



CORPORATE DIARY

BONIA x Keith Haring

March 2024



The BONIA x Keith Haring Collection is poised to redefine contemporary fashion, featuring a captivating array of ready-to-wear apparel, premium leather bags, and statement shoes. Drawing inspiration from Haring's distinctive style and his dedication to social activism, the collection seamlessly blends urban art with sophisticated design, creating a harmonious fusion of style and substance.

Keith Haring, a pivotal figure in the 1980s art scene, left an indelible mark with his distinctive style that transcended traditional boundaries. This capsule pays homage to Haring's legacy, incorporating his iconic motifs into BONIA's signature aesthetic.

The BONIA x Keith Haring Collection is a visual celebration, offering fashion enthusiasts an opportunity to indulge in wearable masterpieces that tell a story of artistic innovation and self-expression. From vibrant patterns to bold lines and statement accessories, each piece reflects the seamless integration of Keith Haring's artistry with BONIA's dedication to timeless style.

CORPORATE DIARY

Braun Büffel x Basquiat Pop-up

August 2023



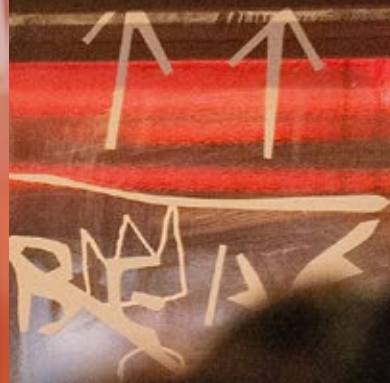
Braun Büffel proudly announces the launch of its highly anticipated capsule collection inspired by legendary artist Jean-Michel Basquiat. The BRAUN BÜFFEL X BASQUIAT 2024 Collection is an homage to the iconic artist, seamlessly blending luxury with the raw, rebellious spirit of street culture.

From 2 - 4 August, 2024, part of REXKL's Ground Floor was transformed into an immersive experience, hosting the BRAUN BÜFFEL X BASQUIAT Urban Escape. This unique event invites guests to dive into New York-inspired alleyway vibes, perfect for Instagram-worthy moments. Attendees can explore the full range of products up close, participate in various games for a chance to win prizes, and enjoy a series of live music performances.

BRAUN



BUFFEL



BONIA

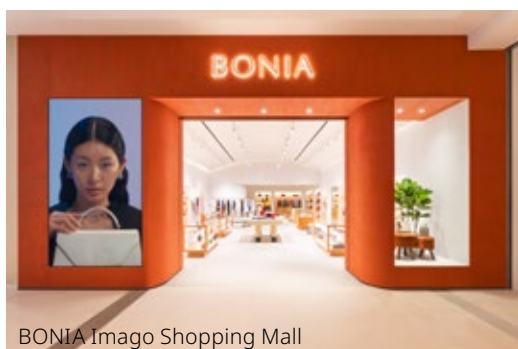


CORPORATE DIARY

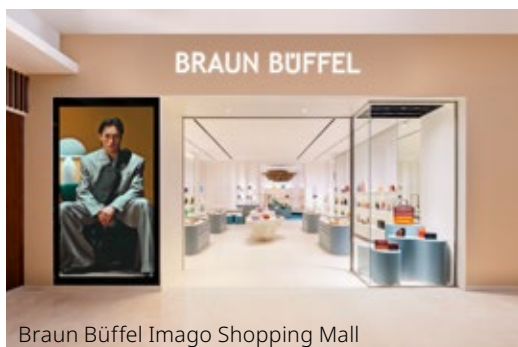
BONIA, Braun Büffel and Sembonia Store Opening

2023 - 2024

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



BONIA Imago Shopping Mall



Braun Büffel Imago Shopping Mall



Sembonia The Exchange TRX

1. BONIA Imago Shopping Mall
31 August 2023
2. BONIA Freeport A'Famosa Outlet
14 October 2023
3. BONIA The Exchange TRX
2 December 2023
4. BONIA Silverlakes Village Outlet
5 April 2024
5. Braun Büffel Imago Shopping Mall
31 August 2023
6. Braun Büffel The Exchange TRX
29 November 2023
7. Braun Büffel Pavilion Damansara Heights
22 December 2023
8. Sembonia The Exchange TRX
29 November 2023
9. Sembonia KL East Mall
21 December 2023
10. Sembonia Mitsui Men's Kiosk
16 December 2023
11. Sembonia Aman Central
2 February 2024



CORPORATE DIARY

Licensed Brand Group Store Opening

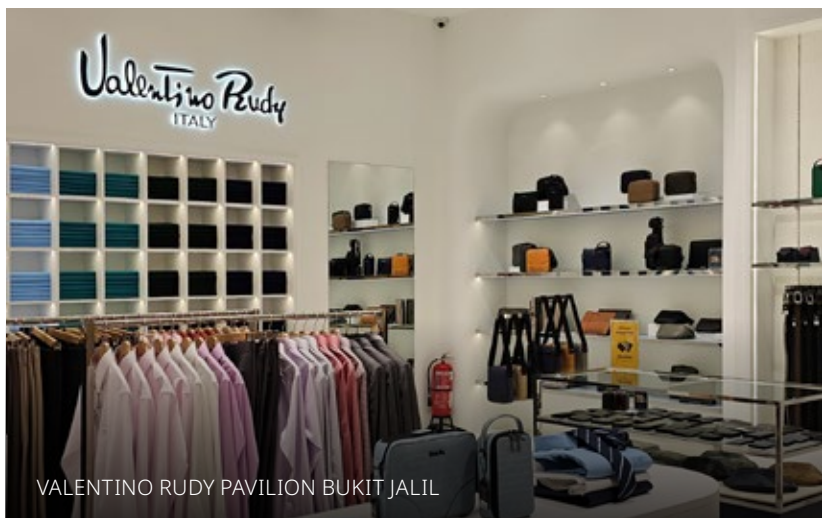
Licensed Brand Group celebrated their store openings for Santa Barbara Polo and Valentino Rudy across Malaysia

2023 - 2024



SANTA BARBARA FREEPORT A'FAMOSA OUTLET

1. Santa Barbara Freeport A'Famosa Outlet Opening
12 October 2023
2. Valentino Rudy Pavilion Bukit Jalil Opening
9 November 2023
3. Santa Barbara Silverlake Village Outlet Opening
6 March 2024



VALENTINO RUDY PAVILION BUKIT JALIL

Empowering Growth Through Learning & Development

March 2024



The Group HR Talent Development team organises a variety of programs, including trainings, team-building events, and cross-functional workshops, to enhance employee skills and foster collaboration. These initiatives focus on developing key competencies, improving communication, and aligning staff with the company's strategic goals.

Through targeted learning sessions and interactive activities, employees strengthen professional relationships and are equipped with the tools needed to drive personal and organisational success. By promoting continuous growth, these programs help the team stay competitive and agile within the fast-paced fashion industry.

CORPORATE DIARY

BONIA Corporation Townhall 2024

August 2024



The recent townhall provided a strategic platform for senior leadership to discuss key business updates, future initiatives, and organisational goals. The townhall concluded with an open Q&A, allowing for transparent communication and a deeper understanding of upcoming priorities.

CORPORATE DIARY



BONIA GROUP 50th Anniversary Dinner

August 2024

On 23 August 2024, BONIA marked its 50th anniversary with an opulent celebration at the Majestic Hotel KL Ballroom. The date was especially significant, as it commemorated not only five decades of success but also the day BONIA went public, making it a truly auspicious occasion. Themed “Vintage Glamour,” the event welcomed over 400 employees and guests, all dressed in stunning vintage-inspired attire.

The night was filled with entertainment, including a lively photobooth, engaging games, and captivating staff performances that featured singing, dancing, and sketches. A highly anticipated best-dressed competition added excitement, with attendees embracing the elegance of vintage fashion.

The event also paid tribute to BONIA’s remarkable journey, highlighting the leadership and vision of the founder, whose legacy has played a pivotal role in the brand’s growth. The speeches celebrated his contributions and the company’s ongoing commitment to excellence.

As the evening unfolded, it became clear that this celebration was not just about honoring the past but also about looking forward to the future. With its rich heritage and forward-thinking approach, BONIA’s 50th anniversary was a perfect blend of nostalgia and optimism for the years to come.



CORPORATE DIARY



The BONIA 50-Year Voyage: Celebrating A Journey With You

21 - 29 September 2024

BONIA proudly unveils its 50th Anniversary Celebration, themed “The BONIA 50-Year Voyage: Celebrating Our Journey with You” with an exclusive pop-up event at Pavilion Kuala Lumpur. This momentous occasion was graced by their ambassador and global K-POP superstar, Nayeon of K-pop group TWICE. Drawing inspiration from BONIA’s exclusive globe print, this theme encapsulates the spirit of global exploration and the timeless elegance that BONIA represents.

Nayeon embodies the essence of BONIA with her captivating blend of grace and style. More than just an ambassador, she represents the brand’s evolution into a global luxury icon.











CORPORATE INFORMATION
AS AT 01 OCTOBER 2024

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

CHIANG SANG SEM

Founder and Group Executive Director

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

AUDIT & RISK MANAGEMENT COMMITTEE

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

NOMINATION & REMUNERATION COMMITTEE

Chairman : Law Wei Liang
Member : Azian Binti Mohd Yusof
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

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 2024



WEBSITE

<https://boniacorp.com/>
www.bonia.com.my
www.braunbuffel.com.my
www.sembonia.com
<https://thelbg.com>



FACEBOOK

www.facebook.com/BoniaFashion
www.facebook.com/BraunBuffel
www.facebook.com/sembonia
www.facebook.com/thelbgmy



INSTAGRAM

https://www.instagram.com/bonia_official
www.instagram.com/braunbuffel
www.instagram.com/sembonia_official
www.instagram.com/thelbgmy/



YOUTUBE

www.youtube.com/@boniaofficial
www.youtube.com/c/BraunBüffelOfficial



TIK TOK

www.tiktok.com/@boniaofficial
www.tiktok.com/@braunbuffel
www.tiktok.com/@sembonia_official
www.tiktok.com/@valentinorudy_my



XIAOHONGSHU

BONIA ID: 2745997489
 Braun Buffel ID: braunbuffel
 VALENTINO RUDY ID: Valentinorudymy

PROFILES OF BOARD OF DIRECTORS
AS AT 01 OCTOBER 2024

DATUK NG PENG HONG @ NG PENG HAY

Senior Independent Non-Executive Chairman



Malaysian, Male, Aged 72
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 2024

DATO' SRI CHIANG FONG SENG

Executive Vice Chairman/Group Chief Executive Officer



Malaysian, Male, Aged 39

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 2 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 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 2024

CHIANG SANG SEM

Founder and Group Executive Director



Malaysian, Male, Aged 71

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 2024

DATO' SRI CHIANG FONG TAT

Group Executive Director



Malaysian, Male, Aged 46
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 2024



CHIANG MAY LING

Group Executive Director

Malaysian, Female, Aged 36
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 took on the role of Group Executive Director on 01 April 2023 to oversee the business operations of the licensed brands under the Bonia Group, and primarily focuses on devising growth strategies, analysing brand positioning and consumer insights, researching market trends and competitors' activities, and implementing marketing initiatives for such licensed brands under 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 62
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 2024



LAW WEI LIANG

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

Malaysian, Male, Aged 42
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 66
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 2024



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 35
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 36
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 todate, 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:

- 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.
- 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 FY2024.
- 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.