

MEDIA RELEASE

Embargo: 6.00pm (15 January 2025)

Former MD of Adidas & Warner Music to Lead SEDANIA's FMCG Division

With a proven track record of visionary and transformative leadership, SEDANIA welcomes an industry trailblazer to drive innovation and strengthen market leadership for FMCG brands.

PETALING JAYA, 16 January 2025 - SEDANIA Innovator Berhad is pleased to announce the appointment of Mr. Darren Choy as the new **CEO of SEDANIA's FMCG Group, effective 16 January 2025**. This key strategic leadership appointment underscores SEDANIA's commitment to accelerating growth and innovation in the sustainable FMCG sector.

Darren brings with him a wealth of experience as a transformative leader with a stellar track record in top executive roles, including Managing Director of Warner Music Malaysia and Singapore, Managing Director of Adidas Malaysia and Singapore, Chief Marketing Officer of Lotus Racing F1 Team, and Managing Director of EMI Music Malaysia. His dynamic approach to organisational transformation, team performance and holistic growth has consistently delivered remarkable results, including:

- Growing profits by 135% and revenues by 155% at Warner Music Malaysia during his tenure.
- Elevating Adidas Malaysia to surpass its closest competitor, Nike, in brand preference and market leadership for the first time.
- Driving EMI Music Malaysia to increase its market share to 21.5%, cementing its position as a market leader.

Darren will lead SEDANIA's FMCG Group and play an important pivotal role in its next phase of growth, building on the solid foundation established under the stewardship of Mr. Ng Hock Guan, who has stepped down due to personal commitment. Ng's contributions have been solid in establishing SEDANIA's presence in the sustainable FMCG space.

"As we warmly welcome Darren Choy to SEDANIA Group, we reaffirm our unwavering commitment to growth and innovation. Darren's expertise, passion, and visionary leadership will undoubtedly guide us to new milestones, solidifying our position as a leading brand in the sustainable FMCG space. His proven track record of driving success makes him the ideal leader to steer SEDANIA's FMCG Group into an exciting new chapter," said SEDANIA Group Chairman, Tun Raus Md Sharif.

Echoing this sentiment, SEDANIA Founder and Managing Director, Datuk Azrin Mohd Noor, expressed his enthusiasm and confidence in Darren's appointment: "I'm truly excited to welcome Darren. Over the years, we've built a solid foundation focusing on innovative products, supply chain capabilities, as well as strengthening our internal systems. Now, with Darren at the helm, we're ready to scale our FMCG brands globally as a household name.

"Darren's achievements as MD of Adidas Malaysia and Singapore – a global lifestyle brand that aligns perfectly with Offspring and Tanamera's aspiration to become the top lifestyle choice for mothers, women and families worldwide."

"What truly excites me, however, is Darren's exceptional track record in the highly competitive music industry, most recently as MD of Warner Music. An industry defined by fierce competition, rapidly changing consumer preferences, and constant technological evolution, Darren excelled in navigating these challenges."

"This track record gives me great confidence that his strategic foresight and marketing expertise will propel SEDANIA's FMCG Group to new heights. With Darren leading us, I am confident that our FMCG brands will

achieve unparalleled success and recognition on a much bigger scale. We're on the verge of something extraordinary, and I'm eager to embark on this exciting journey with Darren at the forefront."

Darren's appointment reinforces SEDANIA's mission of **Improving Lives Sustainably**, and we look forward to his leadership in shaping the future of sustainable FMCG with boldness and innovation.

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NOTE:

***Reclassification to Consumer Products & Services Sector**

SEDANIA Group's shares quoted on Bursa Malaysia's ACE Market were reclassified under the "Consumer Products and Services" sector and "Consumer Services" sub-sector respectively, effective 9.00 am, 9 July 2024.

About SEDANIA Innovator Berhad ("SIB")

SIB is an investment holding company focused on sustainability-enabling businesses. Since its 2015 listing on the ACE Market of Bursa Malaysia, the Group has invested in innovative businesses leading to enhanced sustainability and reduced carbon emissions, contributing to a greener economy.

The Group is propelled by its key core engines in sustainable consumer goods and services, distinguishing itself through its core consumer-centric businesses: Offspring Inc Sdn Bhd ("Offspring"), Tanamera Tropical Spa Sdn Bhd ("Tanamera"), FA Herbs Sdn Bhd ("FA Herbs"), and SEDANIA As Salam Capital Sdn Bhd ("SASC").

Offspring, a leader in sustainable baby care products, offers an array of over 170 SKUs made with eco-friendly ingredients and biodegradable packaging, enjoying a robust retail presence across three continents.

Tanamera sets the standard in premium, Halal, and all-natural personal care, blending traditional Asian wellness with eco-conscious tropical herbs, widely available to a global clientele.

FA Herbs is a GMP and ISO-certified true-to-label contract manufacturer of Halal skincare, personal care, postnatal and health supplements. Its ability to provide end-to-end customised and unique solutions for its customers enable it to capture a broad range of clientele across the hospitality, leisure, MLM, SME and corporate sectors.

SEDANIA As Salam Capital, meanwhile, spearheads the digital finance revolution, equipping more than 95 financial service institutions with innovative Shariah-compliant FinTech solutions, Islamic wealth management JOMHIBAH, and the GoHalal Financing Program to enhance financial inclusion and well-being.

These key core engines underscore SEDANIA's unwavering commitment to innovation, sustainability, and the delivery of essential consumer-based goods and services.

Improving Lives Sustainably

Log onto www.sedaniainnovator.com to find out more about our sustainable innovations and offerings.

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