



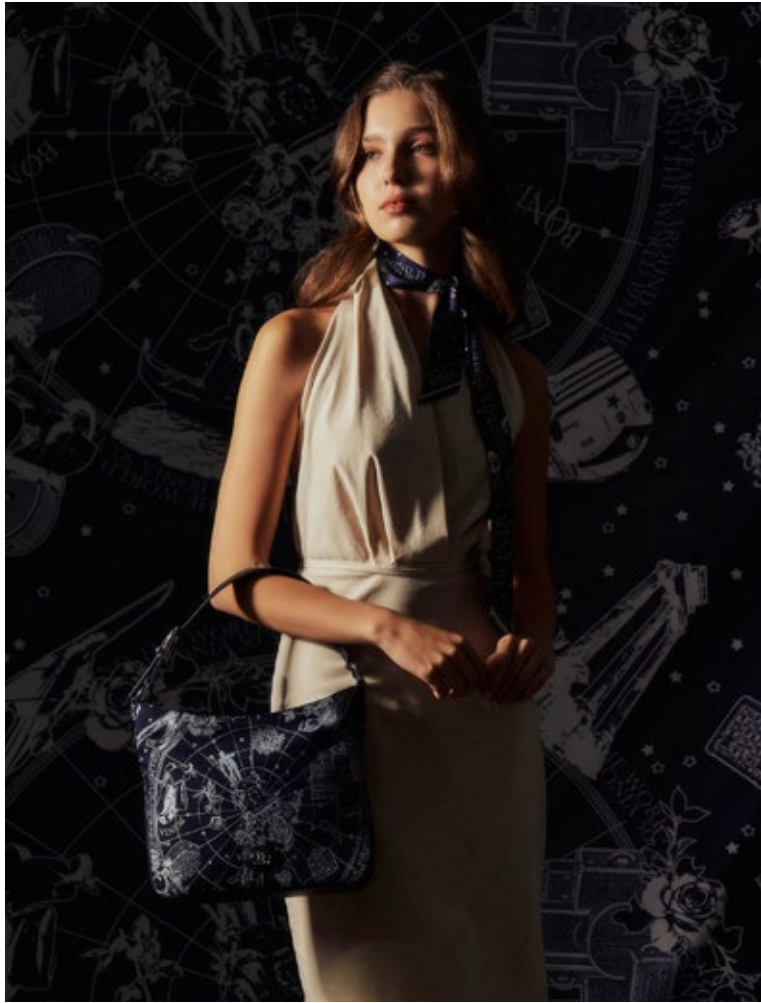
BONIA CORPORATION BERHAD

Registration No. 199101013622 (223934-T)



ANNUAL REPORT 2024





Nayeon

TWICE 4th
NAYEON





Nayeon

TWICE 4th

NAYEON



BONIA







BRAUN BÜFFEL







SEMBONIA



SANTA BARBARA
POLO & RACQUET
CLUB



Valentino Rudy
ITALY



WASSANO
®







BRAUN BUFFEL



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CORPORATE DIARY

CSR with Kechara Soup Kitchen

October - December 2023



From October to December 2023, our staffs actively participated in several provision delivery and street distribution events in collaboration with Kechara Soup Kitchen, supporting crucial community causes. Additionally, the Group made a generous monetary contribution of RM50,000 to the organisation, furthering our commitment to social responsibility and community welfare.

CORPORATE DIARY



Barbie™ x BONIA Pink Style Express Pop-up: A Magical Experience

November - December 2023

Step into the magical world of the Barbie x BONIA Pink Style Express Pop-up at Sunway Pyramid.

This enchanting event features Sunway Pyramid's first-ever 120-foot-long Barbie-themed train installation that takes visitors on a whimsical journey of fashion and fun. Adding to the festive magic, a towering 18-foot Christmas tree, beautifully crafted from oversized gift boxes, serves as a striking centerpiece in this unforgettable collaboration.

CORPORATE DIARY



The Barbie train also features a heartwarming Powered by Purpose wall, showcasing the names of 50 critically ill children from Make-A-Wish Foundation Malaysia alongside their wished-for-toys. This special touch brings an extra layer of joy and meaning to the enchanting experience.

CORPORATE DIARY



Braun Büffel x Smiley® Pop-up

December 2023

Step into a world where Braun Büffel's timeless craftsmanship meets the joyful spirit of Smiley at 1 Utama Shopping Centre.

In a fast-paced, complex world, Braun Büffel and Smiley come together to celebrate the beauty of simplicity with their vibrant campaign, "Take The Time To Smile". This unique collaboration features a special fashion collection, designed to spread joy and inspire moments of pure happiness.





CORPORATE DIARY

BONIA Spring/Summer 2024 Daytime Reverie with Nayeon

January 2024

Nayeon of K-pop group TWICE, with her unique blend of elegance and contemporary style, is more than just an ambassador for BONIA—she's a symbol of the brand's evolution into a global luxury icon. Her effortless grace and distinct flair make her the ideal muse for BONIA, perfectly reflecting our commitment to timeless elegance and innovative design.

In recent years, the world has been captivated by the Korean wave—an explosion of culture, fashion, and influence that has taken global trends by storm. BONIA recognised this cultural shift and saw in Nayeon a powerful embodiment of this trendsetting movement. Her impact in the fashion world is undeniable, making her the perfect partner as we aim to resonate with a broader, more diverse audience on the global stage.

As BONIA steps further into the international arena, this partnership is a testament to our commitment to staying at the forefront of fashion innovation, propelled by the vibrant energy of Korean trends and the timeless appeal of our brand.

With Nayeon by our side, BONIA is poised to make a lasting impact in the global luxury market, uniting the best of heritage and modernity in a way that speaks to the heart of contemporary fashion lovers everywhere.

