

PRESS RELEASE

SEDANIA Shares Reclassified Under “Consumer Products and Services” Sector

Reclassification Aligns with Group’s Strategic Shift to Consumer FMCG Industry

PETALING JAYA (9 July 2024) – SEDANIA Innovator Berhad (“SEDANIA” or “the Group”) is thrilled to announce that its shares on Bursa Malaysia have been reclassified under the “**Consumer Products and Services**” sector and “**Consumer Services**” sub-sector respectively, **effective 9.00 am, 9 July 2024**.

This reclassification marks a significant turning point for the Group, highlighting SEDANIA’s strategic pivot towards the consumer FMCG industry and our intensified focus on consumer-oriented products and services. This follows Bursa Malaysia’s approval of SEDANIA’s reclassification application, officially confirmed in a letter dated 31 May 2024, the Company’s stock number and stock short name, SEDANIA (0178), remain unchanged.

This transition is bolstered by our recent acquisition of a 51% stake in Tanamera Group Sdn. Bhd. (“Tanamera Group”) and Offspring Inc. Sdn. Bhd. rendering SEDANIA’s ownership of the Tanamera and Offspring brands, respectively. Tanamera is renowned for its Halal natural wellness and personal care products, while Offspring specialises in organic baby care products.

The acquisition of Tanamera Group includes [Tanamera Tropical Spa Sdn Bhd](#) (“Tanamera”), a premium Halal-certified postnatal and personal care brand known for its use of heritage Asian treatment recipes and locally sourced ingredients; and [FA Herbs Sdn. Bhd.](#), a GMP-certified OEM manufacturer renowned for its authentic Halal manufacturing under the Tanamera brand. [Offspring](#), an Australian organic baby brand, offers environmentally friendly, premium baby care products that are safe for babies, cruelty-free and made using sustainably-sourced ingredients.

These acquisitions, along with the introduction of [JOMHIBAH](#) by [SEDANIA As Salam Capital](#) and other innovative services, are integral to our strategy of expanding our market presence and delivering sustainable solutions in keeping with consumers’ needs. Our goal is to become a trusted household name synonymous with sustainability, quality and value for money.

Prior to this, SEDANIA was listed under the “Telecommunications and Media” sector and “Telecommunications Equipment” sub-sector since its ACE Market listing in 2015.

Tan Sri Halim Ali, the Group’s Chairman, stated, “We are immensely proud of this reclassification, reflecting our strategic shift towards a consumer-focused business direction. This move underscores our commitment to creating innovative and sustainable products and services that meet the evolving needs of our environmentally and socially conscious community.”

Datuk Azrin Mohd Noor, Founder and Managing Director of SEDANIA, added, “Since the inception of SEDANIA, our mission to ‘Improving Life Sustainably’ has driven our diversification into consumer-based verticals, beyond our original Airtime Sharing telco-tech business model. We are excited about SEDANIA’s future as we expand our market reach and introduce new and exciting value-based consumer products in the coming months.”

For more information about SEDANIA Group and its sustainability-focused products and solutions, please visit www.sedaniainnovator.com.

About SEDANIA Innovator Berhad (“SIB”)

SIB is an investment holding company focused on sustainability-enabling businesses. Since its 2015 listing on the ACE Market of Bursa Malaysia, the Group has invested in innovative businesses leading to enhanced sustainability and reduced carbon emissions, contributing to a greener economy.

The Group is propelled by its key core engines in sustainable consumer goods and services, distinguishing itself through its core consumer-centric businesses: Offspring Inc Sdn Bhd (“Offspring”), Tanamera Tropical Spa Sdn Bhd (“Tanamera”), FA Herbs Sdn Bhd (“FA Herbs”), and SEDANIA As Salam Capital Sdn Bhd (“SASC”).

Offspring, a leader in sustainable baby care products, offers an array of over 170 SKUs made with eco-friendly ingredients and biodegradable packaging, enjoying a robust retail presence across three continents. Tanamera sets the standard in premium, Halal, and all-natural personal care, blending traditional Asian wellness with eco-conscious tropical herbs, widely available to a global clientele.

FA Herbs is a GMP and ISO-certified true-to-label contract manufacturer of Halal skincare, personal care, postnatal and health supplements. Its ability to provide end-to-end customised and unique solutions for its customers enable it to capture a broad range of clientele across the hospitality, leisure, MLM, SME and corporate sectors.

SASC, meanwhile, spearheads the digital finance revolution, equipping nearly 95 financial service institutions with innovative Consumer Tech solutions and the GoHalal Financing Program to enhance financial inclusion and well-being.

These key core engines underscore SEDANIA's unwavering commitment to innovation, sustainability, and the delivery of essential consumer-based goods and services.

Improving Lives Sustainably.

Log onto www.sedaniainnovator.com to find out more about our sustainable innovations and offerings.

For further enquiries, please contact:

Ilya Amira / Hazel Hanif

Tel: 03-7880 2001 / +6013 2288 005 / +6012 619 1103

Email: media@sedaniainnovator.com