

## SEDANIA Records Highest Quarterly Revenue, Up 45% YoY

*Highest Topline Achieved for 2Q2025 is Driven by Strong Growth in Key Business Segments*

### Key Performance Highlights:

#### 1. Revenue Improvement Across All Business Segments

- 2Q2025 revenue rose 45% YoY to RM21.77 million, marking the Group's fourth consecutive quarterly growth.
- Sustainable FMCG remains the biggest revenue driver, posting a 46% YoY increase to RM17.95 million, driven by higher demand for Offspring and Tanamera products across online and international markets.
- Sustainable Consumer Technology revenue jumped 32% YoY to RM3.37 million, supported by stronger fintech adoption.

#### 2. Significant Jump in Quarter-on-Quarter Performance

- Revenue rose 37% quarter-on-quarter ("QoQ"), fuelling a return to operational profitability and highlighting SEDANIA's ability to scale across local and international markets.
- Ongoing investments in brand positioning, advertising, and promotional campaigns have significantly enhanced consumer engagement and brand equity.
- Increased penetration into strong-currency markets, particularly in Europe and high-growth Asian regions, has amplified revenue contribution from international markets.

#### 3. Favourable Resolution on Offspring Inc. Arbitration

- Out-of-court full and final settlement is reached, ensuring absolute brand rights and no further hindrances to Offspring Inc.'s growth and prospects moving forward.

**PETALING JAYA, 28 February 2025** – SEDANIA Innovator Berhad ("SEDANIA" or "the Group") has once again demonstrated its strong growth momentum, posting its **highest quarterly revenue to-date**. Quarterly revenue surged 45% year-on-year ("YoY") for the second quarter of 2025 (2Q2025), reflecting the successful expansion of SEDANIA's brands and services, along with increasing market penetration across key local and international markets.

Fuelled by growing demand for its premium FMCG products and increasing adoption of its Islamic digital solutions, the Group continues to expand strategically into high-value FMCG markets, particularly in Europe and key Asian regions, further strengthening its global revenue base and footprint.

Managing Director and Founder, Datuk Azrin Mohd Noor, stated, "SEDANIA's record quarterly revenue is a direct result of our aggressive growth strategy, as we scale our topline through strategic investments in marketing, international expansion, and operational efficiencies. These initiatives aim to strengthen brand affinity, accelerate market penetration, and solidify our position as a trusted name in the FMCG market."

"I am pleased that our strong performance for the quarter reflects SEDANIA's resilience and commitment to user-driven innovation. While expanding into high-potential, strong-currency markets, we are also driving efficiencies to ensure long-term profitability and value creation for our shareholders."

"With a sharp focus on product innovation and market expansion, SEDANIA is well-positioned to sustain its upward growth trajectory for the remainder of FY2025. As we continue capturing opportunities in highly-populated and strong-currency economies, our vision remains clear – to build a future-proof business that delivers sustained success and shareholder confidence," Datuk Azrin said.

## Full Resolution of Offspring Inc. Arbitration Case – Strengthening Offspring’s Business Focus and Direction

Recently, SEDANIA announced that SEDANIA Corporation Sdn Bhd (“SCSB”) has successfully reached an out-of-court settlement for the arbitration involving Offspring Inc. and SCSB, achieving a full and final resolution with relevant parties.

Consequent to the favourable settlement, all parties have agreed to cease all existing and future claims, actions, demands and proceedings related to the matter. This also fully absolves SEDANIA of any potential and implied liabilities, allowing SEDANIA to move forward without further distractions.

SEDANIA Chairman, YAA Tun Md Raus Bin Sharif, commented, “We are excited to have reached a final and amicable resolution in the Offspring Inc. arbitration, bringing complete closure to this matter. With the settlement, we now hold absolute and global rights to the Offspring brand, reinforcing our control over its growth and future direction.”

“This milestone allows us to fully channel our focus toward value creation, business expansion, and innovation. With a clear path ahead, we are poised to execute our ambitious growth strategies for 2025 and beyond,” said Tun Raus.

“The full ownership of the Offspring brand places SEDANIA on a stronger footing to drive its expansion efforts with greater confidence and agility. This strategic clarity enables us to sharpen our competitive edge, enhance brand equity, and unlock new growth opportunities across key markets. As we move forward, we remain steadfast in our mission of **Improving Lives Sustainably** - building a future-oriented, sustainability-led business that delivers long-term value for our shareholders, while making a meaningful impact on the communities we serve,” concluded Tun Raus.

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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.

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### **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 FinTech solutions and the GoHalal Financing Programme 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](http://www.sedaniainnovator.com) to find out more about our sustainable innovations and offerings.

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