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PRESS RELEASE

Offspring bags Sustainable award from Africa

Key highlights:

- Offspring bags Excellence in Superior Quality and Sustainable Organic Baby Products - Malaysia award at the Africa Leadership Business Awards 2022
- Validates venture into Togo and Nigeria earlier this year, as well as further enhances Offspring's reputation in Africa, the most populous continent with the highest birth rate globally

KUALA LUMPUR, 14 NOVEMBER 2022 - SEDANIA Innovator Berhad ("SEDANIA") is proud to announce that its Sustainable Healthcare subsidiary Offspring Inc Sdn Bhd ("Offspring") bagged the Excellence in Superior Quality and Sustainable Organic Baby Products - Malaysia award at the Africa Leadership Business Awards 2022 held in tandem with the Africa Expo 2022.

SEDANIA's Founder and Managing Director Datuk Azrin Mohd Noor said, "This recognition accorded to Offspring is a milestone we are heartened to receive, validating our venture into Africa via Togo and Nigeria earlier this year, as well as shining an even greater light on SEDANIA and Offspring's mission to improve lives sustainably on as large of a scale as possible.

"Africa is the most populous continent today through a total population of some 1.4 billion and has the highest birth rate globally with approximately 44 million births in 2021 alone. There is still plenty of room for Offspring to grow its presence in the African region as we can undoubtedly play a vital role in helping the huge swathes of parents there meet their number one priority of child safety. The eco-friendly nature of Offspring's products also ensures that the mass African consumer market can play an active part in reducing the carbon footprint."

Africa Expo 2022, which took place from 9-11 November 2022, is the first ever Business-to-Business (B2B) trade show dedicated to promoting bilateral trade between Africa and Asia. The awards ceremony at the Africa Expo 2022 recognises innovation, profitability, and business excellence while looking to inspire the world's next generation of entrepreneurs.



Offspring's Chief Executive Officer Mohamed Roslan Ismail added, "The networking opportunities at the Africa Expo 2022 and the added bonus of obtaining an award which recognises the strengths of our brand will undoubtedly enhance Offspring's reputation among African countries.

"We are optimistic about expanding our distribution network in Africa, with this positive development set to strongly complement our business strategy in developing markets by building on the promising inroads made in Africa earlier this year. To this end, we are now positioned more strategically to potentially secure a promising increase in new orders and hence, further diversify earnings from a geographical perspective."

In April 2022, Offspring made its first foray into Africa having received a maiden order to export its sustainable healthcare products to African countries Togo and Nigeria. The milestone cemented Offspring's global aspirations further by expanding its presence to 23 countries to date, spanning major continents such as Europe, North America and Asia.

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About Offspring Inc Sdn Bhd

Offspring Inc, which is the Sustainable Healthcare unit of Bursa-listed [SEDANIA Innovator Berhad](#), has become the fastest growing mass prestige premium organic baby brand with over 170 SKUs available in 23 countries ranging from US, Europe, Southeast Asia and Africa via online sales channels and selected retail stores.

Offspring's range of sustainable healthcare products include eco-friendly baby diapers, fully biodegradable wet wipes, baby care essentials and household products that use non-toxic, organic and plant based ingredients.

Besides the eco-friendly and organic nature of its products which help reduce carbon emissions, Offspring's products are also safe and sustainable as proven by its various certifications and accreditations. This includes EcoCert, Australian allergy-safe, the FSC certificate, as well as cruelty-free and non-toxic.

Log onto www.offspringinc.com to find out more about our well-loved eco-friendly healthcare products.



About SEDANIA Innovator Berhad

SEDANIA Innovator Berhad is an investment holding company with a focus in sustainability-enabling businesses. Since its listing in 2015 on the ACE Market of Bursa Malaysia, SEDANIA has invested in innovative businesses which lead to the reduction of carbon emissions and enable sustainability.

SEDANIA invests in its corporate clients' future energy sustainability by financing and deploying energy efficiency solutions and renewable energy systems which to date saved over 66 gigawatt-hours and RM30 million in clients' energy cost.

For consumers, SEDANIA offers preventive healthcare products which reduce carbon emissions through the selection of eco-friendly ingredients and biodegradable material. Over 170 products are sold under the brand Offspring online and through selected retail stores in 23 countries.

We are Innovators. We improve lives sustainably. Log onto www.sedaniainnovator.com to find out more about our Sustainable innovations.

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