



FOR IMMEDIATE DISTRIBUTION

PRESS RELEASE

SEDANIA's sustainable healthcare unit Offspring expands footprint into African continent

Key highlights:

- First order of Offspring's sustainable healthcare products from Togo and Nigeria
- Latest development marks Offspring's first two forays into African markets

KUALA LUMPUR, 12 APRIL 2022 - SEDANIA Innovator Berhad's ("Sedania" or the "Group") sustainable healthcare subsidiary, Offspring Inc. Sdn. Bhd. ("Offspring") made further inroads into overseas markets, having received its first order to export its sustainable healthcare products to Togo and Nigeria.

This latest milestone validates and cements Offspring's global aspirations as it is already present in major continents such as Europe, North America and Asia.

Offspring Chief Executive Officer Roslan Ismail said, "This first order from both Togo and Nigeria represents a significant step forward in our plans to firmly establish Offspring's presence in Africa, which is the world's second largest and most populous continent.

"Togo and Nigeria will be our first two forays into Africa. The impending successful deliveries should raise our brand awareness in Africa and position Offspring strategically to capture further opportunities in the continent.

"We are optimistic about penetrating more African markets as we believe our products fulfill the healthcare needs of the large African populace, with Togo and Nigeria's population currently standing at approximately 8.7 million and 215.1 million, respectively.

"This deal is an ideal stepping stone for Offspring to eventually secure further business opportunities in the continent, which would be supported by our plan to introduce other organic essential products once the Offspring brand name is further entrenched in Africa."



Offspring markets and exports a range of preventive healthcare products. This primarily encompasses a range of safe, all-natural and eco-friendly baby products such as diapers, plant-based wipes, and sustainable household essentials. All these products are manufactured using materials and ingredients which are not harmful to the environment and lead to lower carbon emissions.

- End -

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 150 products are sold under the brand Offspring online and through selected retail stores in over 20 countries worldwide.

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

For further enquiries, please contact:

Doreenn Leong
Tel: 03-7880 2001 / +6012 2121 620
Email: doreenn.leong@sedaniainnovator.com

