

Tan Wai Wern

(603) 7890 8888 (ext 2092)

[waiwern.tan@apexsecurities.com.my](mailto:waiwern.tan@apexsecurities.com.my)

|                          |              |
|--------------------------|--------------|
| <b>Recommendation:</b>   | <b>BUY</b>   |
| Current Price:           | RM 0.55      |
| Previous Target Price:   | RM 0.67      |
| Target Price:            | ↔ RM 0.67    |
| Capital Upside/Downside: | 21.8%        |
| Dividend Yield (%):      | 2.9%         |
| Total Upside/Downside:   | <b>24.8%</b> |

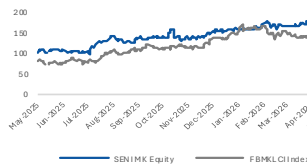
### Stock information

|                          |                            |
|--------------------------|----------------------------|
| Board                    | MAIN                       |
| Sector                   | Telecommunications & Media |
| Bursa / Bloomberg Code   | 9431/SENIMK                |
| Syariah Compliant        | Yes                        |
| ESG Rating               | ★★★                        |
| Shares issued (m)        | 2716                       |
| Market Cap (RM' m)       | 149.4                      |
| 52-Week Price Range (RM) | 0.3-0.57                   |
| Beta (x)                 | 1.1                        |
| Free float (%)           | 59.7                       |
| 3M Average Volume (m)    | 4.5                        |
| 3M Average Value (RM' m) | 2.4                        |

### Top 3 Shareholders

|               |     |
|---------------|-----|
|               | (%) |
| Lee Yee Nai   | 9.4 |
| Chong Yan Moy | 5.3 |
| Ong Kah Hoe   | 4.9 |

### Share Price Performance



|              | 1M  | 3M  | 12M  |
|--------------|-----|-----|------|
| Absolute (%) | 0.0 | 5.8 | 77.4 |
| Relative (%) | 0.4 | 8.5 | 60.4 |

### Earnings summary

| FYE Jun (RM' m)  | FY25 | FY26F | FY27F |
|------------------|------|-------|-------|
| Revenue (RM' m)  | 69.7 | 86.4  | 101.6 |
| PATAMI (RM' m)   | 10.6 | 13.2  | 17.4  |
| CNP (RM' m)      | 10.6 | 13.2  | 17.4  |
| EPS - core (sen) | 4.9  | 6.1   | 8.1   |
| P/E(x)           | 9.9  | 7.9   | 6.0   |

# Seni Jaya Corporation Bhd

## Within Expectations

- SJC's 3QFY26 CNP came in at RM1.6m (-46.4% YoY, -62.7% QoQ), bringing 9MFY26 CNP to RM10.8m. Given that the Group's earnings are seasonally stronger in 1H, the results were in line with our expectations, accounting for 81.7% of our full year forecast.
- We remain positive on the Group's outlook as improving advertiser demand, higher asset utilisation and the proposed expansion to strengthen its OOH market presence.
- We maintain our BUY recommendation on SJC with an unchanged TP of RM0.67, based on unchanged 8.3x P/E multiple applied to FY27F EPS of 8.1 sen, along a three-star ESG rating.

**Within Expectation.** After excluding exceptional items which consist of fair value gains from investment in quoted shares, corporate exercise fees and non-operating income totalling RM1.6m, SJC reported a 3QFY26 CNP of RM1.6m, declining -46.4% YoY and -62.7% QoQ. This brings 9MFY26 CNP to RM10.8m, down -12.7% YoY and accounting for 81.7% of our full-year forecast. We deem the results in line with our estimates, as the Group's earnings are typically weighted toward the first half of the FY, reflecting seasonal advertising trends following year-end campaign spending and budget utilisation.

**YoY.** SJC recorded a +17.9% YoY increase in revenue, driven by strong demand across all billboard segments, particularly its digital billboard network. Despite the stronger top-line performance, CNP declined -46.4% YoY, mainly due to the absence of a RM38,000 tax credit recognised in the corresponding quarter last year, which reversed to a RM1.6m tax expense in the current quarter. Nonetheless, the earnings decline was partially cushioned by a sharp increase in other income, which surged more than 13-fold to RM3.09m.

**QoQ.** SJC registered a -62.7% decline in CNP, driven largely by moderating advertising demand during the quarter following strong advertising demand in the previous quarter.

**Outlook.** We remain positive on the Group's outlook following its strong results and proposed private placement exercise. Moving forward, we expect operations to remain resilient, supported by improving advertiser demand and higher asset utilisation across its OOH advertising network, alongside tailwinds from the Visit Malaysia 2026 campaign. The proposed exercise is expected to strengthen the Group's geographical footprint and market presence within the OOH advertising segment by expanding its media network coverage across strategic high-traffic locations.

In addition, the acquisitions are expected to enhance profitability through the elimination of significant collaboration fees under the current revenue-sharing arrangement, where c.75% of revenue is returned as fees. Upon completion, the enlarged Group is projected to command an estimated 10% of the total addressable OOH advertising market. This increased scale is expected to strengthen its bargaining power with suppliers, contractors and media buyers, while supporting better commercial terms, improved cost efficiencies and stronger long-term earnings prospects.

**Earnings Revision.** We make no changes to our earnings forecast.

**Valuation & Recommendation.** We maintain our **BUY** recommendation on SJC with an unchanged TP of **RM0.67**, based on unchanged P/E multiple of 8.3x applied to FY27F EPS of 8.1 sen, along with a three-star ESG rating.

## Results Comparison

| FYE Jun (RM m)             | 3QFY26 | 3QFY25 | yoy (%) | 2QFY26 | qoq (%) | 9MFY26 | 9MFY25 | yoy (%) |
|----------------------------|--------|--------|---------|--------|---------|--------|--------|---------|
| Revenue                    | 20.2   | 17.1   | 17.9    | 22.8   | (11.4)  | 65.1   | 53.9   | 20.7    |
| EBITDA                     | 9.0    | 5.0    | 78.3    | 9.4    | (4.4)   | 26.2   | 19.6   | 33.5    |
| Pre-tax profit             | 4.8    | 2.1    | 133.6   | 6.0    | (19.7)  | 15.4   | 11.1   | 39.7    |
| Net profit                 | 3.2    | 1.8    | 74.9    | 5.4    | (41.5)  | 12.4   | 11.1   | 11.5    |
| Core net profit            | 1.6    | 2.9    | (46.4)  | 4.2    | (62.7)  | 10.8   | 12.3   | (12.7)  |
| Core EPS (sen)             | 0.7    | 1.4    | (46.4)  | 2.0    | (62.7)  | 5.0    | 5.7    | (12.7)  |
| EBITDA margin (%)          | 44.4   | 29.3   |         | 41.1   |         | 40.2   | 36.4   |         |
| PBT margin (%)             | 23.8   | 12.0   |         | 26.3   |         | 23.7   | 20.5   |         |
| Core net profit margin (%) | 7.8    | 17.1   |         | 18.5   |         | 16.6   | 22.9   |         |

Source: Company, Apex Securities

# Results Note

Friday, 22 May, 2026

## Financial Highlights

### Income Statement

| FYE Jun (RM m)              | FY24        | FY25        | FY26F       | FY27F        | FY28F        |
|-----------------------------|-------------|-------------|-------------|--------------|--------------|
| <b>Revenue</b>              | <b>72.5</b> | <b>69.7</b> | <b>86.4</b> | <b>101.6</b> | <b>114.3</b> |
| <b>Gross Profit</b>         | <b>17.0</b> | <b>28.9</b> | <b>34.6</b> | <b>43.7</b>  | <b>50.3</b>  |
| <b>EBITDA</b>               | <b>13.7</b> | <b>26.7</b> | <b>34.6</b> | <b>43.7</b>  | <b>50.3</b>  |
| Depreciation & Amortisation | 12.5        | 9.9         | 17.3        | 20.3         | 22.9         |
| <b>EBIT</b>                 | <b>1.2</b>  | <b>16.8</b> | <b>17.3</b> | <b>23.4</b>  | <b>27.4</b>  |
| Net Finance Income/ (Cost)  | -1.2        | -1.4        | -1.5        | -2.1         | -2.1         |
| Associates & JV             | 0.0         | 0.0         | 0.0         | 0.0          | 0.0          |
| Other Income/ (Cost)        | 10.4        | -2.1        | 0.0         | 0.0          | 0.0          |
| <b>Pre-tax Profit</b>       | <b>10.4</b> | <b>13.4</b> | <b>15.8</b> | <b>21.2</b>  | <b>25.3</b>  |
| Tax                         | -1.9        | -3.3        | -3.8        | -5.1         | -6.1         |
| <b>Profit After Tax</b>     | <b>8.4</b>  | <b>10.1</b> | <b>12.0</b> | <b>16.1</b>  | <b>19.2</b>  |
| Minority Interest           | 2.5         | 0.5         | 1.2         | 1.2          | 1.2          |
| <b>Net Profit</b>           | <b>10.9</b> | <b>10.6</b> | <b>13.2</b> | <b>17.4</b>  | <b>20.4</b>  |
| Exceptionals                | 0.0         | 0.0         | 0.0         | 0.0          | 0.0          |
| <b>Core Net Profit</b>      | <b>10.9</b> | <b>10.6</b> | <b>13.2</b> | <b>17.4</b>  | <b>20.4</b>  |

### Key Ratios

| FYE Jun (RM m)     | FY24  | FY25  | FY26F | FY27F | FY28F |
|--------------------|-------|-------|-------|-------|-------|
| EPS (sen)          | 5.1   | 4.9   | 6.1   | 8.1   | 9.5   |
| P/E(x)             | 10.8  | 11.2  | 9.0   | 6.8   | 5.8   |
| P/B(x)             | 1.7   | 1.5   | 1.3   | 1.2   | 1.0   |
| EV/EBITDA(x)       | 9.1   | 4.7   | 3.8   | 3.0   | 2.5   |
| DPS (sen)          | 0.0   | 0.0   | 1.2   | 1.6   | 1.9   |
| Dividend Yield (%) | 0.0%  | 0.0%  | 2.2%  | 2.9%  | 3.4%  |
| EBITDA margin (%)  | 19.0% | 38.3% | 40.0% | 43.0% | 44.0% |
| EBIT margin (%)    | 1.7%  | 24.2% | 20.0% | 23.0% | 24.0% |
| PBT margin (%)     | 14.3% | 19.2% | 18.3% | 20.9% | 22.1% |
| PAT margin (%)     | 11.6% | 14.5% | 13.9% | 15.9% | 16.8% |
| NP margin (%)      | 15.1% | 15.2% | 15.3% | 17.1% | 17.8% |
| CNP margin (%)     | 15.1% | 15.2% | 15.3% | 17.1% | 17.8% |
| ROE (%)            | 15.5% | 13.1% | 14.8% | 17.1% | 17.6% |
| ROA (%)            | 9.0%  | 7.7%  | 8.5%  | 10.2% | 10.9% |
| Gearing (%)        | 18.5% | 26.5% | 34.0% | 29.9% | 25.5% |
| Net gearing (%)    | 10.0% | 8.9%  | 17.2% | 14.5% | 7.7%  |

### Valuations

|                                | FY27F       |
|--------------------------------|-------------|
| Core EPS (sen)                 | 8.1         |
| P/E Multiple (x)               | 8.3         |
| <b>Fair Value (RM)</b>         | <b>0.67</b> |
| ESG premium/discount           | 0.0%        |
| <b>Implied Fair Value (RM)</b> | <b>0.67</b> |

Source: Company, Apex Securities

### Balance Sheet

| FYE Jun (RM m)                       | FY24        | FY25        | FY26F       | FY27F        | FY28F        |
|--------------------------------------|-------------|-------------|-------------|--------------|--------------|
| Cash                                 | 6.0         | 14.3        | 15.0        | 15.6         | 20.6         |
| Receivables                          | 26.7        | 28.8        | 34.6        | 40.6         | 45.7         |
| Inventories                          | 4.4         | 1.6         | 2.0         | 2.3          | 2.5          |
| Other current assets                 | 15.1        | 23.1        | 22.9        | 22.7         | 22.5         |
| <b>Total Current Assets</b>          | <b>52.2</b> | <b>67.7</b> | <b>74.5</b> | <b>81.2</b>  | <b>91.4</b>  |
| Fixed Assets                         | 58.0        | 61.9        | 71.5        | 79.7         | 86.7         |
| Intangibles                          | 10.3        | 7.8         | 7.7         | 7.6          | 7.5          |
| Other non-current assets             | 1.4         | 0.6         | 0.8         | 1.0          | 1.2          |
| <b>Total Non-Current Assets</b>      | <b>69.6</b> | <b>70.4</b> | <b>80.1</b> | <b>88.4</b>  | <b>95.5</b>  |
| Short-term debt                      | 0.9         | 4.9         | 4.9         | 4.9          | 4.9          |
| Payables                             | 23.0        | 22.9        | 23.1        | 25.9         | 28.7         |
| Other current liabilities            | 0.0         | 0.0         | 0.0         | 0.0          | 0.0          |
| <b>Total Current Liabilities</b>     | <b>23.9</b> | <b>27.8</b> | <b>28.1</b> | <b>30.9</b>  | <b>33.6</b>  |
| Long-term debt                       | 12.1        | 16.5        | 25.4        | 25.3         | 24.7         |
| Other non-current liabilities        | 15.1        | 13.0        | 12.0        | 12.3         | 12.5         |
| <b>Total Non-Current Liabilities</b> | <b>27.2</b> | <b>29.5</b> | <b>37.4</b> | <b>37.6</b>  | <b>37.2</b>  |
| Shareholder's equity                 | 71.0        | 81.6        | 89.9        | 102.0        | 116.8        |
| Minority interest                    | -0.3        | -0.8        | -0.8        | -0.8         | -0.8         |
| <b>Total Equity</b>                  | <b>70.7</b> | <b>80.8</b> | <b>89.1</b> | <b>101.2</b> | <b>116.1</b> |

### Cash Flow

| FYE Jun (RM m)              | FY24         | FY25        | FY26F        | FY27F        | FY28F        |
|-----------------------------|--------------|-------------|--------------|--------------|--------------|
| <b>Pre-tax profit</b>       | <b>10.4</b>  | <b>13.4</b> | <b>15.8</b>  | <b>21.2</b>  | <b>25.3</b>  |
| Depreciation & amortisation | 12.5         | 9.9         | 17.3         | 20.3         | 22.9         |
| Changes in working capital  | -7.4         | -0.4        | -7.0         | -3.3         | -2.3         |
| Others                      | -15.7        | -1.2        | -4.8         | -5.7         | -6.4         |
| <b>Operating cash flow</b>  | <b>-0.2</b>  | <b>21.6</b> | <b>21.3</b>  | <b>32.6</b>  | <b>39.4</b>  |
| Net capex                   | -3.2         | -6.9        | -26.8        | -28.4        | -29.7        |
| Others                      | -10.1        | 0.0         | 0.0          | 0.0          | 0.0          |
| <b>Investing cash flow</b>  | <b>-13.4</b> | <b>-6.8</b> | <b>-26.8</b> | <b>-28.4</b> | <b>-29.7</b> |
| Dividends paid              | 0.0          | 0.0         | -2.6         | -3.5         | -4.1         |
| Others                      | 15.9         | -7.0        | 8.9          | -0.1         | -0.6         |
| <b>Financing cash flow</b>  | <b>15.9</b>  | <b>-7.0</b> | <b>6.2</b>   | <b>-3.5</b>  | <b>-4.7</b>  |
| <b>Net cash flow</b>        | <b>2.4</b>   | <b>7.8</b>  | <b>0.7</b>   | <b>0.6</b>   | <b>5.0</b>   |
| Forex                       | 0.0          | 0.0         | 0.0          | 0.0          | 0.0          |
| Others                      | -0.1         | 0.5         | 0.0          | 0.0          | 0.0          |
| Beginning cash              | 30.4         | 6.0         | 14.3         | 15.0         | 15.6         |
| <b>Ending cash</b>          | <b>32.6</b>  | <b>14.3</b> | <b>15.0</b>  | <b>15.6</b>  | <b>20.6</b>  |

## ESG Matrix Framework:

### Environment

| Parameters       | Rating | Comments  |
|------------------|--------|---|
| Climate          | ★★★    | Traditional lighting has been replaced with LED lights and inverter-type air conditioners are introduced. |
| Waste & Effluent | ★★★    | Redesign billboards to allow for easy disassembly, reuse and recycling.                                   |
| Energy           | ★★★    | Transitions to energy-efficient LED screens, which consume less power and offer a longer lifespan.        |
| Emissions        | ★★★    | Optimise logistics and transport practices to minimize carbon emissions.                                  |

### Social

|                                |     |   |
|--------------------------------|-----|---|
| Diversity                      | ★★★ | 55% male and 45% female composition across all organizational levels.   |
| Human Rights                   | ★★  | Enforce and adopts a workplace free from harassment, discrimination, enslavement, child, or forced labour..         |
| Occupational Safety and Health | ★★★ | Engage qualified safety officers to be present on-site to ensure that all safety protocols are strictly adhered to. |
| Fair Compensation & Benefits   | ★★★ | Continuously evaluates employee compensation and benefits to ensure fair remuneration.                              |

### Governance

|              |     |  |
|--------------|-----|--|
| CSR Strategy | ★★★ | Complies with principles and practices set out in the Malaysian Code on Corporate Governance (MCCG). |
| Management   | ★★★ | The Board provides strategic oversight of the Group's overall sustainability direction.              |
| Stakeholders | ★★★ | Major announcements and financial reports were announced in timely manner.                           |

Overall ESG Scoring: ★★★

### Recommendation Framework:

**BUY:** Total returns\* are expected to exceed 10% within the next 12 months.

**HOLD:** Total returns\* are expected to be within +10% to -10% within the next 12 months.

**SELL:** Total returns\* are expected to be below -10% within the next 12 months.

**TRADING BUY:** Total returns\* are expected to exceed 10% within the next 3 months.

**TRADING SELL:** Total returns\* are expected to be below -10% within the next 3 months.

\*Capital gain + dividend yield

### Sector Recommendations:

**OVERWEIGHT:** The industry defined by the analyst is expected to exceed 10% within the next 12 months.

**NEUTRAL:** The industry defined by the analyst is expected to be within +10% to -10% within the next 12 months.

**UNDERWEIGHT:** The industry defined by the analyst, is expected to be below -10% within the next 12 months.

### ESG Rating Framework:

★★★★★ : Appraised with 3% premium to fundamental fair value

★★★★ : Appraised with 1% premium to fundamental fair value

★★★ : Appraised with 0% premium/discount to fundamental fair value

★★ : Appraised with -1% discount to fundamental fair value

★ : Appraised with -5% discount to fundamental fair value

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(a) nil.