

PRESS RELEASE

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## Driving Topline Growth Amid Strategic Brand Investments

*Revenue Rises 50% YoY to RM15.88 Million Amid Strategic Brand Investments and Market Expansion*

### Key Performance Highlights:

- 1. Revenue Surge:** SEDANIA Group 1Q2025 revenue rose YoY by 50% to RM15.88 million, driven primarily by a 66% growth in the Sustainable FMCG segment versus corresponding quarter in the preceding year.
- 2. Strategic Brand Investments:** Increased advertising and promotional efforts, and resource allocation reflect ongoing brand positioning initiatives to scale and penetrate strong-currency markets.
- 3. Newly-Appointed Chairman:** YAA Tun Md Raus bin Sharif is appointed as Chairman of SEDANIA Group following the conclusion of the Group's 10th Annual General Meeting and Board Meeting on 22 November 2024.

**PETALING JAYA, 25 November 2024** - SEDANIA Innovator Berhad ("SEDANIA" or "SEDANIA Group" or the "Group") announced its financial results for the first quarter of the financial year 2025 ("1Q 2025"), ended 30 September 2024. The Group achieved a significant milestone with a **50% year-on-year revenue growth to RM15.88 million**, driven by strong performance in its Sustainable FMCG segment underpinned by strategic brand growth initiatives.

The topline growth underscores the success of SEDANIA's ongoing FMCG transformation strategy. The Group's continued investments in brand building and market positioning are essential in establishing a solid foundation for sustainable long-term brand awareness. We are confident in achieving positive profitability for the entire financial year 2025.

Datuk Azrin Mohd Noor, Founder and Managing Director of SEDANIA Innovator Berhad, shared: "Our robust revenue growth reflects the strategic value of our transformation initiatives. This, along with continuous strategies we have implemented for steady growth of our Sustainable Consumer Technology and Sustainable Energy segments are crucial to propel us towards our vision of achieving nine-digit in revenue in the coming years".

Newly appointed Chairman YAA Tun Md Raus bin Sharif shared his vision following the Group's 10th Annual General Meeting and Board Meeting, "It is an honour to serve as the new Chairman of SEDANIA Innovator Berhad during this transformative period. The Group's steadfast commitment to *Improving Lives Sustainably* and growth, coupled with its innovative business model, positions us strongly to deliver long-term value for our shareholders. I look forward to working alongside the Board and Management to steer SEDANIA toward achieving our ambitious goals."

Building on the strong momentum of YoY revenue growth for the quarter, the Group is set to further enhance its market share by capitalising on emerging opportunities in densely populated and high-currency markets. With sustained efforts in product innovation and strategic expansion, the revenue trajectory remains optimistic for the rest of the financial year.

Despite current economic and financial challenges, SEDANIA remains cautiously optimistic about delivering positive results for FY2025 ending 30 June 2025.

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**NOTE:****\*Reclassification to Consumer Products & Services Sector**

SEDANIA Group's shares quoted on Bursa Malaysia's ACE Market were reclassified under the "Consumer Products and Services" sector and "Consumer Services" sub-sector respectively, effective 9.00 am, 9 July 2024.

**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.

**SEDANIA As Salam Capital**, meanwhile, spearheads the digital finance revolution, equipping more than 95 financial service institutions with innovative FinTech solutions and the GoHalal Financing Programme 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](http://www.sedaniainnovator.com) to find out more about our sustainable innovations and offerings.

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