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PRESS RELEASE

SEDANIA's Offspring strengthens foothold in the Middle East and Africa

Key highlights:

- Signs distributorship agreement to market Offspring's sustainable healthcare products in UAE, Saudi Arabia and Egypt
- Expands global footprint to 26 countries in total spanning four continents

KUALA LUMPUR, 22 MAY 2023 - SEDANIA Innovator Berhad's ("SEDANIA") sustainable healthcare subsidiary, Offspring Inc. Sdn. Bhd. ("Offspring") strengthened its foothold in the Middle East and African continent having recently entered into an agreement to distribute Offspring products in the United Arab Emirates (UAE), Saudi Arabia and Egypt.

This marks a significant milestone for Offspring as it can now reach a bigger market in the Middle East region after registering encouraging growth in its maiden Middle East market Bahrain since its entry in 2021.

Offspring established its presence in the African continent via Nigeria and Togo in 2022, with Egypt becoming its latest African market.

SEDANIA's Managing Director Datuk Azrin Mohd Noor said, "We are excited about Offspring's prospects in the Middle East region and African continent, driven by its positioning as a mass prestige and environmentally-friendly brand which young parents today can identify with.

"These new countries are driven by strong purchasing power, a large audience size and provide Offspring good visibility to people coming from all over the world. The UAE's major cities Dubai and Abu Dhabi are bustling business hubs while Saudi Arabia's religious cities of Mecca and Medina are amongst the world's most visited pilgrimage sites. Egypt is one of the fastest-growing tourist destinations besides having one of the largest populations globally."

Datuk Azrin added that UAE and Saudi Arabia are amongst the top thirty countries in terms of average income, while Egypt is among the top twenty most populous countries in the world with a population of approximately 109 million and fertility rate of 3.2 births per woman.



Offspring's range of premium and sustainable Australian healthcare products include eco-friendly baby diapers, fully 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.

Offspring's Chief Executive Officer Roslan Ismail said, "This latest expansion to new markets expands our global footprint to 26 countries in total and highlights our growing brand recognition as a preferred, well-loved sustainable baby brand across several continents.

"Having secured our presence in more countries, the vast headroom for growth in each of these markets simultaneously unlocks many windows of opportunities for us to further enhance our export sales and diversify across different geographical markets.

"As these numbers look promising, our strategic initiative to penetrate these markets looks set to be justified, particularly since our products resonate well with higher birth rates and affluent societies."

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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 Australian 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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