



# BONIA CORPORATION BERHAD

Registration No. 199101013622 (223934-T)

**ANNUAL REPORT 2023**





**BONIA CORPORATION BERHAD**







BONIA







A young man with short reddish-brown hair is shown in profile, looking towards the left. He is wearing a grey, textured suit jacket. A bright blue, rectangular bag is slung over his shoulder, resting against his back. The background is a desert landscape with a modern, multi-level concrete building on a rocky hillside. The sky is clear and blue. In the upper right corner, there are some abstract, organic shapes in shades of blue and brown, possibly representing a hand or a hat. The overall aesthetic is clean and modern.

BRAUN BÜFFEL

# SEMBONIA



[www.sembonia.com](http://www.sembonia.com)

Valentino Rudy  
ITALY



SANTA BARBARA  
POLO & RACQUET  
CLUB



Ikmal Amry  
Brand Ambassador



BONIA



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## CORPORATE DIARY



### BONIA La Luna Pop Up

14 August 2022

BONIA welcomed a new iconic era with a special La Luna Monogram Pop-up at Mid Valley Megamall Centre Court.

The new La Luna Monogram is inspired by the moon's changing phases, as well as the house's long history of intertwining heritage, artisanship and the contemporary movement in fashion. It also incorporates the Italian architecture experienced by the BONIA creative team during a heritage discovery tour retracing our founder's journey.



BONIA

LUNA BAR



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## CORPORATE DIARY

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### **World No. 2 Badminton Men's Single Fronts Braun Büffel's LEGACY-135 Limited Edition Timepiece**

October 2022

Malaysia's badminton hero, Lee Zii Jia has been chosen to front Braun Büffel's new timepiece campaign for its 135th anniversary milestone that celebrates the Spirit of Achievement. The national athlete now sports an unprecedented new look as the brand elevates the national role model to a fashion icon.

## CORPORATE DIARY



### **BONIA Sponsorship of Air Force**

**August 2022**

BONIA is proud to be one of the official sponsors of Air Force The Movie: Selagi Bernyawa. The story follows a PASKAU team tasked with protecting humanitarians serving in a war-torn country. On their return home, their plane gets unexpectedly shot down and the Air Force makes preparation for rescue as the survivors make their final run to salvation.

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## CORPORATE DIARY

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### **BONIA RAYA 2023: Bonia Celebrates ‘B-Rasa Sayang’ with Amelia Henderson**

**March 2023**

This Raya season, BONIA takes inspiration from the past and explores the joy of retro nostalgia. The luxury lifestyle brand has curated a special Raya campaign featuring Malaysian actress, Amelia Henderson that encapsulates the delightful journey of the past and celebrates its evolution into modern day.

Featuring bold celebratory colours of royal blue and burnt orange, the BONIA x Amelia collection features bags, footwear and ready-to-wear pieces that can take you from casual day time visits to modern festive outings both during and beyond the Raya season.