's financial instruments:

	Group	
	2020	2019
	RM	RM
Level 1		
Other financial assets:		
Unit trust	6,409,931	361,596
Quoted shares in Malaysia	174,377	181,060
	--------------	-------------
	6,584,308	542,656
	========	========
Level 3		
Other financial assets:		
Equity instruments	3,254,395	3,678,867
	========	========

	Company	
	2020	2019
	RM	RM
Level 1		
Other financial assets	5,751,849	229,568
	========	========

There were no transfer between levels in both years. The fair values of the unit trusts and quoted shares have been determined by reference to quoted prices in an active market for identical assets at the close of the reporting date (Level 1). The fair value of the equity instruments which are categorised at Level 3 is measured based on the present value of future expected cash flows. The Group and the Company have no financial assets with fair value determined at Level 2.

31. FINANCIAL RISK MANAGEMENT

The Group and the Company are exposed to financial risks arising from their operations and the use of financial instruments. The key in financial risks include market risk, interest rate risk, credit risk, liquidity risk and foreign currency exchange risk.

The directors review and agree policies and procedures for the management of these risks. The Audit Committee provide independent oversight to the effectiveness of the risk management process.

Market Risk

The Group and the Company have no exposure to price fluctuation risk of sales to its customers due to lump sum or fixed pricing contract. The Group and the Company face minimal exposure to market risk or the manner in which this risk is managed and measured.

Interest Rate Risk

Interest rate risk is the risk that the changes in interest rates will have an adverse financial effect on the Group's and the Company's financial position. The Group and the Company is not exposed to any significant interest rate risk.

Credit Risk

Credit risk refers to the risk that counterparty will default on their contractual obligations resulting in financial loss to the Group.

The Group's primary exposure to credit risk arises through its trade receivables, other receivables and amount owing by associates. The Group's trading terms with its customer are mainly on credit. The Group seek to maintain strict control over its outstanding receivables and has a credit control department to minimise credit risk. Overdue balances are reviewed regularly by senior management. As the Group's trade receivables relate to a large number of diversified customers, there is no significant concentration of credit risk. Trade and other receivables are non- interest bearing.

An impairment analysis is performed at each reporting date to measure the ECL. The calculation reflects information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions.

Management applies simplified approach (i.e. lifetime expected credit losses) in measuring the loss allowance for trade receivables. The expected credit losses on trade receivables are estimated using a provision matrix by reference to past default experience of the debtors and an analysis of the debtors' current financial position, adjusted for factors that are specific to the debtors, general economic conditions of the industry in which the debtors operate and an assessment of both the current as well as the forecast direction of conditions at the reporting date.

Management writes off a trade receivable when there is information indicating that the debtor is in severe financial difficulty and there is no realistic prospect of recovery, e.g. when the debtor has been placed under liquidation or has entered into bankruptcy proceedings.

There has been no change in the estimation techniques or significant assumptions made during the current reporting period.

The risk profile of trade receivables and the provision matrix are summarised below:

Group 2020	Expected credit loss rate	Gross amount RM	Loss allowance RM	Carrying value RM
Not past due	-	-	-	-
Past due 1-30 days	2.11%	537,562	(11,359)	526,203
Past due 31-60 days	3.61%	316,813	(11,441)	305,372
Past due 61-90 days	5.36%	174,384	(9,342)	165,042
Past due 91-120 days	10.30%	1,281,786	(132,070)	1,149,716
Individually impaired		858,105	(858,105)	-
		3,168,650	(1,022,317)	2,146,333
2019				
Not past due	-	-	-	-
Past due 1-30 days	3.01%	804,762	(24,225)	780,537
Past due 31-60 days	3.38%	1,176,601	(39,722)	1,136,879
Past due 61-90 days	3.75%	1,026,952	(38,475)	988,477
Past due 91-120 days	3.91%	1,578,975	(61,790)	1,517,185
Individually impaired		902,864	(902,864)	-
		5,490,154	(1,067,076)	4,423,078

Liquidity Risk

Liquidity risk is the risk that the Group and the Company will encounter difficulty in meeting their financial obligations due to shortage of funds.

The Group's manages its operating cash flows and the availability of funding so as to ensure that refinancing, repayment and funding needs are met. As part of its overall liquidity management, the Group maintains sufficient levels of cash or cash convertible investments to meet its working capital requirements.

The table below summarises the maturity profile of the Group's and Company's financial liabilities as at 31 December based on the contractual undiscounted cash flows.

Group	On demand or within 1 year RM	1 to 5 years RM	Above 5 years RM	Total RM
31 December 2020				
Trade and other payables	3,409,949	-	-	3,409,949
Lease liabilities	4,817,616	3,695,875	-	8,513,491
	8,227,565	3,695,875	-	11,923,440

Group	On demand or within 1 year RM	1 to 5 years RM	Above 5 years RM	Total RM
31 December 2019				
Trade and other payables	2,808,314	-	-	2,808,314
Amount owing to an associate	225,000	-	-	225,000
	3,033,341	-	-	3,033,341
Lease liabilities	5,144,869	5,123,213	-	10,268,082
	8,178,210	5,123,213	-	13,301,423

Company				
31 December 2020				
Trade and other payables	215,830	-	-	215,830
Amount owing to a subsidiary	106,080	-	-	106,080
	321,910	-	-	321,910
31 December 2019				
Trade and other payables	103,590	-	-	103,590
Amount owing to a subsidiary	52,000	-	-	52,000
	155,590	-	-	155,590

Foreign Currency Risk

Foreign currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates.

The group’s exposure is as disclosed in Note 15. The effects of the changes arising from changes in foreign exchange rates are determined to be immaterial.

32. ACQUISITION OF SHARES IN SUBSIDIARIES

Details of the new subsidiary companies acquired are as follows:

Name of subsidiary companies acquired	Purchase consideration RM	Group's effective interest acquired %	Effective acquisition date
Seni Jaya OOH Sdn. Bhd. ("SJOOH")	1	70	31 December 2020
Seni Jaya Media Utama Sdn. Bhd. ("SJMU")	700,000	70	31 December 2020

On 31 December 2020, Seni Jaya Sdn. Bhd. ("SJSB"), a wholly owned subsidiary of the Group acquired an additional 70% of the ordinary shares in SJOOH and SJMU. Consequently, SJOOH and SJMU became wholly owned subsidiaries of the Group.

Details of the assets, liabilities and net cashflow arising from the acquisition of new subsidiaries were as follows:

2020	SJMU RM	SJOOH RM	Total RM
Analysis of assets and liabilities acquired:			
Amount owing by SJSB	919,683	46,122	965,805
Other receivables	-	1,400	1,400
Tax recoverable	536	-	536
Cash and cash equivalents	1,367	4,373	5,740
Other payables	(4,500)	(41,800)	(46,300)
Amount owing to the Company	-	(1,074,044)	(1,074,044)
Net liabilities acquired	917,086	(1,063,949)	(146,863)
Goodwill on consolidation	58,039	1,063,950	1,121,989
Fair value on previously held stake	(275,125)	-	(275,125)
Total purchase consideration	700,000	1	700,001
Less:			
Cash and cash equivalents acquired	(1,367)	(4,373)	(5,740)
Payable under amount owing by SJSB	(700,000)	-	(700,000)
Net cash inflow on acquisition of subsidiary to the Group	(1,367)	(4,372)	(5,739)

33. CAPITAL MANAGEMENT

The primary objective of the Group's capital management is to ensure that it maintains a strong credit rating and healthy capital ratios in order to support its business and maximises shareholders' value.

The Group manages its capital structure and makes adjustments to it, in light of changes in economic conditions. To maintain or adjust the capital structure, the Group may adjust the dividend payment to shareholders, return capital to shareholders or issue new shares. No changes were made in the objectives, policies or processes in the current and prior years.

34. SEGMENTAL INFORMATION

No segmental information is provided as the Group's activities are predominantly in the advertising segment and are conducted in Malaysia.

35. COVID-19 OUTBREAK

The Group's operation has been impacted temporarily as a result of the relevant government's measures in response to the Covid-19 outbreak since second quarter of 2020. The directors are cognizant of the challenges posed by these events and the potential impact they have on the Group's financial position, financial performance and cash flows subsequent to the reporting period. The directors will continuously assess the situation and put in place measures by strategising unique selling proposition to minimise impact to the Group. As the situation is still evolving, the full effect of the Covid-19 outbreak is subject to uncertainty and could not be ascertained reliably as at the date of this report.

36. SUBSEQUENT EVENT

On 11 March 2021, Seni Jaya Sdn. Bhd. ("SJSB"), a wholly owned subsidiary of the Group has disposed 300,000 ordinary shares (representing 30% of the total issued and paid-up capital) in Seni Jaya Media Utama Sdn Bhd for a total consideration of RM300,000.

37. AUTHORISATION FOR ISSUE OF FINANCIAL STATEMENTS

The financial statements were authorised for issue on 12 May 2021 by the board of directors.

Registration No.: 199301025122 (279860-X)

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

STATEMENT BY DIRECTORS
Pursuant to Section 251(2) of the Companies Act 2016

We, Dato' Sri Anne Teo and Datin Lee Nai Yee, being two of the directors of Seni Jaya Corporation Berhad, do hereby state that, in the opinion of the directors, the financial statements set out on pages 71 to 135 are drawn up so as to give a true and fair view of the financial position of the Group and of the Company as at 31 December 2020 and financial performance and cash flows of the Group and of the Company for the financial year then ended in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Companies Act 2016 in Malaysia.

Signed on behalf of the board of directors in accordance with a directors' resolution.

DATO' SRI ANNE TEO Director	DATIN LEE NAI YEE Director

Kuala Lumpur

Date: 12 May 2021

SENI JAYA CORPORATION BERHAD
(Incorporated in Malaysia)

STATUTORY DECLARATION
Pursuant to Section 251(1)(b) of the Companies Act 2016

I, Dato' Sri Anne Teo, being the director primarily responsible for the financial management of Seni Jaya Corporation Berhad, do solemnly and sincerely declare that, to the best of my knowledge and belief, the financial statements set out on pages 71 to 135 are correct, and I make this solemn declaration conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declarations Act 1960.

Subscribed and solemnly declared by the abovenamed Dato' Sri Anne Teo at Kuala Lumpur in the Federal Territory on this 12 May 2021	DATO' SRI ANNE TEO

Before me,

Commissioner for Oaths

ANALYSIS OF SHAREHOLDINGS

ANALYSIS OF SHAREHOLDINGS AS AT 17 MAY 2021

Total Issued Share Capital : RM40,533,330/-
Class of Shares : Ordinary Shares
Voting Rights : One vote per Ordinary Share

DISTRIBUTION OF SHAREHOLDINGS

Size of Holdings	No. of Shareholders	%	No. of Shares	%
1 – 99	43	5.82	1,862	0.00
100 – 1000	284	38.43	53,382	0.13
1,001 – 10,000	319	43.17	1,147,240	2.83
10,001 – 100,000	61	8.25	1,745,400	4.31
100,001 - 2,026,665*	30	4.06	27,304,464	67.36
2,026,666 and above**	2	0.27	10,280,982	25.36
Total	739	100.00	40,533,330	100.00

Remark: * - Less than 5% of issued shares
** - 5% and above of issued shares

SUBSTANTIAL SHAREHOLDERS

No.	Name	No. of Shares	%
1.	Datin Lee Nai Yee	6,903,130	17.03
2.	Dato' Sri Anne Teo	5,954,866	14.69

DIRECTORS' SHAREHOLDINGS

No.	Name	No. of Shares			
		Direct	(%)	Indirect	(%)
1.	Dato' Sri Anne Teo	5,954,866	14.69	-	-
2.	Datin Lee Nai Yee	6,903,130	17.03	-	-
3.	Julian Koh Lu Ern	-	-	-	-

CHIEF EXECUTIVE'S SHAREHOLDINGS

No.	Name	No. of Shares			
		Direct	(%)	Indirect	(%)
1.	Cheah See Heong	-	-	-	-

Analysis of Shareholdings as at 17 May 2021 (Cont'd)

TOP THIRTY SECURITIES ACCOUNT HOLDERS AS AT 17 MAY 2021

No.	Name	Shareholdings	%
1.	Anne Teo	5,953,052	14.69
2.	Lee Nai Yee	4,327,930	10.68
3.	Kenanga Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Strongleap Sdn. Bhd.	2,012,700	4.97
4.	ACE Credit (M) Sdn. Bhd.	2,000,000	4.93
5.	OCR Group Berhad	1,980,000	4.88
6.	Citigroup Nominees (Asing) Sdn. Bhd. Exempt An For OCBC Securities Private Limited (Client A/C-NR)	1,900,000	4.69
7.	Leong Will Liam	1,900,000	4.69
8.	Kenanga Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Tan Chin Hoong	1,814,700	4.48
9.	Lee Nai Yee	1,675,200	4.13
10.	Amsec Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Law Seeh Key	1,500,000	3.70
11.	Affin Hwang Nominees (Asing) Sdn. Bhd. DBS Vickers Secs (S) Pte Ltd for Capital Award Investments Limited	1,481,044	3.65
12.	Paramount Pinang Sdn. Bhd.	1,328,500	3.28
13.	CGS-CIMB Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Ong Kah Hoe (MY1325)	1,293,200	3.19
14.	Alliancegroup Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Chiau Haw Choon (7009581)	1,000,000	2.47
15.	Amsec Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Chiau Haw Choon	1,000,000	2.47
16.	Lee Nai Yee	900,000	2.22
17.	Amsec Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Chia Yoong Yoong	837,500	2.07
18.	Lee Eng Huat	800,000	1.97
19.	Amsec Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Low Kum Moon	500,000	1.23
20.	Kenanga Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Law Seeh Key	500,000	1.23
21.	Azeera Management Consultants (M) Sdn. Bhd.	452,400	1.12
22.	Kencana Horizon Sdn. Bhd.	449,000	1.11
23.	Lee Eng Huat	296,700	0.73
24.	Landswell Corporation Sdn. Bhd.	250,000	0.62
25.	Yuen Yoo Yee	240,520	0.59
26.	Teo Tiew	230,000	0.57
27.	ECYY Trading Sdn. Bhd.	214,000	0.53
28.	Kenanga Nominees (Tempatan) Sdn. Bhd. Rakuten Trade Sdn. Bhd. for Tong Kum Fatt @ Allen Tong	194,000	0.48
29.	Pang Swee Sing	170,000	0.42
30.	Affin Hwang Nominees (Tempatan) Sdn. Bhd. Pledged Securities Account for Por Teong Eng	160,000	0.39

PARTICULARS OF PROPERTIES

PARTICULARS OF PROPERTIES AS AT 31 DECEMBER 2020

Location	Description and Existing	Tenure and Expiry Date	Built-up /Land Area (Sq. Ft)	Date of Acquisition	Net Book Value (RM)	Age of Building (No. of years)
No. 12, Jalan SS22/21 Damansara Jaya 47400 Petaling Jaya	Four Storey Terraced Shop-Office	Freehold	5,401/ 1,650	6/7/90	100,723	37
No. 14, Jalan SS22/21 Damansara Jaya 47400 Petaling Jaya	Four Storey Terraced Shop-Office	Freehold	5,401/ 1,650	6/7/90	100,723	37
148-2-10, Villa Flora Condominium Taman Tun Dr. Ismail 60000 Kuala Lumpur	Residential Apartment	Freehold	1,959	20/6/94	177,450	25
Unit F, 15th Floor Peace World Centre Guangzhou China	Office	Leasehold 31 Dec 2041	1,452	12/7/96	638,155	24
No. 2, Anggerik Mokara 31/61, Kota Kemuning Section 31 40460 Shah Alam	1 1/2 Storey Factory	Freehold	5,050/ 10,781	5/1/96	454,785	23
No. 4, Anggerik Mokara 31/61, Kota Kemuning Section 31 40460 Shah Alam	1 1/2 Storey Factory	Freehold	5,050/ 10,500	5/1/96	454,785	23
No.18, Jalan24/70A Desa Sri Hartamas 50480 Kuala Lumpur	Four Storey Terraced Shop-Office	Freehold	6,752/ 1,760	4/3/97	1,145,188	22
No. 20, Jalan 24/70A Desa Sri Hartamas 50480 Kuala Lumpur	Four Storey Terraced Shop-Office	Freehold	6,752/ 1,760	4/3/97	1,145,188	22
No. 8, Jalan Raja Abdullah Off Jalan Sultan Ismail 50300 Kuala Lumpur	Four Storey Terraced Shop-Office	Freehold	21,544 / 4,313	4/3/94	3,966,884	22
B1-G-103 Savanna Executive Suites, Jalan BBLS 2, Bandar Baru Lembah Selatan, 43800 Dengkil Selangor	Shop/Office	Freehold	5,687	27/3/14	2,737,794	4
B2-09-02 Savanna Executive Suites, Jalan BBLS 2, Bandar Baru Lembah Selatan, 43800 Dengkil Selangor	Shop/Office	Freehold	956	27/3/14	294,403	4

NOTICE OF ANNUAL GENERAL MEETING

NOTICE OF ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Twenty-Eighth ("**28th**") Annual General Meeting ("**AGM**") of Seni Jaya Corporation Berhad (**"Company"**) will be held on a fully virtual basis at the broadcast venue at Meeting Room of Securities Services (Holdings) Sdn. Bhd. of Level 7, Menara Milenium, Jalan Damanlela, Pusat Bandar Damansara, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan on Monday, 28 June 2021 at 3:00 p.m. for the following purposes: -

AGENDA

1.	To receive the Audited Financial Statements for the financial year ended 31 December 2020 together with the Reports of the Directors and the Auditors thereon.	[Please refer to Explanatory Note (1)]
2.	To approve the payment of Directors' fees amounting to RM145,258/- for the financial year ended 31 December 2020.	(Ordinary Resolution 1)
3.	To approve the payment of Directors' fees amounting to RM28,500/- for the period from 1 October 2020 to 31 December 2020.	(Ordinary Resolution 2)
4.	To approve the payment of Directors' fees amounting to RM257,000/- for the financial year ending 31 December 2021.	(Ordinary Resolution 3)
5.	To re-elect Mr. Julian Koh Lu Ern who is due to retire pursuant to Clause 116 of the Company's Constitution and being eligible, has offered himself for re-election.	(Ordinary Resolution 4)
6.	To re-elect Datin Lee Nai Yee who is due to retire pursuant to Clause 117 of the Company's Constitution and being eligible, has offered herself for re-election.	(Ordinary Resolution 5)
7.	To re-appoint Messrs. Mazars PLT as Auditors of the Company until the conclusion of the next AGM and to authorise the Directors to fix their remuneration.	(Ordinary Resolution 6)

AS SPECIAL BUSINESS:

To consider and, if thought fit, with or without modifications, to pass the following ordinary resolution:-

8. **ORDINARY RESOLUTION** (Ordinary Resolution 7)
AUTHORITY TO ISSUE SHARES PURSUANT TO THE COMPANIES ACT 2016

"THAT subject always to the Companies Act 2016 ("**the Act**"), the Constitution of the Company and the approvals from Bursa Malaysia Securities Berhad ("**Bursa Malaysia Securities**") and any other relevant governmental and/or regulatory authorities, the Directors be and are hereby empowered pursuant to the Act, to issue and allot shares in the capital of the Company from time to time at such price and upon such terms and conditions, for such purposes and to such person or persons whomsoever the Directors may in their absolute discretion deem fit provided always that the aggregate number of shares issued pursuant to this resolution does not exceed twenty percent (20%) of the total number of issued shares of the Company for the time being to be utilised until 31 December 2021 as empowered by Bursa Malaysia Securities pursuant to Bursa Malaysia Berhad's letter dated 16 April 2020 to grant additional temporary relief measures to listed issuers and thereafter, the authority shall be reinstated from twenty percent (20%) to ten percent (10%) of the total number of issued shares of the Company for the time being as stipulated under Paragraph 6.03(1) of the Bursa Malaysia Securities Main Market Listing Requirements (hereinafter referred to as the "**General Mandate**");

AND THAT the Directors be and are also empowered to obtain the approval for the listing of and quotation for the additional shares so be issued pursuant to the General Mandate on Bursa Malaysia Securities;

AND FURTHER THAT such authority shall commence immediately upon the passing of this resolution and continue to be in force until the conclusion of the next Annual General Meeting of the Company."

9. To transact any other ordinary business of which due notice shall have been given.

By Order of the Board
CHUA SIEW CHUAN (SSM PC NO. 201908002648) (MAICSA 0777689)
YAU JYE YEE (SSM PC NO. 202008000733) (MAICSA 7059233)

Company Secretaries

Kuala Lumpur
28 May 2021

Explanatory Notes:-

(1) Item (1) of the Agenda - To receive the Audited Financial Statements for the financial year ended 31 December 2020

This Agenda item is meant for discussion only as under the provision of Section 340(1)(a) of the Act, the audited financial statements do not require a formal approval of the shareholders. Hence, this Agenda item will not put forward for voting.

The Annual Report 2020 which includes the Audited Financial Statements, Directors' Report and Independent Auditors' Report will be presented to the meeting. The shareholders can access a copy of the Annual Report 2020 at Seni Jaya Corporation Berhad's website, www.senijayacorp.com.

The Chairman will give the shareholders an opportunity to ask question about, and make comments on the financial statements and reports and Seni Jaya Corporation Berhad's performance.

The shareholders will also be given an opportunity to ask the representative(s) of the Company's Auditors, Messrs. Mazars PLT, questions relevant to audit matters, including the Auditors' Report.

(2) Ordinary Resolution 1 – Directors' Fees

Section 230(1) of the Act provides amongst others, that the fees of the Directors and any benefits payable to the Directors of a listed company and its subsidiaries shall be approved at a general meeting.

The proposed Resolution 1, if approved, will authorise the payment of Directors' fees for the financial year ended 31 December 2020 of RM145,258/- (2019: RM228,000/-).

(3) Ordinary Resolution 2 – Directors' Fees

The proposed Resolution 2, if approved, will authorise the payment of additional Directors' fees which has been under accured for the period 1 October 2020 to 31 December 2020.

(4) Ordinary Resolution 3 – Directors' Fees

The proposed Resolution 3, if approved, will authorise the payment of Directors' fees for the financial year ending 31 December 2021 of RM257,000/- (2020: RM145,258/-).

(5) Ordinary Resolution 4 – Re-election of Director

Pursuant to Clause 116 of the Company's Constitution, any Director appointed during the year shall hold office until the conclusion of the next AGM and shall be eligible for re-election at such meeting. A Director retiring pursuant to this Clause shall not be taken into account in determing the Directors or the number of Directors to retire by rotation.

Mr. Julian Koh Lu Ern who was appointed as an Independent Non-Executive Director on 6 May 2021 is required to submit himself for re-election at the 28th AGM pursuant to Clause 116 of the Company's Constitution. His recent appointment was based on the Board's consideration based on his character, experience, integrity, competence and time commitment expected from him to effectively discharge his responsibilities and functions as an Independent Non-Executive Director, in line with the standards as set out in Paragraph 2.20A of the Main Market Listing Requirements ("**Main LR**") of Bursa Malaysia Securities Berhad ("**Bursa Malaysia Securities**").

Mr. Julian Koh Lu Ern who is due to retire pursuant to Clause 116 of the Company's Constitution and being eligible, has offered himself for re-election at the 28th AGM of the Company.

(6) Ordinary Resolution 7 – Authority to Issue Shares pursuant to the Act

The Company did not obtain the general mandate from its shareholdrers at the 27th AGM of the Company held on 29 July 2020 for issuance of shares by the Company pursuant to the Act. Hence, the Company did not issue any shares under the general mandate and hence, no proceeds were raised therefrom.

The proposed Resolution 7, if passed, will give authoritiy to the Directors of the Company, from the date of the 28th AGM of the Company, to issue and allot shares at any time to such persons in their absolute discretion without convening a general meeting provided that the aggregate number of the shares issued does not exceed 20% of the total number of issued shares of the Company for the time being pursuant to the Act (hereinafter referred to as the "**20% General Mandate**")

As part of the initiative from Bursa Malaysia Securities to aid and facilitate listed issuers in sustaining their business or easing their compliance with Bursa Malaysia Securities' rules, amid the unprecedented uncertainty surrounding the recovery of the COVID-19 outbreak and Conditional Movement Control Order imposed by the Government, Bursa Malaysia Securities had vide Bursa Malaysia Berhad's letter dated 16 April 2020 allow a listed issuer to seek a higher general mandate under Paragraph 6.03 of the Main LR of Bursa Malaysia Securities of not more than 20% of the total number of issued shares for the general issue of new securities.

The said 20% General Mandate will provide flexibility to the Company to raise additional funds expeditiously and efficiently during this challenging time, to meet its funding requirements including but not limited to working capital, operational expenditures, investment project(s), and/or acquisition(s).

The Board, having considered the current and prospective financial position, needs and capacity of the Group, is of the opinion that the 20% General Mandate is in the best interests of the Company and its shareholders.

The 20% General Mandate may be utilised by a listed corporation to issue new securities until 31 December 2021 and thereafter, the ten per centum (10%) general mandate will be reinstated. Should there be a decision to issue and allot ordinary shares after the said authority has been given, the Company will make the appropriate announcement on the purpose and/or utilisation of proceeds arising from such issuance and allotment.

Notes:-

1. In respect of deposited securities, only members whose names appear in the Record of Depositors on 21 June 2021 ("**General Meeting Record of Depositors**") shall be eligible to attend, speak and vote at the Meeting.

2. A member entitled to participate, and vote at this meeting shall be entitled to appoint more than one (1) proxy to attend, participate, speak and vote in his stead. Where a member appoints more than one (1) proxy to attend and vote at the meeting, the member shall specify the proportion of his shareholdings to be represented by each proxy, failing which the appointment shall be invalid.

3. The Broadcast Venue, which is the main venue of the 28th AGM, is strictly for the purpose of complying with Section 327(2) of the Companies Act 2016 and Clause 95 of the Company's Constitution, which require the Chairman to be present at the main venue of the 28th AGM. Members, proxies and/or corporate representatives will not be allowed to be physically present at the Broadcast Venue on the day of the 28th AGM.

   With the RPV facilities, the members, proxies and/or corporate representatives are strongly encouraged to exercise their rights to participate (including to pose questions to the Chairman, Board of Directors or Management) and vote at the 28th AGM.

   As guided by the Securities Commission Malaysia's Guidance Note and Frequently Asked Questions on the Conduct of General Meetings for Listed Issuers, the right to speak is not limited to verbal communication only but includes other modes of expression. Therefore, all members, proxies and/or corporate representatives shall communicate with the main venue of the 28th AGM via real time submission of typed texts through a text box within Securities Services e-Portal's platform during the live streaming of the 28th AGM as the primary mode of communication. In the event of any technical glitch in this primary mode of communication, members, proxies and/or corporate representatives may email their questions to eservices@sshsb.com.my during the 28th AGM. The questions and/or remarks submitted by the members, proxies and/or corporate representatives will be responded via broadcast by the Chairman, Board of Directors and/or Management during the Meeting.

4. A proxy may but need not be a member of the Company. There shall be no restriction as to the qualification of the proxy. A proxy appointed to attend and vote at the Meeting of the Company shall have the same rights as the member to attend, participate, speak and vote at the Meeting and upon appointment a proxy shall be deemed to confer authority to demand or join in demanding a poll.

5. The instrument appointing a proxy shall be in writing under the hand of the member or his attorney duly authorised in writing or, if the member is a corporation, either under the corporation's seal or under the hand of an officer or attorney duly authorised.

6. Where a member of the Company is an exempt authorised nominee as defined under the Securities Industry (Central Depositories) Act 1991 which holds ordinary shares in the Company for multiple beneficial owners in one (1) securities account ("**omnibus account**"), there is no limit to the number of proxies which the exempt authorised nominee may appoint in respect of each omnibus account it holds.

7. The instrument appointing a proxy and the power of attorney or other authority (if any), under which it is signed or a duly notarised certified copy of that power or authority, shall be deposited

at the Registered Office of the Company at Level 7, Menara Milenium, Jalan Damanlela, Pusat Bandar Damansara, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan or submitted electronically via Securities Services e-Portal at https://sshsb.net.my/login.aspx not later than forty-eight (48) hours before the time set for holding the 28th AGM or any adjournment thereof. The lodging of the Form of Proxy does not preclude a member from attending and voting remotely at the 28th AGM should he subsequently decides to do so, provided a notice of termination of proxy authority in writing is given to the Company and deposited at the Registered Office of the Company at Level 7, Menara Milenium, Jalan Damanlela, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan not less than twenty-four (24) hours before the time stipulated for holding the 28th AGM or any adjournment thereof, and you register for RPV as guided in the Administrative Guide. Please contact the poll administrator, SS E Solutions Sdn. Bhd., at +603-2084 9000 for further assistance.

SECURITIES SERVICES e-PORTAL

ADMINISTRATIVE GUIDE

WHAT IS Securities Services e-Portal?

Securities Services e-Portal is an online platform that will allow both individual shareholders and body corporate shareholders through their appointed representatives, to -

- Submit proxy form electronically – paperless submission
- Register for remote participation and voting at meetings
- Participate in meetings remotely via live streaming
- Vote online remotely on resolution(s) tabled at meetings

(referred to as "**e-Services**")

The usage of the e-Portal is dependent on the engagement of the relevant e-Services by Seni Jaya Corporation Berhad and is by no means a guarantee of availability of use, unless we are so engaged to provide. **All users are to read, agree and abide to all the Terms and Conditions of Use and Privacy Policy as required throughout the e-Portal.**

Please note that the e-Portal is best viewed on the latest versions of Chrome, Firefox, Edge and Safari.

REQUIRE ASSISTANCE?
Please contact Mr. Wong Piang Yoong (DID: +603 2084 9168) or Ms. Lee Pei Yeng (DID: +603 2084 9169) or Ms. Rachel Ou (DID: +603 2084 9161) to request for e-Services Assistance during our office hours, Monday to Friday from 8:30 a.m. to 12:15 p.m. and from 1:15 p.m. to 5:30 p.m. Alternatively, you may email us at eservices@sshsb.com.my.

BEFORE THE MEETING

(A) Sign up for a user account at Securities Services e-Portal
Only if you are not an existing registered user

(B) Register for Remote Participation
Where you wish to participate remotely at the meeting

OR

(C) Submit e-Proxy Form
Where you wish to appoint proxy(ies) to participate remotely on your behalf (you may also submit the hard copy Proxy Form)

ON THE DAY OF THE MEETING

(D) Join the Live Stream Meeting (eLive)

AND

(E) Vote Online Remotely during the Meeting (eVoting)

BEFORE THE MEETING

(A) Sign up for a user account at Securities Services e-Portal	
Step 1 Visit https://sshsb.net.my/ Step 2 Sign up for a user account Step 3 Wait for our notification email that will be sent within one (1) working day Step 4 Verify your user account within seven (7) days of the notification email and log in	• We require 1 working day to process all user sign-ups. If you do not have a user account with the e-Portal, you will need to sign up for a user account by the deadlines stipulated below. • Your registered email address is your User ID. • Please proceed to either (B) or (C) below once you are a registered user.

ALL SHAREHOLDERS MUST REGISTER AS A USER BY 24 JUNE 2021

(B) Register for Remote Participation

Meeting Date and Time	Registration for Remote Participation Closing Date and Time
Monday, 28 June 2021 at 3.00 p.m.	Saturday, 26 June 2021 at 3.00 p.m.

- Log in to https://sshsb.net.my/ with your registered email and password
- Look for **Seni Jaya Corporation Berhad** under Company Name and **28th AGM on 28 June 2021 at 3.00 p.m. – Registration for Remote Participation** under Corporate Exercise / Event and click "**>**" to register for remote participation at the meeting.

Step 1 Check if you are attending as –
- Individual shareholder
- Corporate or authorised representative of a body corporate

  For body corporates, the appointed corporate/authorised representative has to upload the evidence of authority (e.g. Certificate of Appointment of Corporate Representative, Power of Attorney, letter of authority or other documents proving authority). All documents that are not in English or Bahasa Malaysia have to be accompanied by a certified translation in English in 1 file. The original evidence of authority and translation thereof, if required, have to be submitted to the Share Registrar, Securities Services (Holdings) Sdn. Bhd at Level 7, Menara Milenium, Jalan Damanlela, Pusat Bandar Damansara, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan for verification before the registration closing date and time above.

Step 2 Submit your registration.

- A copy of your e-Registration for remote participation can be accessed via **My Records** (refer to the left navigation panel).
- Your registration will apply to all the **CDS account(s)** of each individual shareholder / body corporate shareholder that you represent. If you are both an individual shareholder and representative of body corporate(s), you need to register as an individual and also as a representative for each body corporate.
- As the meeting will be conducted on a fully virtual basis and only the Chairman and other essential individuals will be present at the broadcast venue, we highly encourage all shareholders to remotely participate and vote at the meeting, failing which, please appoint the Chairman of the meeting as proxy or your own proxy(ies) to represent you.

(C) Submit e-Proxy Form

Meeting Date and Time	Proxy Form Submission Closing Date and Time
Monday, 28 June 2021 at 3.00 p.m.	Saturday, 26 June 2021 at 3.00 p.m.

- Log in to https://sshsb.net.my/ with your registered email and password
- Look for **Seni Jaya Corporation Berhad** under Company Name and **28th AGM on 28 June 2021 at 3.00 p.m. – Submission of Proxy Form** under Corporate Exercise / Event and click "**>**" to submit your proxy forms online for the meeting by the submission closing date and time above.

Step 1 Check if you are submitting the proxy form as –
- Individual shareholder
- Corporate or authorised representative of a body corporate

  For body corporates, the appointed corporate/authorised representative is to upload the evidence of authority (e.g. Certificate of Appointment of Corporate Representative, Power of Attorney, letter of authority or other documents proving authority). All documents that are not in English or Bahasa Malaysia have to be accompanied by a certified translation in English in 1 file. The original evidence of authority and translation thereof, if required, have to be submitted to the Share Registrar, Securities Services (Holdings) Sdn. Bhd at Level 7, Menara Milenium, Jalan

Damanlela, Pusat Bandar Damansara, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan for verification before the proxy form submission closing date and time above .

Step 2 Enter your CDS account number or the body corporate's CDS account number and corresponding number of securities. Then enter the information of your proxy(ies) and the securities to be represented by your proxy(ies). **You are strongly encouraged to appoint the Chairman of the meeting as your proxy where you are not able to participate remotely.**

Step 3 Proceed to indicate how your votes are to be casted against each resolution.

Step 4 Review and confirm your proxy form details before submission.

- A copy of your submitted e-Proxy Form can be accessed via **My Records** (refer to the left navigation panel).
- You need to submit your e-Proxy Form for **every CDS account(s)** you have or represent.

PROXIES

All appointed proxies need not register for remote participation under (B) above but if they are not registered Users of the e-Portal, they will need to register as Users of the e-Portal under (A) above by 24 JUNE 2021. PLEASE NOTIFY YOUR PROXY(IES) ACCORDINGLY. Upon processing the proxy forms, we will grant the proxy access to remote participation at the meeting to which he/she is appointed for instead of the shareholder, provided the proxy must be a registered user of the e-Portal, failing which, the proxy will not be able to participate at the meeting as the meeting will be conducted on a fully virtual basis.

ON THE DAY OF THE MEETING

Log in to https://sshsb.net.my/ with your registered email and password

(D) Join the Live Stream Meeting (eLive)

Meeting Date and Time	eLive Access Date and Time
Monday, 28 June 2021 at 3.00 p.m.	Monday, 28 June 2021 at 2.30 p.m.

➢ Look for **Seni Jaya Corporation Berhad** under Company Name and **28th AGM on 28 June 2021 at 3.00 p.m. – Live Stream Meeting** under Corporate Exercise / Event and click "**>**" to join the meeting.

- The access to the live stream meeting will open on the abovementioned date and time.
- If you have any questions to raise, you may use the text box to transmit your question. The Chairman/Board/Management/relevant adviser(s) will endeavour to broadcast your question and their answer during the meeting. Do take note that the quality of the live streaming is dependent on the stability of the internet connection at the location of the user.

(E) Vote Online Remotely during the Meeting (eVoting)

Meeting Date and Time	eVoting Access Date and Time
Monday, 28 June 2021 at 3.00 p.m.	Monday, 28 June 2021 at 3.00 p.m.

➢ If you are already accessing the Live Stream Meeting, click **Proceed to Vote** under the live stream player.

OR

➢ If are not accessing from the Live Stream Meeting and have just logged in to the e-Portal, look **Seni Jaya Corporation Berhad** under Company Name and **28th AGM on 28 June 2021 at 3.00 p.m. – Remote Voting** under Corporate Exercise / Event and click "**>**" to remotely cast and submit the votes online for the resolutions tabled at the meeting.

Step 1 Cast your votes by clicking on the radio buttons against each resolution.

Step 2 Review your casted votes and confirm and submit the votes.

- The access to eVoting will open on the abovementioned date and time.
- Your votes casted will apply throughout all the CDS accounts you represent as an individual shareholder, corporate / authorised representative and proxy. Where you are attending as a proxy, and the shareholder who appointed you has indicated how the votes are to be casted, we will take the shareholder's indicated votes in the proxy form.
- The access to eVoting will close when the Chairman announces the closing of all voting at the respective meeting.
- A copy of your submitted e-Voting can be accessed via **My Records** (refer to the left navigation panel).

SENI JAYA CORPORATION BERHAD
[Registration No. 199301025122 (279860-X)]
(Incorporated in Malaysia)

CDS Account No.
Number of ordinary shares

FORM OF PROXY

I/We ______________________________ NRIC No./Passport No./Registration No. ______________

of ____

being a member/members of Seni Jaya Corporation Berhad ("**Company**") hereby appoint :-

Full Name (in Block)		NRIC/ Passport No.	Proportion of Shareholdings	
			No. of Shares	%
Address	Email			
	Contact			

⁎and/or ⁎delete if not applicable

Full Name (in Block)		NRIC/ Passport No.	Proportion of Shareholdings	
			No. of Shares	%
Address	Email			
	Contact			

or failing him/her, the Chairman of the Meeting⁎ as my/our proxy to vote for me/us and on my/our behalf at the Twenty-Eighth Annual General Meeting of the Company to be held on a fully virtual basis at the broadcast venue at Meeting Room of Securities Services (Holdings) Sdn. Bhd. of Level 7, Menara Milenium, Jalan Damanlela, Pusat Bandar Damansara, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan on Monday, 28 June 2021 at 3:00 p.m., or at any adjournment thereof. My/our proxy is to vote as indicated below.

Resolution	Agenda	For	Against
Ordinary Resolution 1	Approval of the payment of Directors' fees of RM145,258/- for the financial year ended 31 December 2020.		
Ordinary Resolution 2	Approval of the payment of Directors' fees of RM28,500/- for period from 1 October 2020 to 31 December 2020.		
Ordinary Resolution 3	Approval of the payment of Directors' fees of RM257,000/- for the financial year ending 31 December 2021.		
Ordinary Resolution 4	Re-election of Mr. Julian Koh Lu Ern as a Director of the Company.		
Ordinary Resolution 5	Re-election of Datin Lee Nai Yee as a Director of the Company.		
Ordinary Resolution 6	Re-appointment of Messrs. Mazars PLT as Auditors of the Company.		
As Special Business:			
Ordinary Resolution 7	Authority to Issue Shares pursuant to the Companies Act 2016.		

Please indicate with an "X" in the appropriate space how you wish your proxy to vote. If you do not indicate how you wish your proxy to vote on any resolution, the proxy shall vote as he thinks fit or, at his discretion, abstain from voting.

Dated this day ____________ of ____________________________ 2021

____
⁎Signature/Common Seal of Shareholder
⁎Delete if not applicable

Notes:-

1. *In respect of deposited securities, only members whose names appear in the Record of Depositors on 21 June 2021 ("**General Meeting Record of Depositors**") shall be eligible to attend, speak and vote at the Meeting.*
2. *A member entitled to participate, and vote at this meeting shall be entitled to appoint more than one (1) proxy to attend, participate, speak and vote in his stead. Where a member appoints more than one (1) proxy to attend and vote at the meeting, the member shall specify the proportion of his shareholdings to be represented by each proxy, failing which the appointment shall be invalid.*
3. *The Broadcast Venue, which is the main venue of the 28th AGM, is strictly for the purpose of complying with Section 327(2) of the Companies Act 2016 and Clause 95 of the Company's Constitution, which require the Chairman to be present at the main venue of the 28th AGM. Members, proxies and/or corporate representatives will not be allowed to be physically present at the Broadcast Venue on the day of the 28th AGM.*

   With the RPV facilities, the members, proxies and/or corporate representatives are strongly encouraged to exercise their rights to participate (including to pose questions to the Chairman, Board of Directors or Management) and vote at the 28th AGM.

   As guided by the Securities Commission Malaysia's Guidance Note and Frequently Asked Questions on the Conduct of General Meetings for Listed Issuers, the right to speak is not limited to verbal communication only but includes other modes of expression. Therefore, all members, proxies and/or corporate representatives shall communicate with the main venue of the 28th AGM via real time submission of typed texts through a text box within Securities Services e-Portal's platform during the live streaming of the 28th AGM as the primary mode of communication. In the event of any technical glitch in this primary mode of communication, members, proxies and/or corporate representatives may email their questions to eservices@sshsb.com.my during the 28th AGM. The questions and/or remarks submitted by the members, proxies and/or corporate representatives will be responded via broadcast by the Chairman, Board of Directors and/or Management during the Meeting.
4. *A proxy may but need not be a member of the Company. There shall be no restriction as to the qualification of the proxy. A proxy appointed to attend and vote at the Meeting of the Company shall have the same rights as the member to attend, participate, speak and vote at the Meeting and upon appointment a proxy shall be deemed to confer authority to demand or join in demanding a poll.*
5. *The instrument appointing a proxy shall be in writing under the hand of the member or his attorney duly authorised in writing or, if the member is a corporation, either under the corporation's seal or under the hand of an officer or attorney duly authorised.*
6. *Where a member of the Company is an exempt authorised nominee as defined under the Securities Industry (Central Depositories) Act 1991 which holds ordinary shares in the Company for multiple beneficial owners in one (1) securities account ("**omnibus account**"), there is no limit to the number of proxies which the exempt authorised nominee may appoint in respect of each omnibus account it holds.*
7. *The instrument appointing a proxy and the power of attorney or other authority (if any), under which it is signed or a duly notarised certified copy of that power or authority, shall be deposited at the Registered Office of the Company at Level 7, Menara Milenium, Jalan Damanlela, Pusat Bandar Damansara, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan or submitted electronically via Securities Services e-Portal at https://sshsb.net.my/login.aspx not later than forty-eight (48) hours before the time set for holding the 28th AGM or any adjournment thereof. The lodging of the Form of Proxy does not preclude a member from attending and voting remotely at the 28th AGM should he subsequently decides to do so, provided a notice of termination of proxy authority in writing is given to the Company and deposited at the Registered Office of the Company at Level 7, Menara Milenium, Jalan Damanlela, Damansara Heights, 50490 Kuala Lumpur, Wilayah Persekutuan not less than twenty-four (24) hours before the time stipulated for holding the 28th AGM or any adjournment thereof, and you register for RPV as guided in the Administrative Guide. Please contact the poll administrator, SS E Solutions Sdn. Bhd., at +603-2084 9000 for further assistance.*

SETEM

The Company Secretaries
SENI JAYA CORPORATION BERHAD
[Registration No. 199301025122 (279860-X)]
(Incorporated in Malaysia)

c/o Securities Services (Holdings) Sdn. Bhd.
Level 7, Menara Milenium
Jalan Damanlela
Pusat Bandar Damansara
Damansara Heights
50490 Kuala Lumpur
Wilayah Persekutuan

SENI JAYA CORPORATION BERHAD
Reg. No.:199301025122 (279860-X)

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