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PRESS RELEASE

Offspring spreads its wings to Indonesia

Key highlights:

- Latest venture into Indonesian marks Offspring Inc's 26th market spanning across Europe, North America, Asia and Africa
- Exponential growth potential in Indonesian market driven by the country's population of over 270 million and fifth highest birthrate in Southeast Asia with over 4 million number of births.

KUALA LUMPUR, 8 SEPT 2023 - An exciting premium organic baby product range under Offspring brand is now available in Indonesia.

This is following SEDANIA Innovator Berhad's ("Sedania" or the "Group") Sustainable Healthcare unit, Offspring Inc. Sdn. Bhd. ("Offspring") move to expand its overseas market.

With Indonesia, Offspring's premium baby products are distributed to 26 countries, solidifying Offspring's aspirations to continuously expand its brand presence across borders.

Its global presence encompasses major continents such as Europe, North America, Asia and Africa.

SEDANIA founder and managing director Datuk Azrin Mohd Noor said, "We made a conscious effort to establish ourselves in bigger international markets first such as Russia and the UAE before expanding our presence in Southeast Asia.

"We managed to double our sales in these countries in the first 2 years and continue to grow in subsequent years, establishing ourselves as an international brand.



“Naturally, as we embark on our next stage of growth, Indonesia will definitely be a key market for Offspring.”

Datuk Azrin added that Indonesia makes the perfect investment sense as it has the largest population in Southeast Asia of over 270 million and with over 4 million number of births in 2021 according to the World Bank’s data.

“The growth potential for Offspring is exponential as we can provide a truly distinctive range of internationally certified safe and sustainable products catering to the growing awareness and demand from consumers for products which do not harm the environment.”

He added that Offspring will focus on online-first strategy whereby its over 170 different SKUs sold on all major Indonesian ecommerce marketplaces including Shopee, Lazada, Bilibli and Tokopedia as well as Offspring own webstore while being supported on a smaller scale by selected physical retail stores.

With the launch of Offspring in Indonesia on September 7, discerning parents can now get their hands on the Offspring premium organic baby products. The launch was well attended by more than 30 KOLs including Eriska Rein, Sheza Idris, Alika Ismadina, Shenty Fezliana and Richa Iskak.

As the fastest growing mass prestige premium organic baby brand, Offspring markets and exports a range of Australian-designed preventive healthcare products. This primarily encompasses a range of safe, all-natural and eco-friendly baby products such as eco-friendly baby diapers, fully biodegradable plant-based wipes, as well as sustainable skincare and household essentials.

All its products are manufactured using environmental-friendly materials, backed up by its numerous international certifications that recognise its products as safe for babies and environmentally sustainable, helping consumers play a role in lowering carbon emissions.



Azrin concluded, "With this latest venture, Offspring is further entrenched in Southeast Asia as the preferred brand for babies as well as a sustainability enabler for society. We will continue to catalyse our growth by expanding into new markets."

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About Offspring Inc Sdn Bhd

Offspring Inc, the Sustainable Healthcare unit of Bursa-listed SEDANIA Innovator Berhad, has become the fastest growing premium organic baby brand with over 170 SKUs available in over 25 countries ranging from US, Europe, Southeast Asia and Africa via online sales channels and selected retail stores.

Offspring's range of sustainable and premium preventive healthcare products include eco-friendly baby diapers, fully biodegradable wet wipes, organic skincare essentials, as well as plant-based homecare products.

Besides the eco-friendly and organic nature of its products which help reduce carbon emissions, Offspring's products are also recognised internationally as safe and sustainable. This is backed by its various certifications and accreditations including 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 on sustainability-enabling businesses. Since its listing in 2015 on the ACE Market of Bursa Malaysia,

SEDANIA has invested in innovative ESG-centric businesses which lead to the reduction of carbon emissions and foster a more inclusive, sustainable living for communities.

SEDANIA enables sustainability for organisations by investing in and deploying energy efficiency solutions and renewable energy systems. SEDANIA's green energy solutions have saved over 76 gigawatt-hours and RM30 million in its clients' energy cost.



For consumers, SEDANIA offers premium organic baby products which reduce carbon emissions through a selection of eco-friendly ingredients and biodegradable material. Over 170 premium and sustainable Australian-made products are sold under the *Offspring* brand online and through several retail stores in over 25 countries worldwide.

Through its subsidiary SEDANIA As Salam Capital Sdn Bhd, SEDANIA also plays a role in accelerating digital banking adoption having powered close to 95 financial institutions with various Fintech solutions including its patented API-based Digital Commodities Platform. Additionally, it empowers financial inclusion among communities through its GoHalal Financing Programme and full-fledged digital *hibah* platform for Islamic inheritance planning.

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

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