

## PRESS RELEASE

### **SEDANIA catalyses growth via Tanamera**

*The ESG enabler aims to broaden its Sustainable Healthcare portfolio with the acquisition of a majority stake in Tanamera*

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#### **Key highlights:**

- *SEDANIA enters into agreements to acquire a 51% stake in Tanamera Group Sdn Bhd for RM8.18 million cash*
- *The strategic acquisition will enhance SEDANIA's Sustainable Healthcare offerings with Tanamera's renowned wellness products for mothers*
- *Tanamera sets the path for SEDANIA to tap into Sustainable Healthcare capacity for manufacturing*

**PETALING JAYA, 06 NOVEMBER 2023** - SEDANIA Innovator Berhad ("SEDANIA" or "the Group") is solidifying its position in the Sustainable Healthcare segment with the proposed acquisition of a 51% stake in Tanamera Group Sdn Bhd ("Tanamera").

This is following the signing of a Share Sales Agreement ("SSA") and Subscription Agreement ("SA") between SEDANIA and Tanamera today.

The proposed acquisition for a cash consideration of RM8.18 million, to be funded internally, is expected to be completed in Q1 FY2024.

Currently, SEDANIA's Sustainable Healthcare segment is represented by its premium organic baby brand, Offspring Inc, which is SEDANIA's 51%-owned subsidiary.

Datuk Azrin Mohd Noor, Founder and Managing Director of SEDANIA said, "Offspring believes there is no greater love than the love of a mother for her child and that love positions Offspring as the brand of choice by moms for their babies. We equally believe those Offspring mothers deserve that best love too and now, we display that love to mothers through Tanamera.

"The strategic alliance not only allows SEDANIA to capture a bigger wallet share of household spending but also extends our value chain and cements our new role as the trailblazer in Sustainable Healthcare, equipped with the capacity for design and manufacturing. This allows us to rationalise our product range, strengthen our unique selling proposition, and ultimately improve our margins."

"This will also be a big win for Tanamera as it will be able to enhance its reach and strengthen its position by leveraging Offspring's 800 points of sale in Malaysia and strong international presence in 26 countries."

Tanamera Group is a producer of premium personal care products and food supplements. With over 20 years of experience, the group specialises in the formulation and production of a range of natural body care products such as soaps, scrubs, massage oils, and essential oils, with natural tropical-based plant ingredients. It is marketed under its premium in-house brand, "Tanamera". Their products are 100% plant-based and free of chemical preservatives. The group also provides contract manufacturing services for key international clients.

Datuk Azrin concluded, "Welcoming Tanamera into SEDANIA's family is not just about growing the business. It's about trust and innovation converging to benefit not just our business but every mother and child we serve. With an extensive community of mothers trusting Offspring, they can now look forward to embracing Tanamera with the same confidence. It's more than synergy; it's a new chapter in caring for generations."

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**About SEDANIA Innovator Berhad**

SEDANIA Innovator Berhad is an investment holding company focusing on 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 costs.

For consumers, SEDANIA offers preventive healthcare products which reduce carbon emissions through the selection of eco-friendly ingredients and biodegradable materials. Over 170 products are sold under the brand "Offspring", online and through selected retail stores in over 20 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 the mass market of consumers through its GoHalal Financing Programme.

***We are Innovators. We improve lives sustainably.*** Log onto [www.sedaniainnovator.com](http://www.sedaniainnovator.com) to find out more about our Sustainable innovations.

### **About Tanamera**

Tanamera's all-natural products are highly recommended for wellness and quality and safety-conscious consumers who value the concept of natural remedies, traditional Asian treatments, and the healing power of tropical herbs and essences. Since 2003, the Tanamera Professional's line of products has been used in spas around the world.

The earthy and natural products have been extremely well received by the wellness and spa industries across the globe and are a favourite amongst many high-end establishments.

Tanamera has also achieved global success by exporting the art of traditional Malay treatments to countries in Asia, Europe, the Middle East, and the Americas, with its high-quality, safe, and eco-friendly products.

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