BONIA CORPORATION BERHAD

Registration No. 199101013622 (223934-T)

ANNUAL REPORT 2026




Namtan
NAMTAN TIPNAREE



BONIA


Namtan
NAMTAN TIPNAREE



BRAUN BÜFFEL

1887 • GERMANY



SEMBC

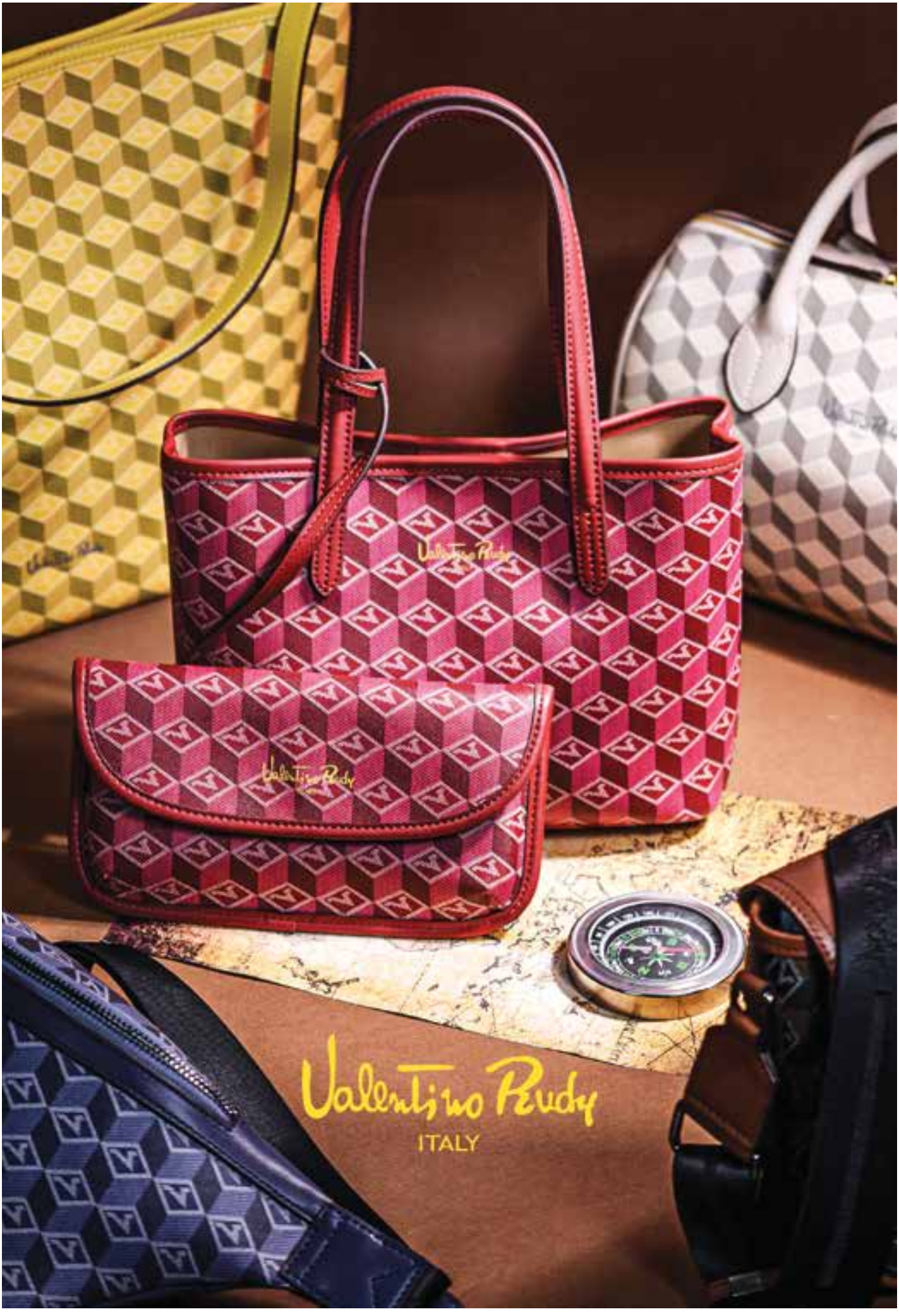


ONIA



love it


SANTA BARBARA
POLO & RACQUET
CLUB


Valentino Rudy
ITALY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Mardi Mercredi



*A BATHING APE®



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BY *A BATHING APE®



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Corporate Diary



BONIA Unveils New Pavilion KL Concept Store: A Refinement Through Time

JANUARY 2026

BONIA's new Pavilion KL concept store marks a new chapter for the House, celebrating its 50-year legacy through a space that blends timeless craftsmanship with contemporary elegance. Inspired by Bologna, Italy — the city that shaped the brand's name and spirit. The store brings BONIA's heritage to life through warm terracotta tones, intricate brickwork, symmetrical lines, and handcrafted textures.

Located on Level 4, Lot 4.06.00 at Pavilion Kuala Lumpur, the store is designed as an immersive journey through BONIA's world. From The Loggia, which pays tribute to the brand's leather craftsmanship, to the Pink Room, Green Room, and The Lounge, each space invites guests to discover a different expression of the brand — from femininity and modern masculinity to warmth, scent, and connection.



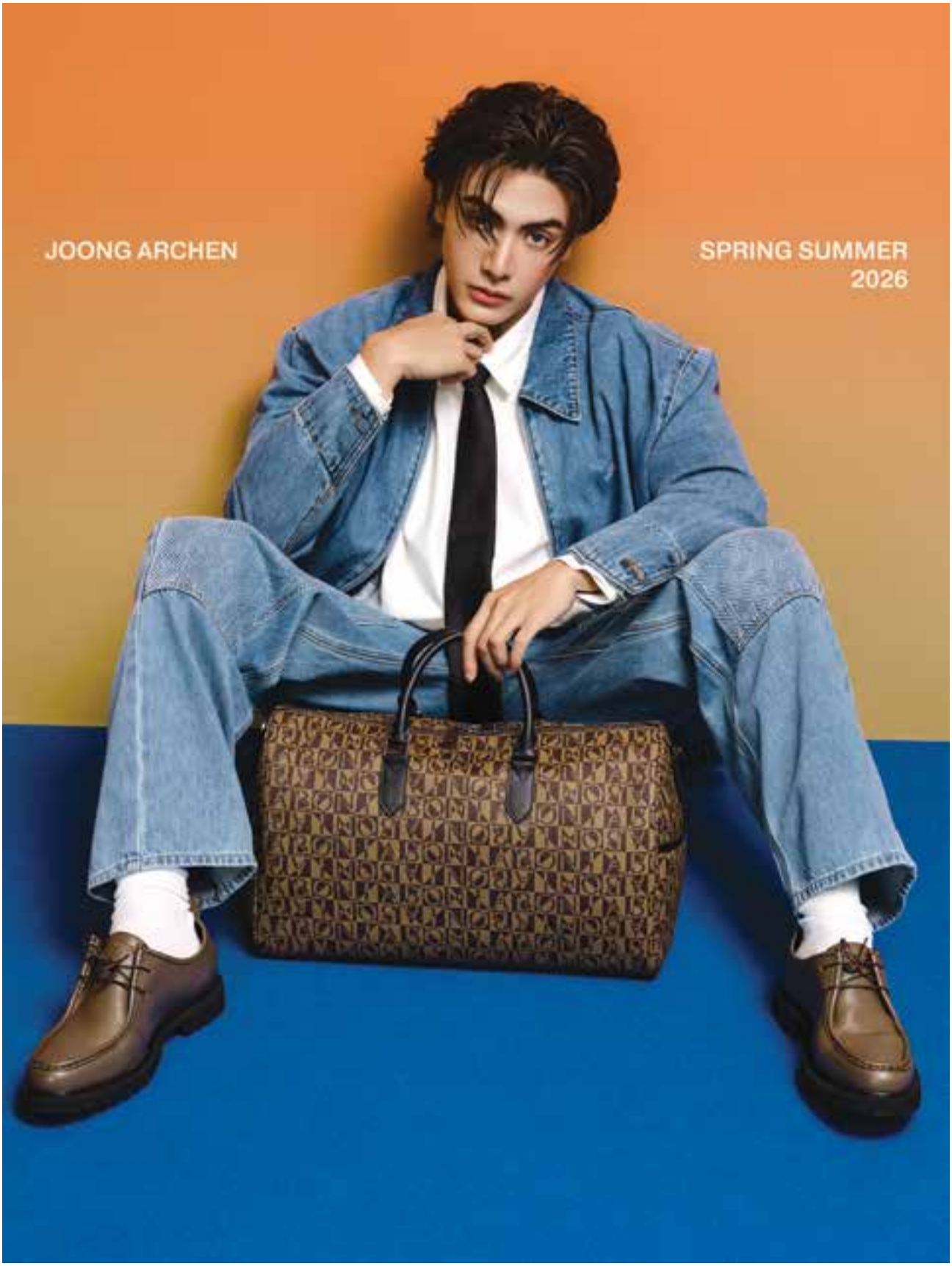
Corporate Diary





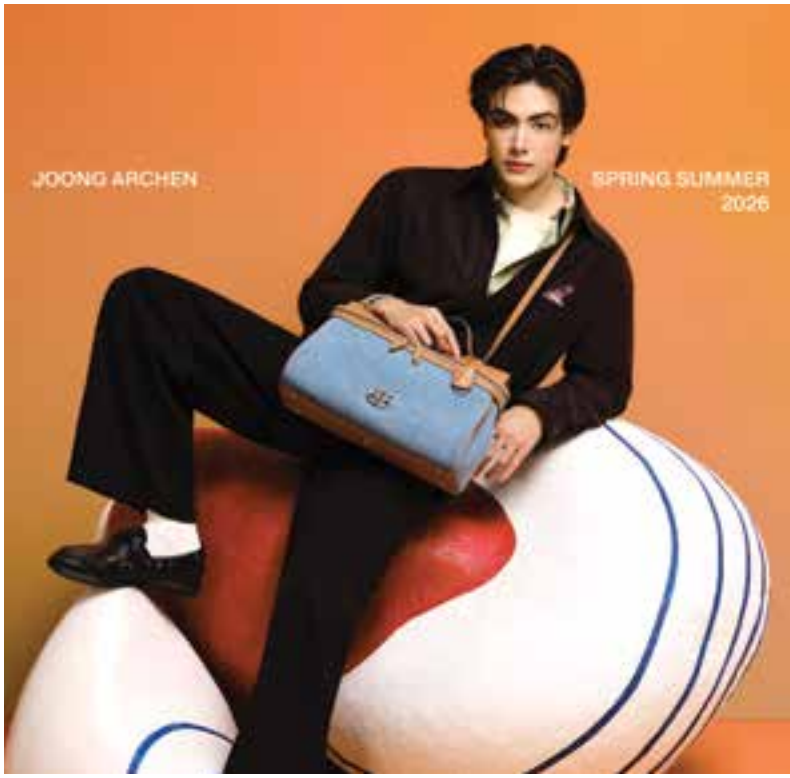


Corporate Diary



Corporate Diary





BONIA Welcomes Spring Summer 2026 Brand Muse Joong Archen to Kuala Lumpur

JANUARY 2026

BONIA welcomes acclaimed actor and style icon Joong Archen to its Pavilion KL concept store on 30 January 2026, ahead of the brand's Spring Summer 2026 season. As BONIA's newly announced Brand Muse, Joong represents a fresh expression of contemporary masculinity — confident, refined, and effortless, while staying rooted in the brand's appreciation for craftsmanship and style.

His special appearance brings together two key milestones for BONIA: the launch of its new concept store and the introduction of a muse who reflects the brand's evolving dialogue between heritage and modern expression. In celebration of his visit, BONIA will introduce limited-edition fan experiences and collectibles, including an exclusive Photo Moment opportunity for selected fans, and Brand Muse–inspired enamel pins.





BONIA × PURAS: A Rhythm of Care

MAY 2026

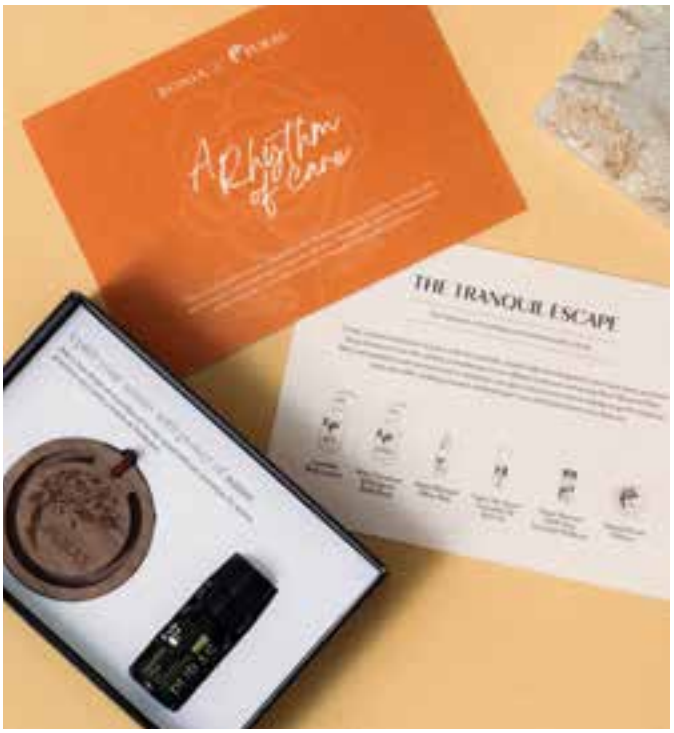
BONIA × PURAS: A Rhythm of Care celebrates Mother's Day through thoughtful rituals of wellness, beauty, and togetherness. Featuring Mawar Rashid and Layla Sania, the collaboration highlights motherhood through intimate everyday moments — from shared self-care routines to spontaneous time spent between mother and child.

The campaign introduces curated BONIA × PURAS gift bundles designed to celebrate her with care, presence, and meaning. From *The Botanic Ritual* to *The Radiance Ritual*, each set pairs PURAS wellness essentials with BONIA's gifting universe, complemented by a curated selection of bags, wallets, shoes, and watches for Mother's Day.

Corporate Diary







Corporate Diary





Corporate Diary



BONIA Raya Rhythm featuring Intan & Iman

MARCH 2026



BONIA's *The Raya Rhythm* celebrates the many expressions of womanhood through the festive season, brought to life by Intan Najuwa and Iman Opie. Centered on the message "Two expressions. One Raya rhythm," the campaign explores quiet strength, elegance, confidence, and individuality through thoughtfully styled Raya looks.

Intan embodies calm confidence and graceful femininity through lace silhouettes and delicate textures, while Iman brings a fresh, contemporary spirit through relaxed tailoring and modern layers. Together, their looks highlight BONIA's curated selection of handbags, ready-to-wear, shoes, and accessories — designed to accompany women from intimate gatherings to joyful reunions.



Be My Soleil Campaign

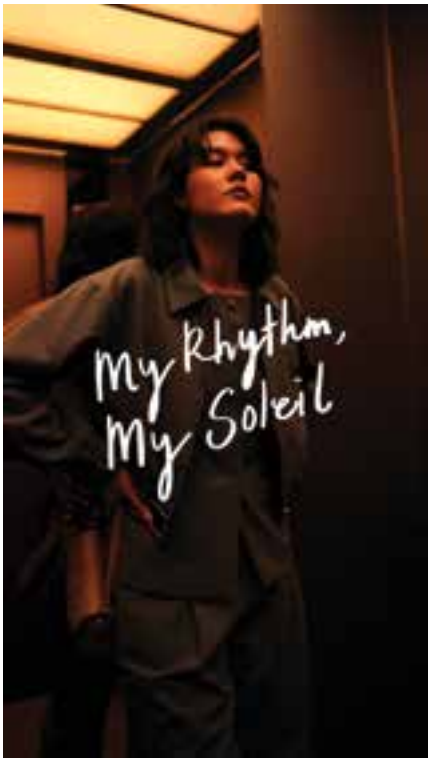
SEPTEMBER 2025



BONIA's *#BeMySoleil* campaign is a quiet reminder to pause, breathe, and return to the rhythm that feels most like you. Rooted in introspection and self-connection, the campaign celebrates the beauty of stillness, unseen victories, and the quiet moments that allow women to simply be.

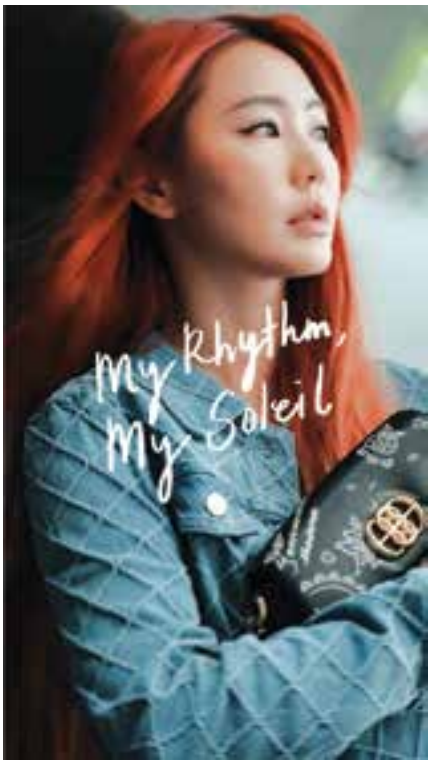
At the heart of the campaign is the Soleil Bag, inspired by the warmth of the sun and designed as an everyday companion through every mood and moment. Featuring Daiyan Trisha, Sharifah Rose, Alicia Amin, Victoria Ng, and May Ho, *#BeMySoleil* tells stories of vulnerability, quiet strength, and inner calm — a reminder that true luxury is about following your own pace and feeling complete.

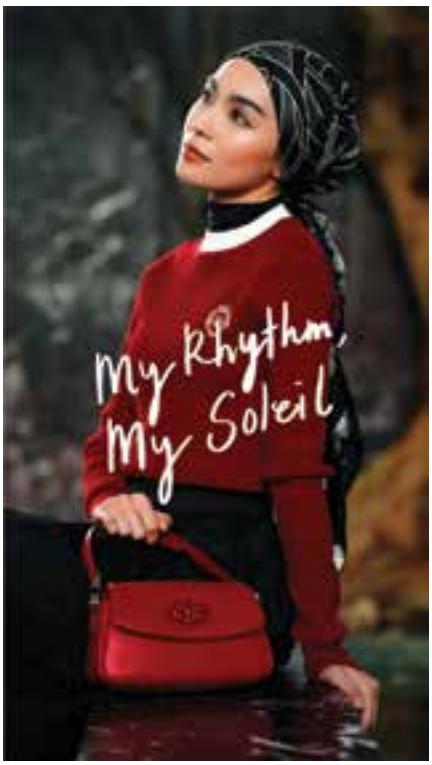
Corporate Diary











Pavilion KL Loves Sustainability 2026

MAY 2026



Pavilion Kuala Lumpur's *Pavilion Loves Sustainability* 2026 brings conscious living to life through Malaysia's first shopping centre EcoHub. Held from 5 to 10 May 2026 at Centre Court, the campaign focuses on circular economy thinking, responsible textile disposal, and everyday sustainability habits made simple for shoppers.

The EcoHub features Reverse Vending Machines for PET bottles and aluminium cans, Smart Recycling Bins, digital displays, storytelling content, and reward-based recycling through the RVMplus app. The campaign also includes sustainability booths, workshops, mall-wide displays, and a sustainability trail featuring participating brands including BONIA, encouraging shoppers to take small, meaningful steps towards more responsible consumption.

Corporate Diary

Empower Through Fitness Event 2.0

OCTOBER 2025



BONIA supported Empower Through Fitness Event 2.0, a holistic women's wellness movement held on 11 October 2025 at Affin Bank TRX, with a donation of RM5,000. Led by actress and fitness advocate Ong Ai Leng, the event brought together women of all fitness levels for a day dedicated to movement, health awareness, and self-care.

The event featured fun and engaging workout sessions by Ong Ai Leng, a nutrition talk by actress and certified nutrition advisor Emily Lim, and a women's wellness talk by Lavinia Chew, physiotherapist, trainer, and certified pelvic floor therapist. Complemented by wellness booths and interactive activities, the initiative encouraged women to feel stronger, more informed, and more connected through fitness and holistic wellbeing.

Corporate Diary



Corporate Diary



Braun Büffel x Dona Cafe Collaboration

OCTOBER 2025

October is for coffee lovers. And this year, Braun Büffel joined the celebration.

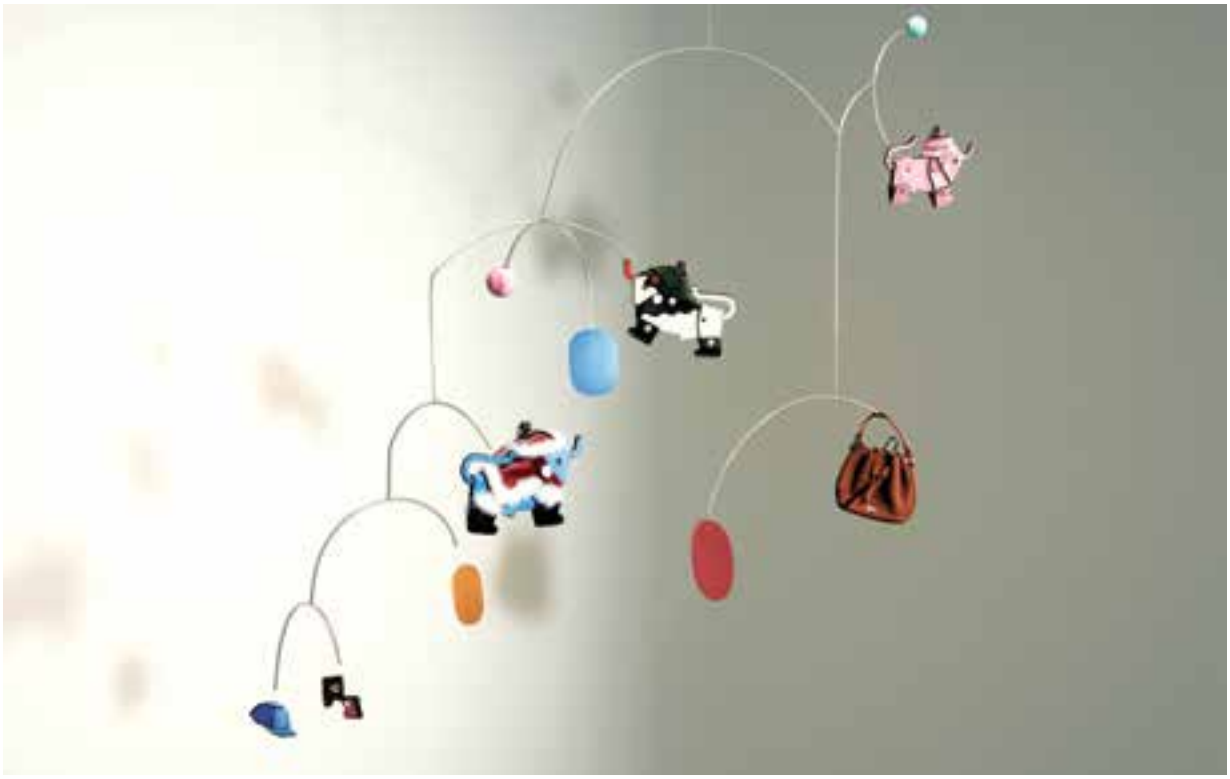
In the spirit of International Coffee Day, the brand partnered with Dona Cafe for a four-week collaboration built around one belief: that great craft deserves great company. A limited edition collection of mugs and cups — made to be held, not just looked at — paired with a specially curated food and drinks menu designed for those who take their rituals seriously.

For the coffee lover, it was the perfect excuse to linger. For Braun Büffel, it was a natural extension of 140 years of making things worth keeping.



Braun Büffel Christmas 2025 Campaign

NOVEMBER 2025





This Christmas, Braun Büffel introduced the world to Bran — the brand's iconic buffalo, reimagined as a limited edition charm and given a name for the very first time.

Bran arrived dressed for the season and entirely on your terms. Guests could customise every detail — shoes, hat, tie, and body colour — making each Bran uniquely theirs. A gift that carries the brand's DNA while carrying a little of you.

The campaign came to life on a set built entirely from festive indulgences — toast, cakes, macarons, butter, and more — placing Bran at the heart of the season's warmest rituals. The result was playful, personal, and unmistakably Braun Büffel.

Corporate Diary

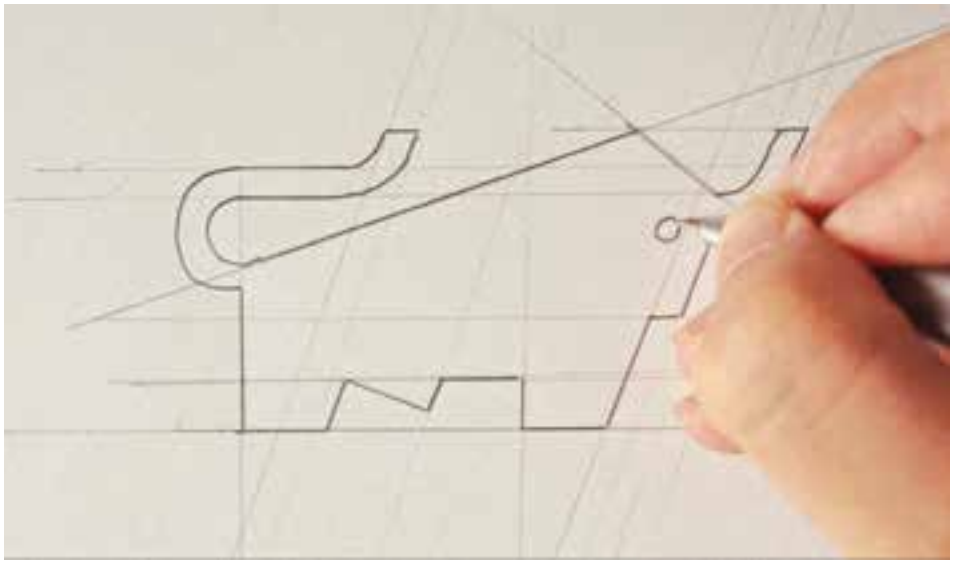




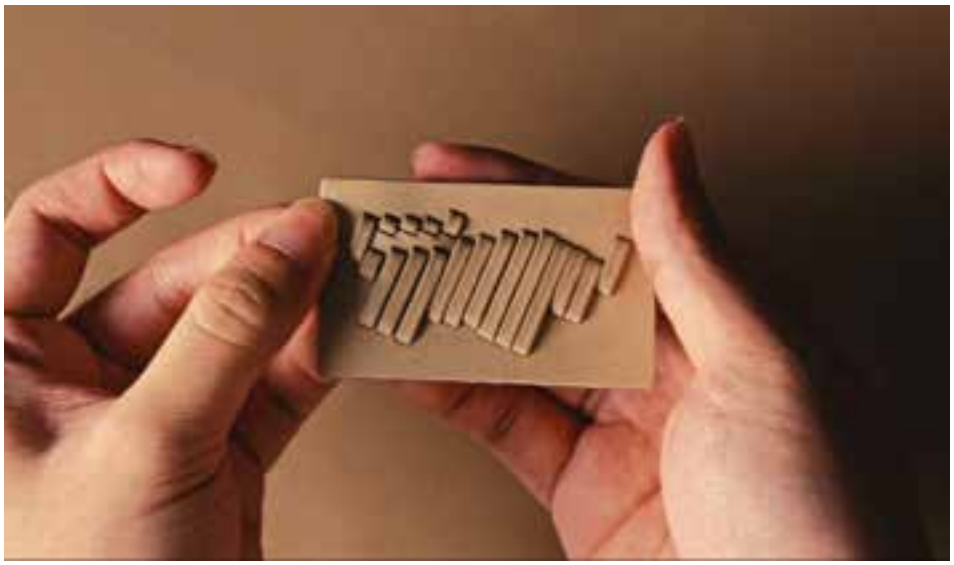




Corporate Diary







Corporate Diary

Braun Büffel Craftsmanship Video Series

MAY 2026



Some things are better seen than explained. This year, Braun Büffel pulled back the curtain.

The brand launched a craftsmanship video series across YouTube and social media — an intimate look at the hands, decisions, and details behind four iconic products: Weben, Valadon, Pommes, and Bran. Each film followed a single product from concept to creation, revealing the mastery that most brands keep hidden.

The series wasn't made to impress. It was made for those who already know that the difference between good and exceptional lives in the details you never see.







Braun Büffel 2026 Global Campaign

MARCH 2026

The sea has always attracted a particular kind of person. Unhurried. Purposeful. Someone who knows exactly where they're going — and doesn't need to announce it.

The 2026 campaign is built around three moments drawn from that world.

Harbour Arrival is the opening act — the composed return of someone who has been somewhere worth going. No fanfare. Just presence. It sets the tone for a person who moves through the world on their own terms, carrying only what matters.

All Hands on Deck shifts the lens to purpose and readiness. On a vessel, everyone has a role. Everything is considered. Nothing is accidental. It speaks to the Braun Büffel customer who shows up prepared — at work, in life, in the choices they make about what they own and who they are.

In Quiet Company is the most intimate chapter. The people worth being with. Conversations that don't need volume. A world where quality — of object, of character, of time — speaks for itself.

Together, the three acts tell a single story: that the most compelling lives are lived with intention, surrounded by the right things and the right people. Braun Büffel belongs in that life — not as a statement, but as a natural part of it.

Corporate Diary








BONIA

Corporate Diary

BONIA, Braun Büffel, SEMBONIA and 13DeMarzo New Stores Opening

2025 - 2026







Bonia Corporation Berhad celebrated various store openings for its various brands including BONIA, Braun Büffel, SEMBONIA and 13DeMarzo across Malaysia.

1. BONIA Setia City, Shah Alam
   8 August 2025
2. BONIA Pavilion Kuala Lumpur
   15 November 2025
3. Braun Büffel Mitsui, Sepang
   15 November 2025
4. Braun Büffel Vivacity, Kuching
   10 October 2025
5. SEMBONIA Lalaport, Kuala Lumpur
   23 September 2025
6. SEMBONIA Mitsui, Sepang
   7 February 2026
7. 13DeMarzo Pavilion Kuala Lumpur
   29 November 2025



Corporate Diary





Empowering Growth Through Learning & Development

JUNE 2026

During the financial year 2025/2026, the Group continued to strengthen its Learning & Development ("L&D") initiatives to enhance employee capabilities, support business transformation and build a future-ready workforce.

The Group's L&D programmes focused on strengthening frontline commercial capabilities and enhancing the strategic and functional competencies of our Headquarters ("HQ") employees. Frontline development centred on customer engagement and the Group's digital and omnichannel retail transformation, including the development of TikTok LIVE and social commerce capabilities to support evolving customer engagement channels.

For HQ employees, training programmes focused on key areas including Occupational Safety and Health ("OSH"), National Sustainability Reporting Framework ("NSRF") requirements, generative Artificial Intelligence ("AI"), talent development and employee well-being. The Group also continued to enhance its internal learning capabilities through Train-the-Trainer programmes, while introducing initiatives focused on stress management and burnout prevention to promote employee well-being and a sustainable working environment.

Through these initiatives, the Group remains committed to fostering a capable, adaptable and resilient workforce equipped to navigate evolving business, digital, regulatory and sustainability requirements.

Caring for the Community

JUNE 2026



As part of the Group's Corporate Social Responsibility ("CSR") initiatives, the BONIA CSR Committee continued its annual donation drive in support of Persatuan Insan Istimewa Cheras Selangor ("PIICS"), a non-profit organisation providing care and support for individuals with special needs.

The initiative focused on contributing essential food and daily supplies to support the centre's ongoing needs. Through this initiative, the Group remains committed to giving back to the community and making a positive difference in the lives of those in need.


Namtan!!
NAMTAN TIPNAREE

Corporate Information

As at 01 October 2026

BOARD OF DIRECTORS

Datuk Ng Peng Hong @ Ng Peng Hay
Senior Independent Non-Executive Chairman

Dato' Sri Chiang Fong Seng
Executive Vice Chairman/Group Chief Executive Officer

Dato' Sri Chiang Fong Tat
Group Executive Director

Chiang May Ling
Group Executive Director

Datuk Chiang Heng Kieng
Non-Independent Non-Executive Director

Law Wei Liang
Independent Non-Executive Director

Azian Binti Mohd Yusof
Independent Non-Executive Director

Raja Hamzah Abidin Bin Raja Nong Chik
Independent Non-Executive Director

Chiang Fong Xiang
(Alternate Director to Chiang May Ling)

SENIOR ADVISER TO THE GROUP

Chiang Sang Sem
(Founder and Substantial Shareholder)

Audit & Risk Management Committee

Chairman : Law Wei Liang
Member : Azian Binti Mohd Yusof
Member : Raja Hamzah Abidin Bin Raja Nong Chik

Nomination & Remuneration Committee

Chairman : Law Wei Liang
Member : Azian Binti Mohd Yusof
Member : Raja Hamzah Abidin Bin Raja Nong Chik

Auditors

BDO PLT
Audit Firm No. 201906000013
(LLP0018825-LCA) & AF 0206
Level 8 BDO @ Menara CenTARa
360 Jalan Tuanku Abdul Rahman
50100 Kuala Lumpur Malaysia

Company Secretary

Wong Yen Lee
Membership No. MAICSA 7046106
SSM Practising Certificate No.
202008001170

Share Registrar

Bina Management (M) Sdn. Bhd.
Lot 10 The Highway Centre
Jalan 51/205
46050 Petaling Jaya
Selangor Darul Ehsan Malaysia
Tel : +603-7784 3922
Fax : +603-7784 1988

Head Office

Level 6, Ikon Connaught
Lot 160, Jalan Cerdas
Taman Connaught Cheras
56000 Kuala Lumpur
Wilayah Persekutuan Malaysia
Tel : +603-9108 9000
Fax : +603-9108 9098

Registered Office

A-6-2, Jalan C180/1
Dataran C180
43200 Cheras
Selangor Darul Ehsan Malaysia
Tel : +6019-928 9139

Stock Exchange Listing

Main Market of Bursa Malaysia
Securities Berhad
Sector: Consumer Products & Services
Stock Name: Bonia
Stock Code: 9288

Corporate Information

As at 01 October 2026



BONIA (Corporate)	:	*https://www.boniacorp.com/*
BONIA (Corporate)	:	*https://www.linkedin.com/company/bonia-corporation-berhad/*
BONIA	:	*www.bonia.com.my*
Braun Büffel	:	*www.braunbuffel.com.my*
SEMBONIA	:	*www.sembonia.com*
Licensed Brands	:	*https://sbpolo.com.my/* *https://valentinorudy.com.my/*
BONIA	:	*www.facebook.com/BoniaFashion*
Braun Büffel	:	*www.facebook.com/BraunBuffel*
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BONIA	:	*www.youtube.com/@boniaofficial*
Braun Büffel	:	*www.youtube.com/@BraunBuffelOfficial*
BONIA	:	*www.instagram.com/bonia*
Braun Büffel	:	*www.instagram.com/braunbuffel*
SEMBONIA	:	*www.instagram.com/sembonia_official*
Licensed Brands	:	*www.instagram.com/santabarbaramy/* *www.instagram.com/valentinorudymy*
BONIA	:	*www.tiktok.com/@boniaofficial*
Braun Büffel	:	*www.tiktok.com/@braunbuffel*
SEMBONIA	:	*www.tiktok.com/@sembonia_official*
Licensed Brands	:	*www.tiktok.com/@santabarbara_my* *www.tiktok.com/@valentinorudy_my*
BONIA ID	:	*@BONIA 博尼亚 / ID: 27765202952*
Braun Büffel ID	:	*@Braun Buffel / 布蘭施 MY / ID: 95881880744*

Profiles of Board of Directors

As at 01 October 2026



DATUK NG PENG HONG @ NG PENG HAY

Senior Independent Non-Executive Chairman

Malaysian, Male, Aged 74

Date of appointment to the Board of Bonia Corporation Berhad:
30 March 2020

Datuk Ng Peng Hong @ Ng Peng Hay served as the State Assemblyman for Tengkera Constituency under Barisan Nasional between 1982 and 1986. He then served as a Senator in the Malaysian Parliament from 1987 to 1993. His first involvement in social activities was upon completing his secondary education. He was appointed as the Investment Co-ordinator of the Malacca State Development Corporation to handle direct investments in the State of Melaka since 1988. Together with his team of officials and his excellent public relations, he has helped in attracting numerous Taiwanese, Singaporean and Chinese investors into the State of Melaka. In recognition of his efforts and dedication, he was conferred the Darjah Mulia Seri Melaka by his Excellency, the Governor of Melaka in 1992. On 17 July 1999, the Taiwanese Government awarded him the Economic Medal.

Datuk Ng also sits on the Board of Wellcall Holdings Berhad as its Group Non-Independent Non-Executive Chairman.

Profiles of Board of Directors

As at 01 October 2026



DATO' SRI CHIANG FONG SENG

Executive Vice Chairman/Group Chief Executive Officer

Malaysian, Male, Aged 41

Date of appointment to the Board of Bonia Corporation Berhad:
10 January 2014

Dato' Sri Chiang Fong Seng graduated in year 2007 with a Bachelor of Commerce from The University of Melbourne, Australia.

He joined Bonia Group in year 2008 initially as the Personal Assistant to the Founder and then Group Executive Chairman, from whom he learnt the trade from managing factory supply chains to product design, sales, marketing and business development. His responsibilities were expanded across Bonia Group over the years with his involvement in the Group's strategic planning and sustainability initiatives, which resulted in his promotion to the Executive Vice Chairman/Group Chief Executive Officer of Bonia Group in October 2024.

A visionary leader who has served the Bonia Group for over 15 years, he was instrumental in transitioning BONIA from a product-driven brand to a lifestyle-orientated one, increasing the relatability of the brand and range of products it can offer, keeping them relevant through evolving lifestyle and design trends.

He is a staunch supporter of brands and talents that add value to the community. He was appointed as a Committee Member of Federation of Malaysian Fashion Textile and Apparels (FMFTA) since its launch in October 2019, and holds the position as Vice President.

He was conferred Darjah Kebesaran Sultan Ahmad Shah Pahang Yang Amat DiMulia – Peringkat Pertama Sri Sultan Ahmad Shah Pahang (SSAP) which carries the title Dato' Sri in year 2013.

He holds directorships in several subsidiaries of the Company and does not have any other directorships of public companies.

Profiles of Board of Directors

As at 01 October 2026



DATO' SRI CHIANG FONG TAT

Group Executive Director

Malaysian, Male, Aged 48

Date of appointment to the Board of Bonia Corporation Berhad:
30 August 2004

Dato' Sri Chiang Fong Tat graduated with a Bachelor (Hons) Degree in Marketing and Management from Middlesex University, United Kingdom.

He possesses extensive experience in product management and business development in the footwear, accessories and leatherwear markets. He joined Bonia Group in 2000 and had held several senior executive positions prior to his appointment to the Board of Bonia Corporation Berhad. He is currently responsible for the overall expansion and growth, market entry, business efficiency as well as the product research and development of SEMBONIA products.

He holds directorships in several subsidiaries of the Company and does not have any other directorships of public companies.

Profiles of Board of Directors

As at 01 October 2026

CHIANG MAY LING

Group Executive Director



Malaysian, Female, Aged 38

Date of appointment to the Board of Bonia Corporation Berhad:
01 April 2023

Chiang May Ling completed her tertiary education at Deakin University, Australia and obtained a Bachelor of Commerce majoring in Accounting and Finance in 2011.

She started her career as a Management Trainee at Bonia Group and had initial exposure in the retail landscape. Since joining Bonia Group in 2011, she underwent rotations through various business units including procurement, market research, product development, e-commerce, and R&D departments which allowed her to gain good understanding in the entire value chain of the retail management. With hands-on industry experience and a solid retail background, she assumed the role of Group Executive Director on 01 April 2023, embracing the opportunity to strengthen her leadership capabilities and broaden her practical expertise in retailing. In this capacity, she is actively involved in crafting growth strategies, analysing brand positioning and consumer insights, monitoring market trends and competitor activities, and driving targeted marketing initiatives across the Group.

Previously, she was invited to join the Board of Bonia Corporation Berhad as the Alternate Director of Chiang Sang Sem in 2018, and resigned from this position on 01 April 2023. Presently, she holds directorship in several subsidiaries of Bonia Corporation Berhad, and does not have any other directorships of public companies.

Profiles of Board of Directors

As at 01 October 2026



DATUK CHIANG HENG KIENG

Non-Independent Non-Executive Director

Malaysian, Male, Aged 64

Date of appointment to the Board of Bonia Corporation Berhad:
16 June 1994

Datuk Chiang Heng Kieng brings with him vast experience in the retailing industry and constantly shares his knowledge, skills and expertise with his peers as well as the Management of Bonia Group.

Apart from running his private businesses, he also serves as the Life Time Honorary President of the Malaysian Retailer-Chains Association (MRCA), a Director of MRCA Branding Education Charity Foundation, a Council Member of Malaysian AEON Foundation, a Council Member of Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor (KLSCCCI) and a Council Member of Kuala Lumpur Eng Choon Hoey Kuan (Association of Hokkien, Eng Choon).

He holds directorship in several subsidiaries of the Company and does not have any other directorships of public companies.

Profiles of Board of Directors

As at 01 October 2026

LAW WEI LIANG



Independent Non-Executive Director
Chairman of Audit & Risk Management Committee
Chairman of Nomination & Remuneration Committee

Malaysian, Male, Aged 44

Date of appointment to the Board of Bonia Corporation Berhad:
01 July 2022

Law Wei Liang obtained his Bachelor of Commerce from The University of Melbourne Australia, majoring in Accounting and Finance in 2004. He is a member of CPA Australia (CPA), Malaysian Institute of Accountants (MIA) and Chartered Tax Institute of Malaysia (CTIM) respectively.

He has considerable experience in financial and internal auditing, taxation, risk management and assurance as well as corporate management. He started his career with a local small to medium size accounting and audit firm and thereafter, he joined BDO Binder where he was assigned to involve in the financial audit and internal audit of both listed and non-listed companies from various industries and sectors.

He founded Terry Law & Co, a chartered accounting firm specialising in business and professional services, including corporate risks management, company secretarial services, management consultancy services, tax consultation and compliance in 2009. Since then, he has been practicing as a public accountant in public practice.

Apart from it, he has been appointed as a corporate advisor for Optimax Eye Specialist Centre Sdn. Bhd., a subsidiary of Optimax Holdings Berhad in 2021.

Profiles of Board of Directors

As at 01 October 2026



AZIAN BINTI MOHD YUSOF

Independent Non-Executive Director
Member of Audit & Risk Management Committee
Member of Nomination & Remuneration Committee

Malaysian, Female, Aged 68

Date of appointment to the Board of Bonia Corporation Berhad:
10 August 2020

Azian Binti Mohd Yusof holds a Bachelor Degree of Economics from the University of Malaya, Kuala Lumpur.

She is well versed in promoting foreign and domestic investments in the country, after having served the Malaysian Investment Development Authority (MIDA), a Government Agency under the Ministry of International Trade and Industry which is responsible for the growth and development of industries, both in the manufacturing and services sectors. She held the position of Deputy Chief Executive Officer for Strategic Planning prior to her retirement in July 2018 and had served MIDA for over 30 years. Post retirement, she had served as Independent Adviser to a few companies.

Presently, she is an Independent Non-Executive Director of Solarvest Holdings Berhad, Texchem Resources Berhad, and Wellcall Holdings Berhad respectively.

Profiles of Board of Directors

As at 01 October 2026

RAJA HAMZAH ABIDIN BIN RAJA NONG CHIK



Independent Non-Executive Director
Member of Audit & Risk Management Committee
Member of Nomination & Remuneration Committee

Malaysian, Male, Aged 37

Date of appointment to the Board of Bonia Corporation Berhad:
01 October 2024

Raja Hamzah Abidin Bin Raja Nong Chik obtained his Bachelor's degree in accounting and finance with first-class honours degree from University of Warwick, United Kingdom.

He is the Founding Partner of RHL Ventures Sdn. Bhd. ("RHLV"), a Southeast Asian-based private investment firm that focuses on growth capital investments in the Southeast Asian region. He sits on the board of Talent Corporation Malaysia Berhad and Move Digital Sdn. Bhd. (subsidiary of Capital A Berhad) respectively.

Prior to founding RHLV, he was a director and now as the Head of Business Development of Rasma Corporation Sdn. Bhd. ("RSMC"), a boutique mechanical and electrical engineering services firm based in Malaysia, focusing on infrastructure projects including the MRT2 and LRT3 railway lines. He focused on building and developing partnerships with government-linked companies, listed and private corporates and local authorities. He was also a director of Impact Integrated, and KLK Sawit Nusantara Sdn. Bhd. respectively.

Prior to RSMC, he was in the principal investment team of Guoco Group Limited, a US-dollar fund based out of Hong Kong. He used a fundamental, bottom-up approach to investing, focusing on listed equities, IPO and pre-IPO investment opportunities across Asia and the US. He was also a Senior Analyst in the institutional coverage team of Goldman Sachs Asset Management (Singapore) Pte. Ltd. ("GSAM") based out of Singapore.

Profiles of Board of Directors

As at 01 October 2026



CHIANG FONG XIANG

Alternate Director to Chiang May Ling

Singaporean, Male, Aged 38

Date of appointment to the Board of Bonia Corporation Berhad:
01 April 2023

Chiang Fong Xiang is an alumnus of the Singapore Institute of Management (SIM)–RMIT University, Melbourne where he obtained his Bachelor Degree in Economics and Finance in 2013.

He has practical experience in merchandising, marketing management, retail analytics, and product development and distribution. After completing his studies, he joined Active World Pte. Ltd. (a subsidiary of Bonia Corporation Berhad) on 01 May 2013 and led its Merchandising and Marketing division. In 2014, he was appointed as a Director of Active World Pte. Ltd. where he held the position till to date, in charge of the BONIA leather goods division for Singapore market. He has an added responsibility to oversee the manufacturing activities of Long Bow Manufacturing Sdn. Bhd. (a subsidiary of Bonia Corporation Berhad) following his appointment to the Board of Directors of the Company in 2022.

Presently, he is focusing on manufacturing operation, product research and development, planning and implementation of marketing strategies for leather goods in department stores and boutiques set up in Singapore.

He does not have any other directorships of public companies.

Notes:

1. *Among the Directors, Datuk Chiang Heng Kieng, Dato' Sri Chiang Fong Tat, Dato' Sri Chiang Fong Seng, Chiang May Ling and Chiang Fong Xiang are related by family ties.*
2. *These Directors are also related to Chiang Sang Sem, a substantial shareholder of the Company and the Senior Adviser to the Group.*
3. *Save as disclosed, none of the Directors have:*
   - *any family relationship with any Directors and/or substantial shareholders of Company;*
   - *any conflict of interest with the Company; and*
   - *any conviction for offences (other than traffic offences) within the past 5 years, and/or any public sanction or penalty imposed by regulatory bodies during FY2026.*
4. *The Directors' interests in the Company and/or its subsidiaries are detailed in the Financial Statements section and the Analysis of Shareholdings section of this Annual Report.*

Founder's Vision and Continuing Guidance



CHIANG SANG SEM

Senior Adviser to the Group

Since the establishment of the Bonia Group, Mr Chiang Sang Sem, the Founder has been the driving force behind its vision, growth and evolution. His entrepreneurial spirit, foresight and steadfast commitment have played a defining role in shaping the Group's foundations and establishing the values that continue to underpin its businesses today.

Throughout his tenure, Mr Chiang provided strong leadership and strategic direction, guiding the Group through key stages of its development and creating a platform for sustainable growth. His contributions have extended beyond the development of the Group's businesses, encompassing the cultivation of enduring relationships, the strengthening of the Group's reputation and the establishment of a culture grounded in integrity, resilience and long-term value creation.

Today, as Senior Adviser to the Group, Mr Chiang continues to contribute his extensive experience, knowledge and insights to the Group's strategic direction. His counsel remains a valued source of perspective as the Group navigates an evolving business landscape and pursues new opportunities for sustainable growth.

The Bonia Group remains deeply appreciative of Mr Chiang's vision, leadership and enduring contributions. His principles and aspirations continue to form an important part of the Group's identity and provide a strong foundation for its continued journey into the future.

Profiles of Key Senior Management

As at 01 October 2026

All the Executive and Alternate Directors of Bonia Corporation Berhad are part of the Key Senior Management of the Group and their profiles are listed in the Profile of Directors section of this Annual Report.

OTHER KEY SENIOR MANAGEMENT

WONG KWONG TUNG

Malaysian, aged 40, Male

Wong Kwong Tung joined Bonia Group in March 2021 as Deputy Chief Financial Officer and was subsequently promoted to Group Chief Financial Officer on 1 July 2022. He is responsible for the Group's overall financial operations, investor relations and information technology functions, and currently leads the Group's digital transformation strategy, driving innovation and implementing new technologies to streamline operations and enhance overall efficiency.

Since joining the Group, he has spearheaded various mergers and acquisitions, strategic investments and corporate development initiatives, including the acquisition of One Seafood Restaurant and Dong Chao Yuan Restaurant, and establishment of strategic partnerships with Xtep, BAPE®, AAPE by A Bathing Ape®, 13 De Marzo and Peak Fitness, further strengthening the Group's brand portfolio and expanding its market presence.

He holds a Bachelor of Commerce from the University of Queensland, Australia, which he obtained in 2007, and is a member of the Malaysian Institute of Accountants and CPA Australia.

He began his career with PricewaterhouseCoopers Malaysia in 2008, where he gained extensive experience in audit, accounting, tax and advisory services across a diverse range of industries, including retail, integrated livestock farming, healthcare, manufacturing, consumer and industrial products, food and beverage, quarry, automotive and logistics. His experience includes working with both local enterprises and multinational corporations. During his tenure with PricewaterhouseCoopers Malaysia, he was also a member of the administration team involved in managing the affairs of a national airline following its restructuring and liquidation, gaining valuable experience in corporate restructuring and complex business administration matters.

WONG SAU YEE

Malaysian, aged 51, Male

Wong Sau Yee joined Bonia Group as Group Human Resource Director in September 2021. He has over 20 years of experience in human resource across various industries and sectors, both in local and multinational corporations. He is responsible for organisational development, talent acquisition and management, performance and rewards, and learning and development. His focus is to improve and revamp the existing structure, putting systems and processes in place, and to drive transformation and lead people agenda to support the rapid expansion of the Group.

Prior to Bonia, he was the General Manager, Group Human Resources for IGE Group of Companies, a Myanmar local conglomerate involving businesses in banking, telecommunication, properties, roads and bridge construction, hospitality, and others. He was also with Sunway Berhad, Agensi Inovasi Malaysia (government-linked agency), ACCA, Mitsui Sumimoto Insurance, amongst others.

He graduated with a Master of Science in Management and Bachelor of Arts in Business Administration (Finance) from United States. He is a *Ceritified Situational Leadership II Experince (SLX) Trainer*, a *Certified NLP®* and *Timeline Therapy ® Practitioner,* and *Accredited with Personal Profile Analysis (PPA) aka DISC.*

Profiles of Key Senior Management

As at 01 October 2026

GAN TECK HOCK *PMP*

Malaysian, aged 57, Male

Gan Teck Hock obtained his Bachelor of Arts (majoring in Chinese Studies) from the University of Malaya in 1994. He joined Bonia Group as the General Manager of Lianbee-Jeco (M) Sdn. Bhd. since April 2014 and responsible for overall Braun Büffel business in Malaysia. He has been redesignated as Director, Group Business Development of Bonia Group in January 2022. Overall, he has over 25 years of extensive experience in all aspects of sales, retail and marketing management. He has been with Montblanc SEA Pte. Ltd. (later integrated into Richemont Luxury (M) Sdn. Bhd.) for 12 years. The last position held by him was as General Manager of Montblanc and a directorship in Richemont Luxury (M) Sdn. Bhd. prior to joining Bonia Group.

DATIN SRI LINDA CHEN MAY YEN

Malaysian, aged 42, Female

Datin Sri Linda Chen May Yen is the Chief Creative & Marketing Officer of BONIA and Braun Büffel, holding overall responsibility for the creative and brand direction of both houses across product innovation, marketing, and retail experience.

She brings over 18 years of brand leadership across the lifestyle and luxury sectors. A Marketing and Management graduate of Monash University (2006), she began her career in the beauty and banking industries before joining Bonia Group in 2009 as Brand Manager in Singapore. She rejoined the Group in 2019 and has since led Bonia's strategic repositioning toward a younger demographic, anchored by the brand's 50th anniversary campaign with global ambassador Nayeon. In 2021, she expanded her mandate to spearhead the rebranding of Braun Büffel.

Her leadership pairs creative vision with commercial discipline, with a sustained focus on building long-term brand equity, driving product innovation, and improving operational efficiency. She served as a judge at the 2024 Agency of the Year Awards and championed Bonia's corporate social responsibility partnership with Kechara Soup Kitchen.

TJHIN KO CUN

Indonesian, aged 52, Male

Tjhin Ko Cun joined Bonia Group in 2020 as the General Manager of Finance for Indonesia operations. He was appointed as the Director and Country Head of BONIA and Braun Büffel Indonesia in January 2025, overseeing the Group's strategic and operational activities in the country.

He holds a Bachelor's Degree in Finance from Trisakti University, Jakarta, and subsequently obtained a Master's Degree in Accounting at Macquarie University, Sydney.

Prior to joining Bonia, he served at Time International Group for 15 years, where he held the position of Chief Financial Officer and contributed to the Group's business growth in Indonesia.

Profiles of Key Senior Management

As at 01 October 2026

LIM WEI SOOK

Malaysian, aged 41, Female

Lim Wei Sook was redesignated as Director of Brand Marketing & E-commerce in July 2025. She joined Bonia Group in September 2023 as the Director of Digital Commerce, bringing over 15 years of expertise in e-commerce and digital marketing within the luxury fashion industry in Hong Kong.

Before joining Bonia, she was heading the E-commerce & Digital department at PORTS Fashion Group, where she led the global market expansion and managed digital strategies for multiple brands since 2018. Her extensive career includes notable global marketing roles at ASH Footwear, Qeelin (Kering Group) Shanghai Tang (Richemont), John Hardy Jewelry, and Pandora Jewellery. She began her career at Ogilvy & Mather Kuala Lumpur in 2006 after earning a Bachelor of Arts in Advertising from RMIT University, Melbourne in 2005.

TEE MIN CHIN

Malaysian, aged 40, Female

Tee Min Chin was appointed as General Manager, Retail of Bonia Group on 1 July 2025 and is responsible for overseeing the Bonia Retail, Visual Merchandising, Sales & Marketing, Operations, and Merchandising functions in Malaysia. She holds a Bachelor of Business Administration (Hons) in Management with Multimedia from Multimedia University, Malaysia.

She joined Bonia in 2010 as a merchandiser and promoted to Merchandising Manager in 2014, based in Jakarta, overseeing leatherwear merchandising and product planning for the Indonesian market. She returned to Malaysia in 2017 to continue leading merchandising activities and was redesignated as Manager, Directorate Office in 2020, supporting marketing, branding, and strategic initiatives. She was appointed as Head of Retail in 2021, managing all boutique stores in Malaysia. She has over 15 years of experience in retail, with a strong track record in merchandising, sales & marketing, and business strategy, and has played an active role in the Bonia retail transformation.

TAN SUI FOO

Malaysian, aged 49, Female

Shinny Tan was promoted as Regional Head of Technology in July 2025. She joined Bonia as Group's General Manager of Group Information Technology in August 2023.

With over 20 years of experience managing technology projects across various sectors and industries, she has worked for both domestic and multinational companies. Her responsibilities include overseeing the company's digital transformation and information technology initiatives, driving exceptional customer experiences, and creating strategies that add value to the organisation. Her expertise and leadership contribute significantly to Bonia Group's technological advancements and growth.

Shinny Tan holds a Bachelor of Computer Science from the University of Campbell, a Project Management Professional (PMP) certification, and an MBA from UCSI University.

Profiles of Key Senior Management

As at 01 October 2026

SIOW HUEY LOONG

Malaysian, aged 62, Male

Siow Huey Loong serves as a Director in the subsidiary companies of Bonia Corporation Berhad, having been a key member of the Bonia Group since 1990. He earned a Diploma in Business Management from Kolej Tunku Abdul Rahman in 1987 and has extensive expertise in the retail industry, especially in footwear. His main responsibilities include product development planning and implementing marketing support strategies.

ONG MAY CHIUN

Malaysian, aged 62, Female

Ong May Chiun joined Bonia Group in 1990 as Administration Assistant and was appointed as Executive Director of CB Marketing Sdn. Bhd. on 1 August 2006. She graduated with a Bachelor Degree in Economics (Hons) from Universiti Kebangsaan Malaysia in 1989. She is responsible for research and development, planning and implementation of marketing strategy, product distribution for ladies' leatherwear (in department stores), men's accessories and men's apparel.

CHIANG SANG LING

Malaysian, aged 56, Female

Chiang Sang Ling joined Bonia Group in 1992 as a Production Planner and was appointed as Executive Director of LBJR Marketing Sdn. Bhd. on 1 July 2015. She has over 30 years of experience as a merchandiser and brand manager of house brands and licensed brands. She is currently responsible for research and development, planning and implementing marketing strategies, and product distribution for licensed fashion products, including ladies' and men's leather goods and men's apparel.

DATIN SRI TAN LOO YIN

Malaysian, aged 48, Female

Datin Sri Tan Loo Yin obtained her Bachelor (Hons) Degree in Business Economics & Marketing from Middlesex University, United Kingdom in 2000. She joined Bonia Group in 2006 as Personal Assistant, and was promoted to the position of Brand Manager of the leatherwear division in January 2007. Thereafter, she was appointed as Executive Director of SBG Holdings Sdn. Bhd. and primary responsible for research and development, product distribution and brand management for Sembonia Brand.

Notes:

1. *Among the key senior management personnel, Dato' Sri Chiang Fong Seng, Dato' Sri Chiang Fong Tat, Chiang May Ling, Datuk Chiang Heng Kieng, Chiang Fong Xiang, Datin Sri Tan Loo Yin, Datin Sri Linda Chen May Yen, and Chiang Sang Ling have family relationships.*
2. *These key senior management personnel are also related to Chiang Sang Sem, a substantial shareholder of the Company and the Senior Adviser to the Group.*
3. *Save as disclosed, none of the Key Senior Management have:*
   - *any directorship in public companies and listed issuers;*
   - *any family relationship with any Directors and/or substantial shareholders of Company, and/or other Key Senior Management of Bonia Group;*
   - *any conflict of interest with the Company; and*
   - *any conviction for offences (other than traffic offences) within the past 5 years, and/or any public sanction or penalty imposed by regulatory bodies during FY2026.*
4. *The Key Senior Management's interests in the Company (if any), are detailed in the Analysis of Shareholdings section of this Annual Report.*

Corporate Structure

As at 01 October 2026

BONIA CORPORATION BERHAD

- **100%** **Active World Pte. Ltd.**
  Wholesaling and retailing of fashionable leather goods and apparels
  - **100%** **Jetbest Enterprise Pte. Ltd.**
    Wholesaling, retailing, importing and exporting of leather goods and accessories
  - **100%** **PT Active World**
    Investment holding
- **100%** **Banyan Sutera Sdn. Bhd.**
  Marketing and distribution of fashionable goods
  - **100%** **PT Banyan Cemerlang**
    Wholesaling of fashionable goods and accessories
- **100%** **BCB Properties Sdn. Bhd.**
  Property development
  - **60%** **Apex Marble Sdn. Bhd.**
    Marketing and distribution of fashionable goods
- **100%** **Casa Bologna Sdn. Bhd.**
  Property investment and investment holding
- **100%** **CB Franchising Sdn. Bhd.**
  Retailing of leather goods and apparels
- **100%** **CB Holdings (Malaysia) Sdn. Bhd.**
  Property investment, provision of management services and treasury management services
- **100%** **CB Marketing Sdn. Bhd.**
  Designing, promoting and marketing of fashionable leather goods
- **100%** **Daily Frontier Sdn. Bhd.**
  Marketing, distribution and export of fashionable goods and accessories
  - **100%** **Daily Frontier (Vietnam) Company Limited**
    Wholesaling, retailing, importing and exporting of fashionable products, accessories and cosmetics
- **100%** **Dominion Directions Sdn. Bhd.**
  Marketing and distribution of men's apparels and accessories
  - **100%** **Galaxy Hallmark Sdn. Bhd.**
    Marketing and distribution of all fashionable goods
  - **75%** **VR Directions Sdn. Bhd.**
    Intellectual property management
- **70%** **Jeco (Pte) Limited**
  Intellectual property management and investment holding
  - **51%** **BB Global Holdings Pte. Ltd.**
    Intellectual property management
  - **49%** **Braun GmbH & Co. KG**
    Marketing and distribution of fashionable leather goods
  - **49%** **Braun Verwaltungs-GmbH**
    Marketing and distribution of fashionable leather goods
  - **100%** **IBB Pte. Ltd.**
    General wholesale trade, including general importers and exporters
  - **100%** **Lianbee-Jeco (M) Sdn. Bhd.**
    Trading in leather products
  - **100%** **Lianbee-Jeco Pte. Ltd.**
    Retailing, importing and exporting leather goods and general merchandise
  - **100%** **PT Jeco Investment Indonesia**
    Investment holding

Corporate Structure

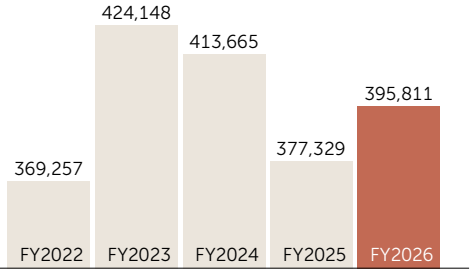
As at 01 October 2026

BONIA CORPORATION BERHAD

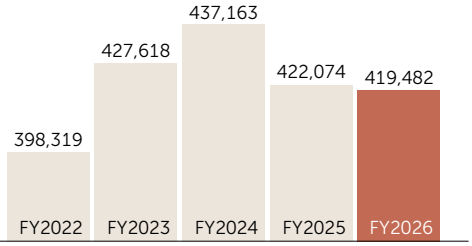
- **100%** **Krinto Sdn. Bhd.**
  Investment holding of securities
  - **30%** **Xtep Malaysia Sdn. Bhd.**
    Retail sale of new goods in specialised stores
- **100%** **LBJR Marketing Sdn. Bhd.**
  Marketing and distribution of fashionable goods and accessories
- **100%** **Long Bow Manufacturing Sdn. Bhd.**
  Manufacturing and marketing of leather goods
- **100%** **Luxury Parade Sdn. Bhd.**
  Property investment
- **100%** **Maha Asia Capital Sdn. Bhd.**
  Property investment
- **60%** **Mcore Sdn. Bhd.**
  Marketing and distribution of fashionable leather goods
- **72%** **One Seafood F&B Sdn. Bhd.**
  Restaurant operator and management of food and beverages services
  - **60%** **Dong Chao Yuan F&B Sdn. Bhd.**
    Business of operating restaurant
- **100%** **Podium Retail Sdn. Bhd.**
  Marketing and distribution of fashionable goods, accessories and beauty products
- **70%** **SBG Holdings Sdn. Bhd.**
  Investment holding and management services
  - **100%** **SBA Marketing Sdn. Bhd.**
    Marketing and distribution of fashionable goods and accessories
  - **100%** **SB Boutique Sdn. Bhd.**
    Retail of fashion products, beauty and cosmetic products, and/or home living products of all kinds and engage in food and beverages related businesses
  - **100%** **SB Directions Sdn. Bhd.**
    Manufacturing and marketing of fashionable goods
  - **100%** **SBFW Marketing Sdn. Bhd.**
    Designing, promoting and marketing of fashionable goods, footwear and accessories
  - **100%** **SB International Sdn. Bhd.**
    Marketing and distribution of fashionable goods and accessories; and intellectual property management
  - **100%** **SBL Marketing Sdn. Bhd.**
    Design and supply of fashion products, beauty and cosmetic products, and/or home living products of all kinds and engage in food and beverages related businesses
  - **100%** **SBM Marketing Sdn. Bhd.**
    Designing, promoting and marketing of fashionable men's footwear
- **100%** **SO Lifestyle Sdn. Bhd.**
  (formerly known as De Marts Marketing Sdn. Bhd.)
  Designing, promoting and marketing of fashionable ladies' footwear and accessories
- **90%** **Thirteen Works Sdn. Bhd.**
  Retail, wholesale, and distribution of fashion apparel, leather goods, and lifestyle accessories and operation of café and food and beverage establishments
- **100%** **Vista Assets Sdn. Bhd.**
  Intellectual property management
- **50%** **Macroverse Sdn. Bhd.**
  Operating and managing health and fitness centre
- **30%** **IT SEA Holdings Sdn. Bhd.**
  Investment holding, selling of articles of clothing, fur and related accessories

Group Financial Highlights

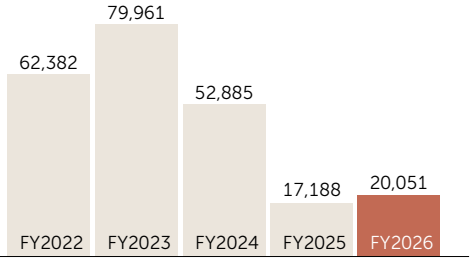
Revenue
(RM'000)



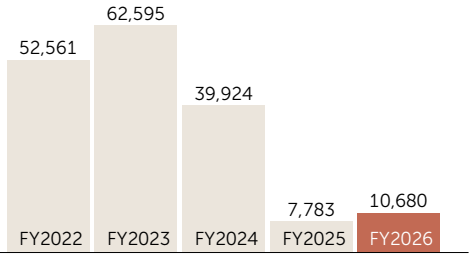
Shareholders' equity
(RM'000)



Profit before tax
(RM'000)



Profit after tax
(RM'000)



	FY2022 RM'000	FY2023 RM'000	FY2024 RM'000	FY2025 RM'000	FY2026 RM'000
Revenue	369,257	424,148	413,665	377,329	**395,811**
Profit before tax	62,382	79,961	52,885	17,188	**20,051**
Profit after tax	52,561	62,595	39,924	7,783	**10,680**
Profit attributable to:					
- Shareholders of the parent	45,008	55,000	33,814	6,482	**7,699**
- Non-controlling interests	7,553	7,595	6,110	1,301	**2,981**
Shareholders' equity	398,319	427,618	437,163	422,074	**419,482**
No. of ordinary shares in issue (excluded treasury shares) ('000)	200,995	200,995	200,995	200,995	**200,995**
Weighted average no. of ordinary shares (excluded treasury shares) ('000)	200,995	200,995	200,995	200,995	**200,995**
Net assets per share (RM)	1.98	2.13	2.17	2.10	**2.09**
Basic EPS (sen)	22.39	27.36	16.82	3.22	**3.83**
Final and Interim dividend per share (sen)	19.00	12.00	8.00	5.00	**4.00**