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PRESS RELEASE

SEDANIA's Offspring partners Foodpanda for deliveries as soon as 30 minutes

Key highlights:

- Latest e-commerce platform addition expands Offspring's sales channel, tapping into Foodpanda's reach of over 20 million people in Malaysia
- Almost instantaneous deliveries further improves convenience and accessibility for customers

KUALA LUMPUR, 4 JULY 2022 - Offspring product lovers have another reason to cheer as these premium organic baby and household ranges can be delivered as soon as 30 minutes* right up to customers' doorsteps for as low as 99 sen*. (*The charges and delivery timeline depend on the distance*)

This is following SEDANIA Innovator Berhad's ("SEDANIA") Sustainable Healthcare subsidiary, Offspring Inc. Sdn. Bhd.'s ("Offspring") recent agreement with Foodpanda which would see its grocery delivery service, Pandamart become Offspring's latest online sales channel.

By becoming part of Foodpanda's growing base of merchants, Offspring would be able to leverage on Foodpanda's existing fleet of over 20,000 delivery riders and customer reach of more than 20 million people in Malaysia.

For now, Offspring's customers within the Klang Valley would be able to enjoy an efficient shopping experience for its preferred premium eco-friendly baby healthcare products on an easy-to-use online and mobile platform, while also benefiting from much quicker deliveries of products ordered.



“This positive development further complements our desire to offer the best customer experience possible, as this sales channel improves convenience and accessibility for customers through almost instantaneous deliveries, which can be as fast as within half an hour upon orders being placed via Pandamart. As we are aware that our discerning customers constantly prioritise the best for their babies, our strengthened presence on these online platforms also helps us address scenarios where customers may have forgotten to restock supplies of their respective baby healthcare essentials,” said Offspring’s Chief Executive Officer Mohamed Roslan Ismail.

He added, “This latest tie-up strongly complements Offspring’s online-first sales strategy, with its other key sales channels encompassing Shopee, Lazada and GrabMart in Southeast Asia, as well as Amazon in the US and Wildberries, the largest Russian marketplace. While one of our biggest goals remains to penetrate new geographical markets, we are also always aiming to increase the total value of sales in each of our existing markets, with Foodpanda set to enhance our domestic sales prospects.”

Offspring has become the fastest growing premium organic and eco-friendly baby brand, with currently over 170 SKUs available in 23 countries from the US, to Europe, Southeast Asia and also Africa.

The fast-growth achieved by SEDANIA’s Sustainable Healthcare unit is due to its reputation as a mass-prestige brand that successfully disrupts traditional consumer behavior.

Offspring Inc succeeds in this regard by focusing on early child care solutions, among which producing high quality organic baby products. Offspring Inc offers products such as eco-friendly baby diapers, 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.

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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 worldwide.

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

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