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PRESS RELEASE

Offspring searches for The Baby

Key highlights:

- Launches Baby Search to find babies with the most priceless unedited, authentic expressions; two babies to become the faces of the Offspring brand
- Encompasses weekly winners through online submissions with the finale event to be held physically to pick the next faces of Offspring
- Emphasising that all babies are equal and beautiful in partnership with sponsors AEON and Happikiddo, supported by media partner Parenthood Magazine Malaysia

KUALA LUMPUR, 11 OCTOBER 2022 - A highly anticipated baby contest has come to town as Offspring Inc Sdn Bhd (“Offspring”), Sustainable Healthcare arm of SEDANIA Innovator Berhad will be holding its Offspring Baby Search 2022 contest to find the new faces of its brand.

The chosen Offspring babies will have the most priceless authentic expressions, underlining Offspring’s belief that all babies are created equal and beautiful while the brand continues to deliver the best and most authentic products that are safe for mummies’ bundle of joy.

Offspring Chief Executive Officer Mohamed Roslan Ismail said, “In our eyes, all babies are created beautiful and unique. Hence, we don’t just celebrate the cutest or the prettiest ones. Offspring wants to spotlight, honour and recognise all the authentic expressions of adorable babies through this Baby Search event. Ranging from the hilarious, cute, chaotic and various other priceless moments, these make up the uniquely wonderful part of a baby’s reality that we at Offspring cherish dearly.

“Offspring’s mission is to improve lives sustainably by putting in place foundations which foster a healthy childhood and this event firmly amplifies this goal. I believe we can make a difference as our products are safe for the baby and the environment, something that modern parents can strongly identify with. Thus, we hope that this Baby Search can not only celebrate babies in an adorably exciting way, but also continue to entrench in the mindsets of parents and society the culture of sustainability that Offspring avidly represents.”



Sedania Innovator Berhad



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The Baby Search comprises five consecutive weekly online contests with the grand finale event to be held physically on 19 November 2022.

Each week, starting October 10, Offspring will pick two winners from two categories. Each category will be opened to age groups of between 3-12 months (group 1) and 1-2 years old (group 2). Subsequently, only 10 winners from the weekly contest will be shortlisted for the finale event, which will be held physically.

At the one-day finale, the ten baby finalists accompanied by their mothers/fathers will compete across five categories in front of a panel of distinguished judges.

The winning babies would win not only cash prizes and Offspring baby products, they will become the face of Offspring for one year.

To be eligible to participate, one only has to make a purchase of any Offspring product at its webstore <https://offspringinc.com/shop-all>, selected physical retail stores, or any of its online e-commerce channels.

Each budding participant only needs to upload a copy of the receipt and follow the rest of the registration process, which would also include the all-important photo or video upload of the infants/toddlers.

Participants are entitled to one entry for each purchase made. They may submit more than one entry and enter more than one category as long as it is accompanied by a proof of purchase for each entry.

Offspring's efforts to organise this much awaited event have also been aided greatly by its two sponsors; AEON and Happikiddo, as well as its exclusive media partner Parenthood Magazine Malaysia.

AEON is a leading General Merchandise Store cum supermarket chain with 34 AEON Stores, 28 AEON Malls, as well as various other outlets such as AEON Wellness, Daiso and Komai-so throughout Malaysia.

Happikiddo is one of the leading baby online stores in Malaysia dedicated to offering mums and dads a great online shopping experience by helping them purchase the necessary baby products for a baby's first few precious years.



Offspring's exclusive media partner, Parenthood Magazine Malaysia, is the pioneer as well as longest-running mother and baby publication in Malaysia.

To find out more details on the Baby Search 2022 contest and/or register, please visit <https://offspringinc.com/baby-search>.

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About Offspring Inc Sdn Bhd

Offspring has become the fastest growing mass prestige premium organic baby brand with over 170 SKUs available in 23 countries ranging from US, Europe, Southeast Asia and Africa via online sales channels and selected retail stores.

Consumers love its range of sustainable healthcare 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. As all these products are manufactured using ingredients which are not harmful to the environment, usage of those products enables sustainability by helping consumers play a role in lowering carbon emissions.

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.

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 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.

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

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