



BONIA CORPORATION BERHAD

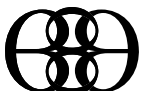
Registration No. 199101013622 (223934-T)



ANNUAL REPORT 2025






BONIA





BRAUN BÜFFEL

1887 • GERMANY







SEMBONIA

WASSAIHO



SANTA BARBARA
POLO & RACQUET
CLUB®





LOOK FOR
THE STAR



LOOK FOR
THE STAR

Valentino Rudy

ITALY



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CORPORATE DIARY



BONIA Members' Event

DECEMBER 2024

To celebrate the festive season and the re-opening of its Mahkota Parade store in Malacca, BONIA hosted an exclusive Members' Event from 7 to 15 December 2024. This celebratory gathering invited BONIA's loyal clientele to experience the newly renovated space, which masterfully blends heritage and modernity. Guests were treated to an immersive journey through BONIA's 50-Year Voyage, alongside exclusive previews of the Holiday and Nayeon collections.

The event offered a thoughtful curation of festive activities, from the enchanting Christmas Wishing Well, where members could drop wish cards and draw for prizes to a hands-on personalisation service featuring complimentary canvas tote bags with exclusive patchwork. Weekend workshops added a personal touch, where attendees could create custom

bag charms, calligraphy art, and personalised engravings, complemented by refreshments from the in-store BONIA Café. The Sticker Pack Giveaway added a playful twist, with members standing a chance to win a BONIA Nicola Bag.

This members-only event underscored BONIA's dedication to building meaningful customer relationships by transforming its retail experience into an interactive and joyous celebration. Beyond just shopping, guests connected with BONIA's legacy of craftsmanship and creativity in a space that honours the brand's heritage and envisions its contemporary future.

CORPORATE DIARY



BONIA with Yuna ‘Raya in Bloom’ Collaboration

MARCH 2025

To celebrate Raya 2025, BONIA introduced the “Raya in Bloom” campaign, a thoughtful expression of heritage and modern elegance. At the heart of the campaign was global Malaysian artist Yuna, whose presence brought a poetic charm to the story. Set in a luminous glass house surrounded by blooming hibiscus, the campaign visuals reflected cultural pride, serenity, and renewal. Yuna’s performance on the ukulele, framed by sunlight and blossoms, added a personal and artistic layer to the celebration.

The collection highlighted BONIA’s dedication to timeless design and exceptional craftsmanship. Key pieces included the Amara ready-to-wear line, Leira leather bags, and silk Maliora scarves. Each item was inspired by the hibiscus flower and featured bold royal blues, clean whites, and elegant details. With Yuna’s creative input shaping the colour palette and styling, the collection was designed to transition effortlessly from festive days to elegant evenings.

As part of the campaign, BONIA hosted exclusive in-store events across major cities such as Kuala Lumpur, Petaling Jaya, Putrajaya, Kota Bharu, and Johor Bahru. These celebrations created meaningful connections with customers through curated festive experiences, including limited-edition offerings and engaging activities that honored the spirit of Raya. The initiative allowed BONIA to deepen its engagement with local communities while continuing to evolve its brand identity.



CORPORATE DIARY



BONIA Mahkota Parade Store Opening Charity Collaboration (Dignity for Children Carolling)

DECEMBER 2024

BONIA proudly collaborated with Dignity for Children Foundation, extending the holiday celebration beyond fashion into the realm of meaningful social impact. Children from the foundation were invited to perform a Christmas carolling session at the store, filling the space with warmth, joy, and festive cheer. In addition to providing the children a platform for creative expression, BONIA also made a monetary donation in support of the foundation's ongoing efforts in providing holistic education and life skills to underprivileged youth. The initiative underscored the brand's continued commitment to giving back and nurturing the next generation.

This charitable collaboration not only elevated the celebratory spirit of the event but also resonated with BONIA's brand values; bridging luxury with purpose. The partnership with Dignity for Children brought a heartfelt dimension to the re-opening, making the store not just a destination of fashion and heritage, but one of compassion and community empowerment. Through this initiative, BONIA reaffirmed its belief that style and substance go hand in hand.

CORPORATE DIARY



Cancel Cruelty

MAY 2025

In line with its commitment to individuality and empowerment, BONIA has partnered with MFD for the #CancelCruelty campaign, styling five influential voices in BONIA outfits to amplify the movement's reach and visibility.

Renowned for celebrating craftsmanship and self-expression, BONIA proudly supports creative initiatives that drive meaningful social impact. This collaboration with MFD reflects a shared dedication to compassion, community, and the importance of giving back.





Braun Büffel Christmas Pop-Up Activation (KLCC)

DECEMBER 2024

To ring in the festive season, Braun Büffel transformed its KLCC boutique into a whimsical Christmas pop-up experience titled "From Desk to Dazzle." Inspired by the warmth of a holiday bakery, the immersive installation invited guests into a world where leather goods were "freshly baked" and creatively presented with charming seasonal elements. This imaginative concept brought gifting to life in a new way, blending craftsmanship, creativity, and a touch of festive joy.

Guests engaged with delightful touchpoints including personalisation stations, seasonal displays, and interactive photo walls. A member-exclusive rewards game added a playful layer to the celebration, reinforcing Braun Büffel's commitment to crafting joyful and memorable experiences.

The pop-up attracted a wide spectrum of guests, strengthening brand presence at a key location while showcasing the season's collection. The event exemplified Braun Büffel's ability to elevate everyday items through design storytelling and timeless elegance.

CORPORATE DIARY



Braun Büffel 2025 Collection Launch: Textured Art Workshop

JULY 2025

In celebration of the 2025 Collection launch, Braun Büffel hosted a tactile art experience in collaboration with Arkateori, inviting select guests to explore the season's themes through textured art. The hands-on workshop highlighted the new collection's focus on natural forms, artistic fluidity, and versatile functionality.

This intimate session allowed participants to connect with Braun Büffel's design philosophy in a new way. The event echoed the collection's key inspirations like soft organic lines,

serene palettes, and sculptural hardware that offers a poetic reflection of daily elegance.

Through this experience, the brand deepened its creative narrative while reinforcing its commitment to craftsmanship, expression, and meaningful design.



CORPORATE DIARY

Braun Büffel Earth Day Wallet Trade-In Programme

MAY 2025



To honour Earth Day 2025, Braun Büffel launched a meaningful initiative that united sustainability with sophistication. The Wallet Trade-In Programme encouraged customers to exchange their used wallets, regardless of brand, for a 20% discount on new small leather goods. This effort highlighted the brand's commitment to reducing waste and embracing circularity through thoughtful design.

Customers could participate both online and in-store, making sustainable shopping more accessible. Each trade-in served as a symbolic act of renewal, aligning with Braun Büffel's belief that luxury can and should have lasting value.

The programme resonated with conscious consumers and further affirmed the brand's role as a responsible design leader. By merging heritage with sustainability, Braun Büffel empowered its community to make elegant, purpose-driven choices.

CORPORATE DIARY

Braun Büffel KLCC Store Opening Charity Collaboration (Dignity For Children Carolling)

DECEMBER 2024



The opening of Braun Büffel's newly reimagined flagship boutique in KLCC was more than just a store launch. It was a celebration of community, creativity, and connection. To mark the occasion, the brand partnered with Dignity for Children Foundation, inviting students to perform festive carols and share in the joy of the season with guests.

The performance added warmth and sincerity to the event while reflecting the brand's belief in supporting local communities and nurturing meaningful relationships. This thoughtful gesture reinforced Braun Büffel's deeper brand promise, to celebrate achievement with humility and compassion.

In addition to the performance, Braun Büffel made a monetary contribution to support Dignity's education and development programmes. These funds go directly toward providing holistic care from academic learning and nutritious meals to vocational training and emotional support, empowering underprivileged children to grow with dignity, confidence, and hope for a better future.

DIMILIKI OLEH: CB FRANCHISING SDN BHD 19959102500 (354463-A)

BONIA



CORPORATE DIARY

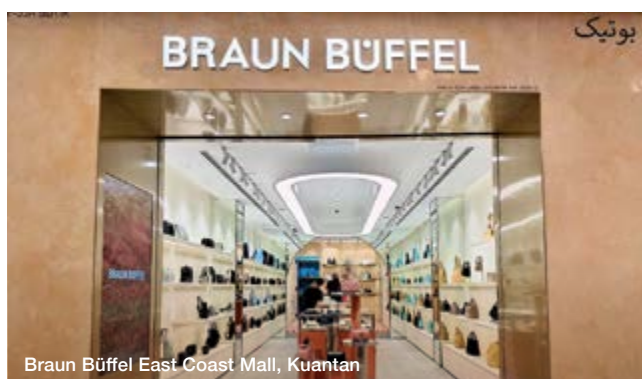
BONIA, Braun Büffel and Sembonia New Stores Opening

2024 - 2025

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



Bonia Sunway Carnival Mall, Pulau Pinang



Braun Büffel East Coast Mall, Kuantan



Sembonia Plaza Merdeka Melaka

1. Bonia Sunway Carnival Mall, Pulau Pinang
26 June 2025
2. Bonia Mayang Mall, Terengganu
5 December 2024
3. Bonia Alamanda, Putrajaya
31 December 2024
4. Braun Büffel East Coast Mall, Kuantan
12 November 2024
5. Sembonia Silverlake Village Outlet, Perak
16 September 2024
6. Sembonia Plaza Merdeka, Melaka
20 December 2024



CORPORATE DIARY



Empowering Growth Through Learning & Development

MARCH 2025

The Talent and Development successfully organised a diverse array of enriching programmes designed to enhance employee skills and foster professional growth across various departments. These initiatives included the Leather 101 workshop, which provided an exploration of leather selection, and care techniques integral to BONIA's craftsmanship, equipping participants with the knowledge to uphold the brand's legacy of quality.

The Winning with People: Personality Plus programme offered valuable insights into understanding personality dynamics, enabling staff to build stronger interpersonal relationships and achieve superior team outcomes.

The Digital Commerce Department benefited from a dynamic team-building programme, which deepened DISC personality awareness to optimise collaboration and reinforced team spirit through engaging activities.

Additionally, the Problem Solving and Decision Making training empowered staff with critical thinking and strategic decision-making skills essential for workplace challenges.

The Managing Misconduct at Workplace seminar provided comprehensive guidance on fostering a respectful and productive environment for our frontliners, while the Strategic Storytelling for Professionals workshop honed communication skills, enabling staff to craft compelling narratives that elevate brand representation and professional engagement.

CORPORATE DIARY

Groom & Glow CSR Project, Zoo Negara

JUNE 2025



Bonia collaborated with Zoo Negara Malaysia for the Groom & Glow CSR project, where employees volunteered to help clean, repaint, and refresh parts of the zoo. The initiative encouraged team bonding while supporting the upkeep of a national landmark, reflecting Bonia's ongoing commitment to community and sustainability.



CORPORATE INFORMATION

AS AT 01 OCTOBER 2025

BOARD OF DIRECTORS

**DATUK NG PENG HONG @
NG PENG HAY**

Senior Independent Non-Executive Chairman

CHIANG SANG SEM

Founder and Group Executive Director

CHIANG MAY LING

Group Executive Director

LAW WEI LIANG

Independent Non-Executive Director

RAJA HAMZAH ABIDIN BIN RAJA NONG CHIK

Independent Non-Executive Director

DATO' SRI CHIANG FONG SENG

Executive Vice Chairman/
Group Chief Executive Officer

DATO' SRI CHIANG FONG TAT

Group Executive Director

DATUK CHIANG HENG KIENG

Non-Independent Non-Executive Director

AZIAN BINTI MOHD YUSOF

Independent Non-Executive Director

CHIANG FONG XIANG

Alternate Director to Chiang May Ling

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
56000 Kuala Lumpur
Wilayah Persekutuan Malaysia
Tel : +603-9108 9000
Fax : +603-9108 9098

REGISTERED OFFICE

No.5-1 Jalan Radin Bagus 9
Bandar Baru Sri Petaling
57000 Kuala Lumpur
Wilayah Persekutuan Malaysia
Tel : +603-9054 1498
Fax : +603-9054 1498

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 2025



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/>
 : <https://mossimo-malaysia.com/>



BONIA : www.facebook.com/BoniaFashion
 Braun Büffel : www.facebook.com/BraunBuffel
 Sembonia : www.facebook.com/sembonia
 Licensed Brands : www.facebook.com/SBPRCMY
 : www.facebook.com/ValentinoRudyMY
 : www.facebook.com/mossimomalaysia



BONIA : www.youtube.com/@boniaofficial
 Braun Büffel : www.youtube.com/@BraunBuffelOfficial



BONIA : www.instagram.com/bonia__official
 Braun Büffel : www.instagram.com/braunbuffel
 Sembonia : www.instagram.com/sembonia_official/
 Licensed Brands : www.instagram.com/santabarbaramy/
 : www.instagram.com/valentinorudymy
 : www.instagram.com/mossimo_my



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
 : www.tiktok.com/@mossimo_my



BONIA ID : 2745997489
 Braun ID : braunbuffel

PROFILES OF BOARD OF DIRECTORS

AS AT 01 OCTOBER 2025



DATUK NG PENG HONG @ NG PENG HAY

Senior Independent Non-Executive Chairman

Malaysian, Male, Aged 73

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 Tengkeru 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 2025



DATO' SRI CHIANG FONG SENG

Executive Vice Chairman/Group Chief Executive Officer

Malaysian, Male, Aged 40

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.

A forward-looking man who spearheaded Bonia Corporation Berhad's acquisition of Braun Büffel Southeast Asia in 2012 and, subsequently, shares from the brand's principal company in Germany, he helms the business and brand direction of major brands under the Bonia Group: Braun Büffel and Bonia. Today, under his leadership, the brands boast over 150 points of sales globally.

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 2025



CHIANG SANG SEM

Founder and Group Executive Director

Malaysian, Male, Aged 72

Date of appointment to the Board of Bonia Corporation Berhad:

16 June 1994

The visionary founder of BONIA and Bonia Corporation Berhad, Chiang Sang Sem has been involved in the leatherwear industry for over 50 years. Drawing on his in-depth knowledge, savoir-faire and industry experience, he continues to spearhead business development for the Bonia Group's brands and licenses while overseeing corporate strategy, plans and policies.

He travels regularly around Europe and Asia to obtain the latest updates on fashion trends and technological changes in leatherwear and fashion accessories industry.

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 2025



DATO' SRI CHIANG FONG TAT

Group Executive Director

Malaysian, Male, Aged 47

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 2025

CHIANG MAY LING

Group Executive Director

Malaysian, Female, Aged 37

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.



DATUK CHIANG HENG KIENG

Non-Independent Non-Executive Director

Malaysian, Male, Aged 63

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 2025



LAW WEI LIANG

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

Malaysian, Male, Aged 43

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.

AZIAN BINTI MOHD YUSOF

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

Malaysian, Female, Aged 67

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 2025



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 36

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. He also serves as a member of the Investment Committee of Mamee-Double Decker Distribution (M) Sdn. Bhd.

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.

Hamzah is an exco member of the Malaysian International Chamber of Commerce and Industry (MICCI) and an exco member of the Malaysia Japan Economic Association (MAJECA).

CHIANG FONG XIANG

Alternate Director to Chiang May Ling

Singaporean, Male, Aged 37

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 today, 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. Chiang Sang Sem, Datuk Chiang Heng Kieng, Dato' Sri Chiang Fong Tat, Dato' Sri Chiang Fong Seng, Chiang May Ling and Chiang Fong Xiang have family relationships.
2. 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/or its subsidiaries; 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 FY2025.
3. 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.

PROFILES OF KEY SENIOR MANAGEMENT

AS AT 01 OCTOBER 2025

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, Male, Aged 39

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

He graduated with a Bachelor of Commerce from University of Queensland, Australia in 2007. He 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 by providing auditing, accounting, tax and advisory services to a wide range of clients including local enterprises and multinational companies in retail, integrated livestock farming, healthcare, manufacturing, consumer and industrial products, food and beverages, quarry, automotive and logistic.

WONG SAU YEE

Malaysian, Male, Aged 50

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 *Certified Situational Leadership II Experience (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 2025

GAN TECK HOCK PMP

Malaysian, Male, Aged 56

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 Buffel business in Malaysia. He has been redesignated as Director, Group Business Development of Bonia Group in Jan 2022. Overall, he has over 25 years 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.

TEOH SIM KEAT

Malaysian, Male, Aged 51

Teoh Sim Keat joined Bonia Group as General Manager of Lianbee-Jeco Pte. Ltd. in February 2020. He is responsible for brand management and business development, the licensing business of Braun Buffel in the Asia Pacific region, as well as the overall retail and wholesale business of Braun Buffel in Singapore and Malaysia. He graduated with a Bachelor of Social Science with honours, majoring in Development Planning and Management from Universiti Malaysia Sarawak in Year 1999.

DATIN SRI LINDA CHEN MAY YEN

Malaysian, Female, Aged 41

Datin Sri Linda Chen is the Chief Creative & Marketing Officer for Bonia and Braun Buffel. She drives the creative and brand vision for Bonia and Braun Buffel, leading end-to-end strategies across product innovation, marketing, and boutique experience. Rejoining the Group in 2019, she has since led Bonia's successful repositioning to appeal to a younger audience, culminating in the brand's milestone 50th anniversary campaign featuring global ambassador Nayeon, which delivered strong engagement and brand lift.

In 2021, she expanded her leadership to Braun Buffel, steering a dynamic rebranding initiative. Her strategic, forward-thinking leadership focuses on building brand equity while driving innovation and operational efficiency.

A Monash University graduate in Marketing and Management (2006), she began her career in beauty and banking before joining Bonia Group in 2009 as Brand Manager in Singapore.

Datin Sri Linda was a judge at the 2024 Agency of the Year Awards and spearheaded Bonia's CSR partnership with Kechara Soup Kitchen, underscoring her commitment to both creative excellence and social impact.

PROFILES OF KEY SENIOR MANAGEMENT

AS AT 01 OCTOBER 2025

TJHIN KO CUN

Indonesian, Male, Aged 51

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 Buffel 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.

LIM WEI SOOK

Malaysian, Female, Aged 40

Lim Wei Sook is 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, Female, Aged 39

Tee Min Chin is appointed as General Manager, Retail of Bonia Group on 1 July 2025 and oversees 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.

PROFILES OF KEY SENIOR MANAGEMENT

AS AT 01 OCTOBER 2025

TAN SUI FOO

Malaysian, Female, Aged 48

Shinny Tan is 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 IT 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.

SIOW HUEY LOONG

Malaysian, Male, Aged 61

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, Female, Aged 61

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.

PROFILES OF KEY SENIOR MANAGEMENT

AS AT 01 OCTOBER 2025

CHIANG SANG LING

Malaysian, Female, Aged 55

Chiang Sang Ling joined Bonia Group in 1992 as a Production Planner and was appointed 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, Female, Aged 47

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:

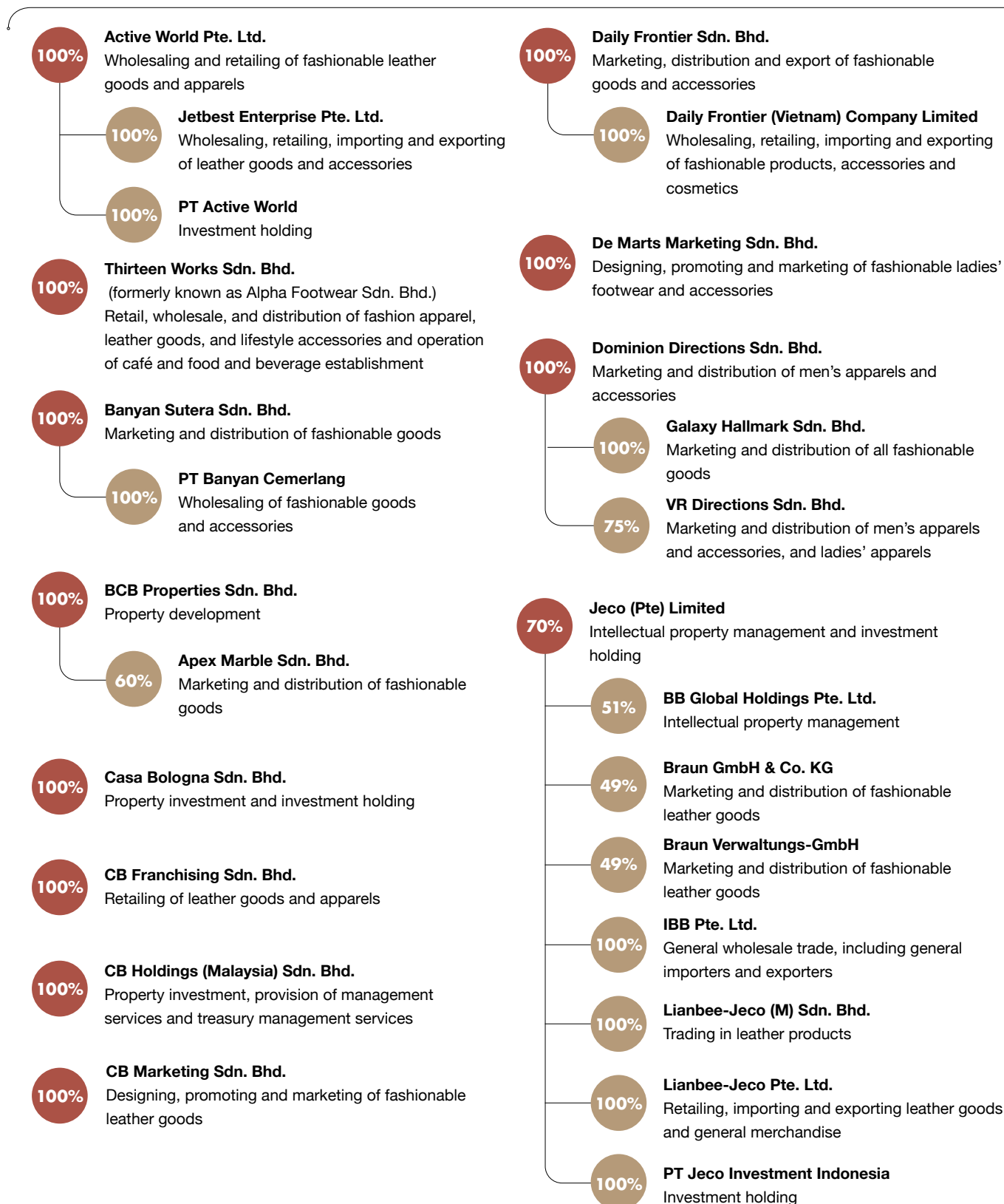
1. *Chiang Sang Sem, Dato' Sri Chiang Fong Seng, Dato' Sri Chiang Fong Tat, Chiang May Ling, Datuk Chiang Heng Kieng, Chiang Fong Xiang, Datin Sri Tan Loo Yin, Datin Sri Linda Chen May Yen, and Chiang Sang Ling have family relationships.*
2. *Save as disclosed, none of the Key Senior Management have:*
 - 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/or its subsidiaries; 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 FY2025.

CORPORATE STRUCTURE

AS AT 01 OCTOBER 2025



BONIA CORPORATION BERHAD

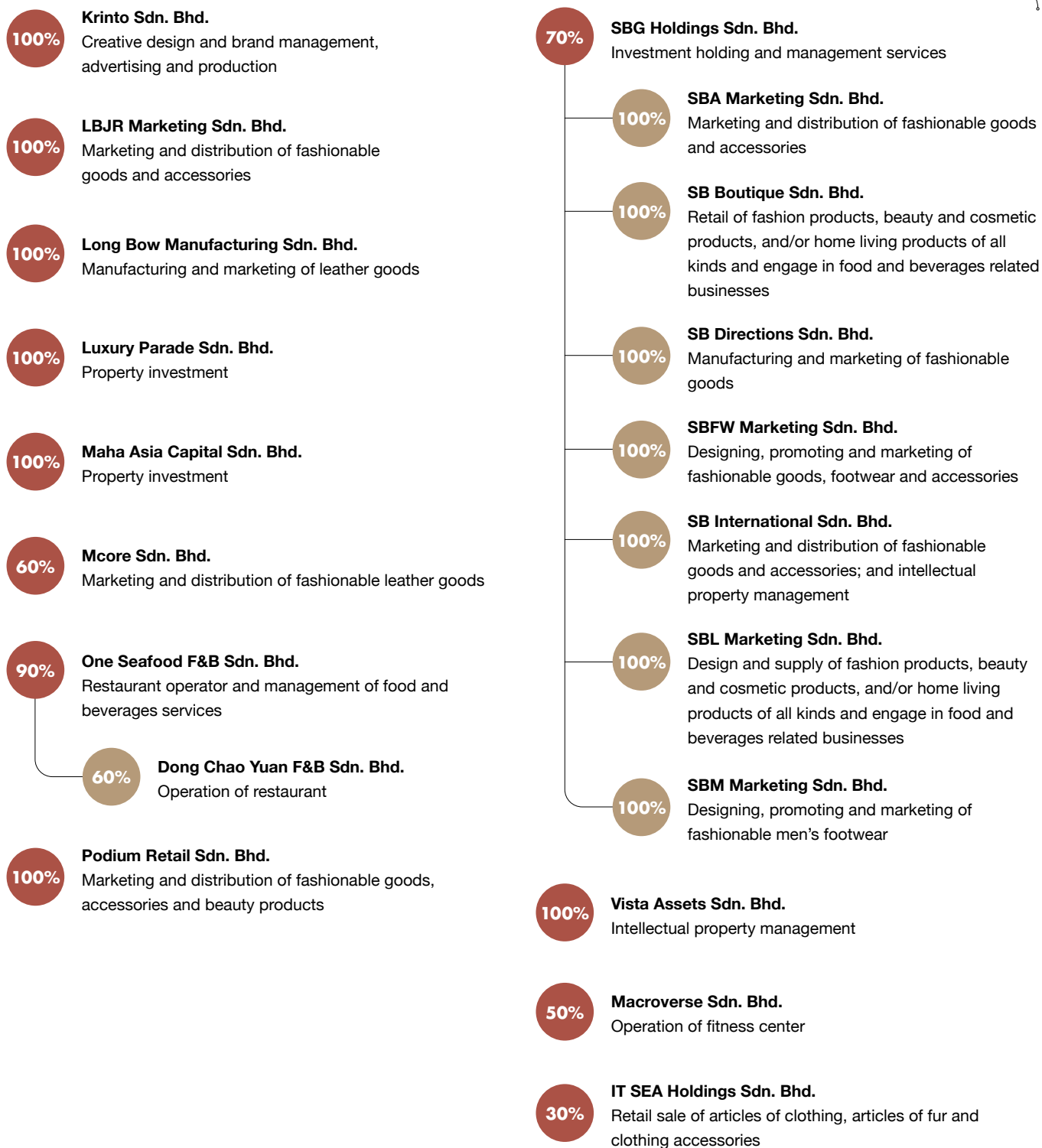


CORPORATE STRUCTURE

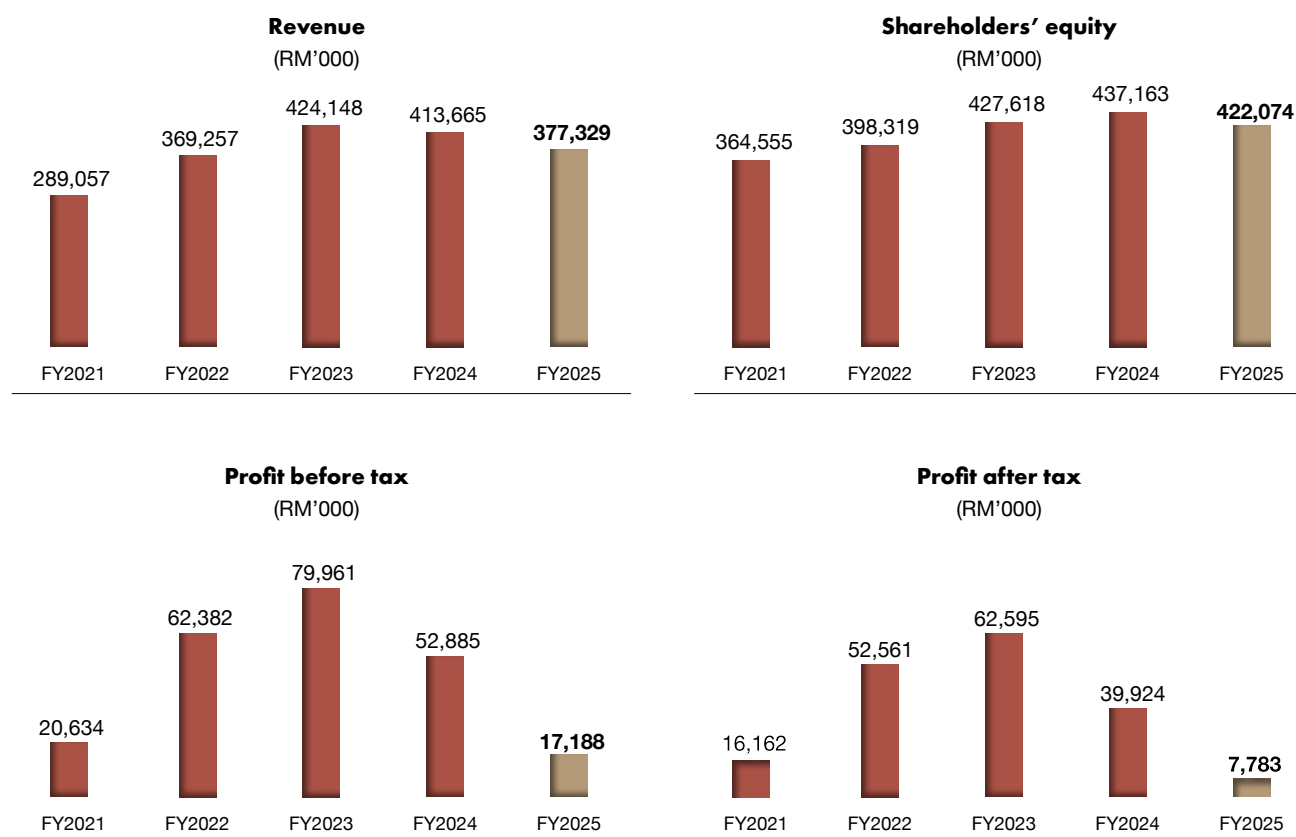
AS AT 01 OCTOBER 2025



BONIA CORPORATION BERHAD



GROUP FINANCIAL HIGHLIGHTS



	FY2021 RM'000	FY2022 RM'000	FY2023 RM'000	FY2024 RM'000	FY2025 RM'000
Revenue	289,057	369,257	424,148	413,665	377,329
Profit before tax	20,634	62,382	79,961	52,885	17,188
Profit after tax	16,162	52,561	62,595	39,924	7,783
Profit attributable to:					
- Shareholders of the parent	13,872	45,008	55,000	33,814	6,482
- Non-controlling interests	2,290	7,553	7,595	6,110	1,301
Shareholders' equity	364,555	398,319	427,618	437,163	422,074
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)	194,965	200,995	200,995	200,995	200,995
Net assets per share (RM)	1.81	1.98	2.13	2.17	2.10
Basic EPS (sen)	7.12	22.39	27.36	16.82	3.22
Final and Interim dividend per share (sen)	4.00 ⁽¹⁾	19.00	12.00	8.00	5.00

Notes:

⁽¹⁾ In FY2021, the Company completed its distribution of a share dividend in respect of the financial year ended 30 June 2021 on the basis of eight (8) treasury shares for every one hundred (100) ordinary shares of the Company to the eligible shareholders of the Company.