

PRESS RELEASE**SEDANIA As Salam Capital Wins Global Accolades for Leadership and Technology Excellence**

CEO Khairul Nisa Ismail receives the 2024 World Outstanding Women CEO Leadership Award, and As Sidq Tawarruq is named Best Technology Platform in Islamic Banking at the GIFA 2024.

Key Highlights:

- **Recognition for Women Leadership Excellence:** Khairul Nisa Ismail, CEO of SEDANIA As Salam Capital, was conferred the prestigious 2024 World Outstanding Women CEO Leadership Excellence Award, a testament to her visionary leadership in driving technology innovation and empowering sustainable growth within the Islamic finance industry.
- **Award-winning Commodity Murabahah Platform:** SEDANIA As Salam Capital's patented As Sidq Tawarruq platform was awarded the "Best Technology Platform in Islamic Banking and Finance" at the 2024 Global Islamic Finance Awards (GIFA), marking a breakthrough in digital Islamic finance solutions for Financial Service Institutions with its Shariah-compliant digital commodity trading technology.

PETALING JAYA, 30 SEPT 2024 – [SEDANIA As Salam Capital Sdn Bhd \("SASC"\)](#), a wholly owned subsidiary of SEDANIA Innovator Berhad and a leading provider of consumer tech solutions for banking and financial institutions, is pleased to announce the receipt of two (2) internationally-acclaimed awards that further strengthen its position as an industry leader in the Islamic finance industry.

Khairul Nisa Ismail, Chief Executive Officer of SEDANIA As Salam Capital, has been recognised with the prestigious **2024 World Outstanding Women CEO Leadership Excellence Award** during the 3rd World Women Economic & Business Summit, held on 26th September 2024 at the Sheraton Imperial Kuala Lumpur Hotel. The summit, graced by Her Majesty The Queen of Malaysia, DYMM Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, also featured a Royal Luncheon Special Address and was officiated by the Minister of Women, Family, and Community Development, YB Dato' Sri Hajah Nancy Shukri.

This award celebrates women leaders who have made significant contributions to their industries and communities, showcasing entrepreneurial excellence, dynamic leadership, and a commitment to societal impact. It honours women CEOs who have demonstrated a proven track record of driving corporate transformations and technology innovation, while inspiring positive change.

In tandem with this recognition, SEDANIA As Salam Capital's proprietary patented platform, **As Sidq Tawarruq**, was awarded the **Best Technology Platform in Islamic Banking and Finance 2024** by the Global Islamic Finance Awards ("GIFA"). The recognition was received during the recent 14th GIFA Awards Ceremony held in the Republic of Maldives.

As Sidq Tawarruq, a patented, Shariah-compliant digital commodity trading platform, enables financial institutions to seamlessly execute Tawarruq (*commodity murabahah*) transactions in real-time, in accordance with the Shariah Advisory Council of Bank Negara Malaysia's ruling. Its innovative straight-through processing (STP) capabilities enhance both efficiency and Shariah compliance, making it a leading choice for FSIs in their digital transformation.

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In response to these accolades, Khairul Nisa Ismail, CEO of SEDANIA As Salam Capital, expressed her gratitude, stating, “We are humbled and honoured for SEDANIA As Salam Capital to be recognised on the global stage. These awards reflect our dedication to creating impactful and sustainable consumer tech solutions. I owe this recognition to the hard work and commitment of our team, whose efforts continue to inspire me as a leader. Together, we strive to deliver inclusive solutions that support the development of a truly Halal Islamic Finance Ecosystem, while enabling the financial aspirations of the broader community.”

Looking ahead, SASC remains fully committed to advancing Islamic fintech through innovation and collaboration. Khairul Nisa added, “As we continue to expand our digital offerings, including the recent launch of JOMHIBAH, a fully digital hibah platform, we look forward to educating and empowering communities on the importance of early planning in Islamic inheritance management, ensuring that our solutions remain accessible, fast, convenient and life changing.”

Picture captions:



SEDANIA As Salam Capital's patented As Sidq Tawarruq platform was awarded the "Best Technology Platform in Islamic Banking and Finance" at the 2024 Global Islamic Finance Awards (GIFA).

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Khairul Nisa Ismail, CEO of SEDANIA As Salam Capital, was conferred the prestigious 2024 World Outstanding Women CEO Leadership Excellence Award during the 3rd World Women Economic & Business Summit.



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Khairul Nisa Ismail, CEO of SEDANIA As Salam Capital, pictured in a group photo with Her Majesty The Queen of Malaysia, DYMM Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, and the other award nominees during the 3rd World Women Economic & Business Summit.

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About SEDANIA As Salam Capital

SEDANIA As Salam Capital Sdn. Bhd., a wholly owned subsidiary of Bursa Malaysia-listed SEDANIA Innovator Berhad, is a consumer tech provider that empowers financial institutions with Islamic digital solutions and enables seamless digital banking transformation.

At its core is As-Sidq Tawarruq, a patented Shariah-compliant digital commodity trading platform that facilitates secure, real-time and anytime brokerage of digital commodities for financial institutions' Tawarruq (commodity murabahah) requirements. It offers Islamic inheritance planning solutions to the Muslim community via full-fledged end-to-end digital *Hibah* platform, called JOMHIBAH.

SEDANIA As Salam Capital is well-placed to improve lives sustainably for consumers through its constantly expanding suite of innovative technologies.

To know more about SEDANIA As Salam Capital, please visit <https://www.sedaniaassalam.com/>.

About SEDANIA Innovator Berhad

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.

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.

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SEDANIA As Salam Capital, meanwhile, spearheads the digital finance revolution, equipping more than 95 financial service institutions with innovative consumer technology solutions including its signature As-Sidq Tawarruq platform (commodity murabahah), JOMHIBAH and the GoHalal Financing Program to enhance financial inclusion and well-being for the community.

These key core engines underscore SEDANIA's unwavering commitment to improving lives through 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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