

PRESS STATEMENT

SEDANIA wins London award

SEDANIA INNOVATOR Bhd's fintech subsidiary Internationally recognised for its innovative Tawarruq trading platform

KUALA LUMPUR (June 23): SEDANIA Innovator Bhd (“SEDANIA” or the “Group”) is proud to announce that its Fintech subsidiary SEDANIA As Salam Capital Sdn Bhd (“SEDANIA As Salam”) has bagged the Most Innovative Islamic Trading Platform - Tawarruq 2022 award by London-based business and finance magazine International Finance.

This accolade recognises the excellence and distinctly unique ability of SEDANIA As Salam’s patented digital Fintech platform, As-Sidq, in supporting the Islamic financing requirements of the financial services industry. This is solidified further by the company’s strong presence within the industry via its client base of over 80 financial services institutions, and more than RM50 billion worth of loans processed to-date.

“We are honoured to be conferred with this award as it speaks volumes about the As-Sidq platform’s ability to contribute positively towards the digitisation of the financial services industry by improving convenience of Islamic financing transactions. This new milestone further fuels our desire to constantly improve and expand our portfolio of Fintech service offerings, as well as continuously build meaningful partnerships to empower the Fintech industry”, said SEDANIA As Salam Chief Executive Officer Nisa Ismail.

As-Sidq is a Shariah-compliant digital commodity trading platform which facilitates secure, real-time, and anytime brokerage of digital commodities for financial institutions’ Tawarruq (commodity murabahah) requirements. As a fully digital financial marketplace, it enables the entire credit facilitation process in a digital manner by acting as a consumer acquisition and content platform for financial services institutions, as well as seamlessly connecting consumers to a range of Islamic financing products.

“We are recognised as we dominate the digital commodity trading by offering digital banking solutions that are relevant to digital lending environments. This is where financial services institutions, which adopt our solutions, will have the edge over its competitors.

“For instance, our GoHalal Financing Programme, which was launched in 2021, with Grab, one of the prominent partners under the programme, aims to provide more convenient and secure access to financing for the Malaysian community as well as elevate Islamic financing products digitally.”

SEDANIA As Salam’s adaptive ability to serve both the business-to-business and business-to-consumer markets positions it strategically as a high-growth proxy to the Fintech industry’s evolution.

Nisa believed the award will elevate the SEDANIA brand name further within the financial services segment, and initiate a multiplier effect by helping it secure new contracts from the digital banking boom, as well as strategic new partnerships to introduce more Fintech innovations.

Presently, the company is already a technology partner for two established companies which are part of digital banking consortiums in Malaysia, including AEON Credit Service (M) Berhad and another client, which offers a Shariah-compliant personal financing product to platform users of its super app using SEDANIA As Salam’s GoHalal Financing Programme.

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About SEDANIA As Salam Capital :

SEDANIA As Salam Capital Sdn Bhd, a wholly-owned subsidiary of SEDANIA Innovator Berhad, is a technology provider that empowers financial institutions with Islamic fintech solutions.

At the core, is As-Sidq, a patented Shariah-compliant digital commodity trading platform that facilitates secure, real-time and anytime brokerage of digital commodities for financial institutions’ Tawarruq (commodity murabahah) requirements.

Completing our Islamic fintech ecosystem of solutions is a collaborative suite of composite banking and finance capabilities that further enable and accelerate financial institutions’ digital readiness.

For further enquiries, please contact:

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