



ANNUAL REPORT

2024

CONTENTS

01	Corporate Profile	2
	Corporate Structure	4
	Corporate Information	5
	5-Year Group Financial Highlights	6
	Share Performance	7
02	Directors's Profile	8
	Key Senior Management's Profile	13
	Executive Chairman's Statement	16
	Management Discussion & Analysis	20
	Audit And Risk Management Committee Report	37
03	Statement on Risk Management and Internal Control	44
	Corporate Governance Overview Statement	52
	Sustainability Statement	76
	Additional Compliance Information	127
	Statement of Responsibility by Directors	130
04	Report and Financial Statement	131
	List of Properties	204
	Analysis of Shareholdings	205
	NOTICE OF EIGHTEENTH ANNUAL GENERAL MEETING	208
	ADMINISTRATIVE GUIDE FOR THE 18TH ANNUAL GENERAL MEETING ("AGM")	212
	PROXY FORM	215

CORPORATE PROFILE

ABOUT



Innity Corporation Berhad and its subsidiaries ("INNITY Group") is the leading online advertising company in Asia that provides data-driven, interactive online marketing solutions and technologies for advertisers and publishers.

Established in 1999, Innity is a digital marketing and media solutions company with a strong foothold in the APAC market. Innity's solutions provide a combination of branding and performance advertising, content and influencer marketing, as well as community and commerce technologies for brands, agencies, advertisers, publishers and influencers. INNITY Group has presence in Malaysia, Singapore, Indonesia, Vietnam, Philippines, Taiwan, Hong Kong, Cambodia and Myanmar, with over 300 staff in total.

All in all, INNITY Group provides a diverse range of interactive online marketing solutions which includes:

- Branding & Performance Digital Advertising
- Influencer, Creator & Content Marketing
- Community & E-Commerce Partnership Marketing

INNITY Group is committed to constantly exploring online marketing opportunities for all our partners through our versatile combination of online media proficiency, industry clout, and the development of cutting-edge technology in a brand-safe and fraud-free environment.

2024 IN NUMBERS



Total Active Advertisers

2,000+



Total Publishers

5,500+

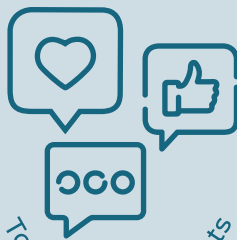


Total Campaigns

10,000+

Total Influencers

60,000+



Total Engagements

86 Million+



Total Clicks

33 Million+



Total Impressions Captured

8 Billion+

Total Programmatic Impressions

95 Million+

Certifications:



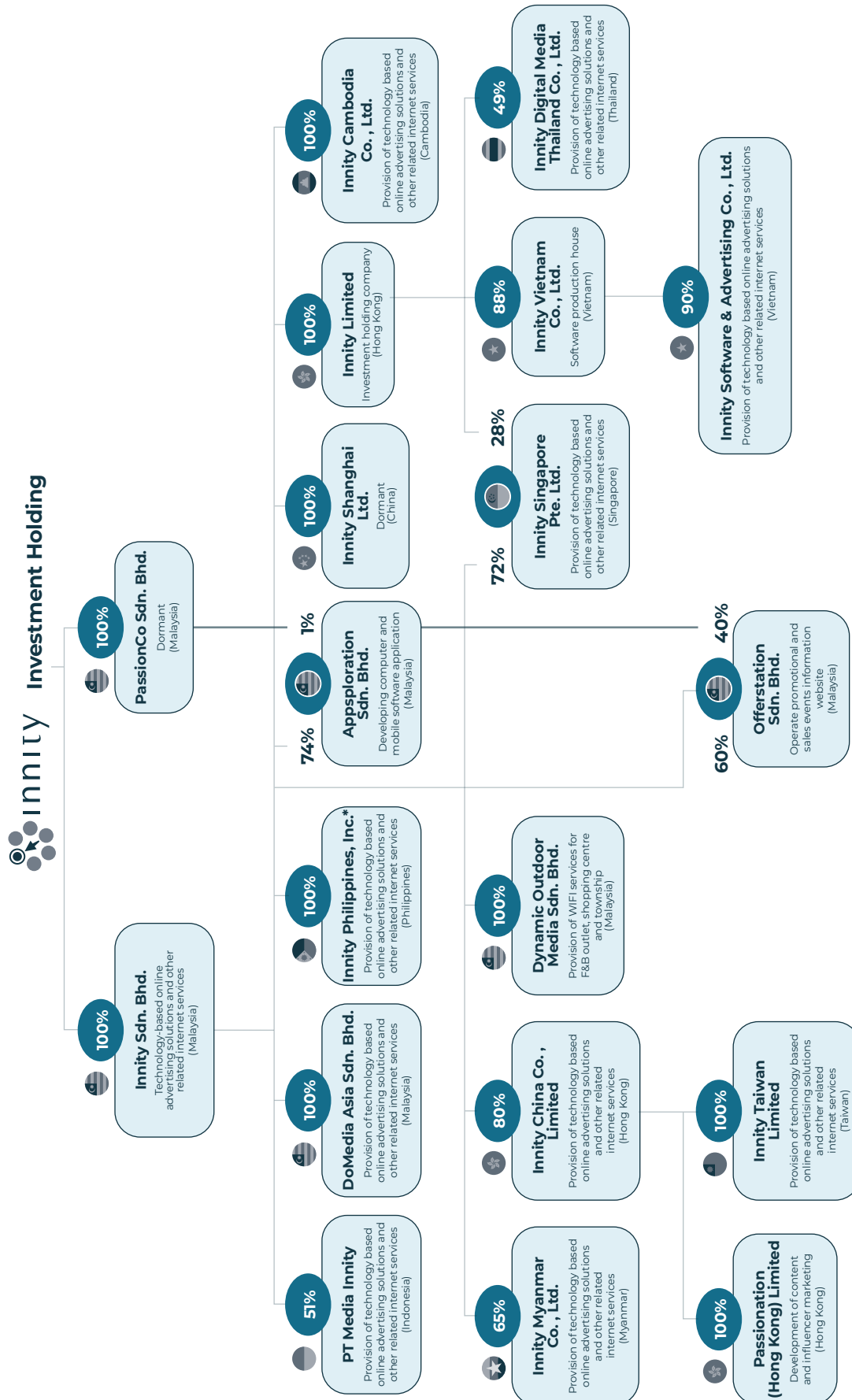
Member of:

iab.
sea+india

Verified by:

tag

CORPORATE STRUCTURE



* On 19 August, 2024, Innity Philippines became Indirect Wholly Owned subsidiary to ICB through Innity Sdn Bhd acquired 5% of equity interest in Innity Philippines from a non-controlling party.

CORPORATE INFORMATION

BOARD OF DIRECTORS

Phang Chee Leong	<i>Executive Chairman</i>
Looa Hong Tuan	<i>Managing Director</i>
Wong Kok Woh	<i>Executive Director</i>
Seah Kum Loong	<i>Executive Director</i>
Norliza Binti Rasool Khan	<i>Independent Non-Executive Director</i>
Fung Kam Foo	<i>Independent Non-Executive Director</i>
Cheong Chee Yun	<i>Independent Non-Executive Director</i>
Gregory Charles Poarch	<i>Non-Independent Non-Executive Director</i>
Liong Wei Li	<i>Alternate Director to Gregory Charles Poarch</i>
Michihiko Suganuma	<i>Non-Independent Non-Executive Director</i>
Mina Kitamura (Appointed on 28 March 2025)	<i>Alternate Director to Michihiko Suganuma</i>
Rieko Yoshikawa (Resigned on 28 March 2025)	<i>Alternate Director to Michihiko Suganuma</i>

AUDIT AND RISK MANAGEMENT COMMITTEE

Cheong Chee Yun (Chairman)
Fung Kam Foo
Norliza Binti Rasool Khan

REMUNERATION COMMITTEE

Fung Kam Foo (Chairman)
Cheong Chee Yun
Norliza Binti Rasool Khan

NOMINATION COMMITTEE

Fung Kam Foo (Chairman)
Cheong Chee Yun
Norliza Binti Rasool Khan

COMPANY SECRETARIES

Fong Seah Lih
(MAICSA 7062297)/
(SSM PC NO. 202008000973)
Tham Yin Tong
(MAICSA 7049718)/
(SSM PC NO.202008001314)

AUDITORS

BDO PLT
(LLP0018825-LCA & AF 0206)
Level 8, BDO @ Menara CenTARa
360, Jalan Tuanku Abdul Rahman
50100 Kuala Lumpur

PRINCIPAL BANKERS

HSBC Bank Berhad
OCBC Bank (Malaysia) Berhad
Malayan Banking Berhad
Public Bank Berhad
Bank Simpanan Nasional

SHARE REGISTRAR

Tricor Investor & Issuing House
Services Sdn Bhd
197101000970 (11324-H)
Unit 32-01, Level 32
Tower A, Vertical Business Suite
Avenue 3, Bangsar South
No. 8, Jalan Kerinchi
59200 Kuala Lumpur
Tel : 603-2783 9299
Fax : 603-2783 9222
Email : is.enquiry@mytricorglobal.com

REGISTERED OFFICE

Tricor Corporate Services Sdn Bhd
(200701021758 (779773-H)
Unit 30-01, Level 30
Tower A, Vertical Business Suite
Avenue 3, Bangsar South
No. 8, Jalan Kerinchi
59200 Kuala Lumpur
Tel : 603-2783 9191
Fax : 603-2783 9111
Email : info@my.tricorglobal.com

BUSINESS OFFICE

Headquarters
C501 & C502, Block C
Kelana Square
17, Jalan SS 7/26, Kelana Jaya
47301 Petaling Jaya
Selangor Darul Ehsan
Tel : 603-7880 5611
Fax : 603-7880 5622
Email : enquiry@innity.com

STOCK INFORMATION

Bursa Malaysia - ACE Market
Bursa Malaysia Code: 0147
Reuters Code : INNY:KL
Bloomberg Code : INNC:MK

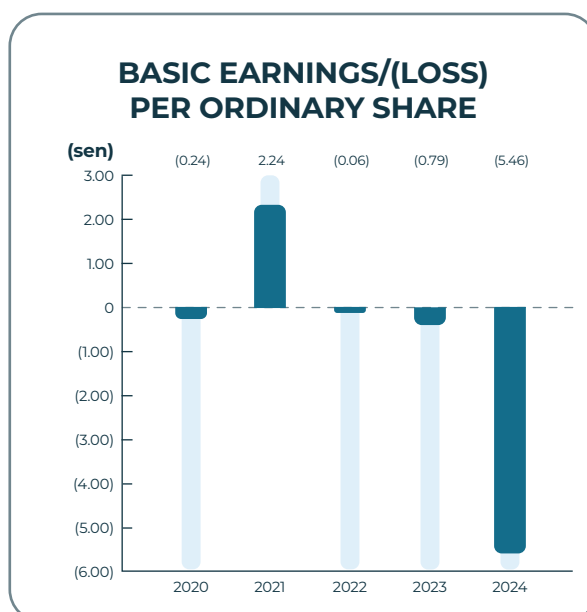
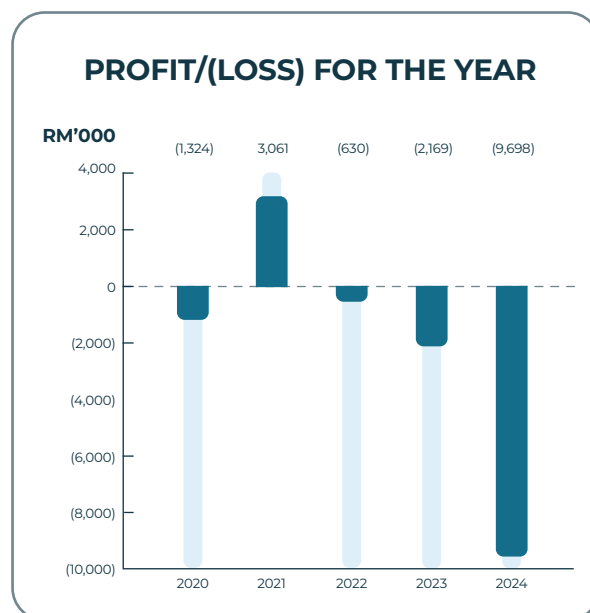
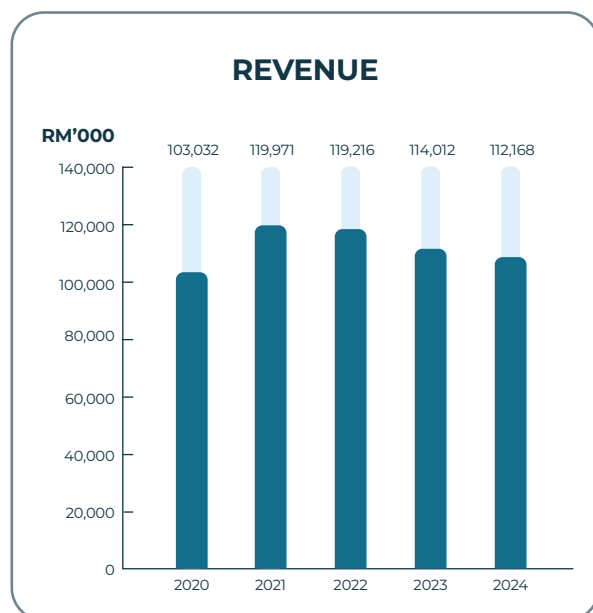
WEBSITE

www.innity.com

5-YEAR GROUP FINANCIAL HIGHLIGHTS

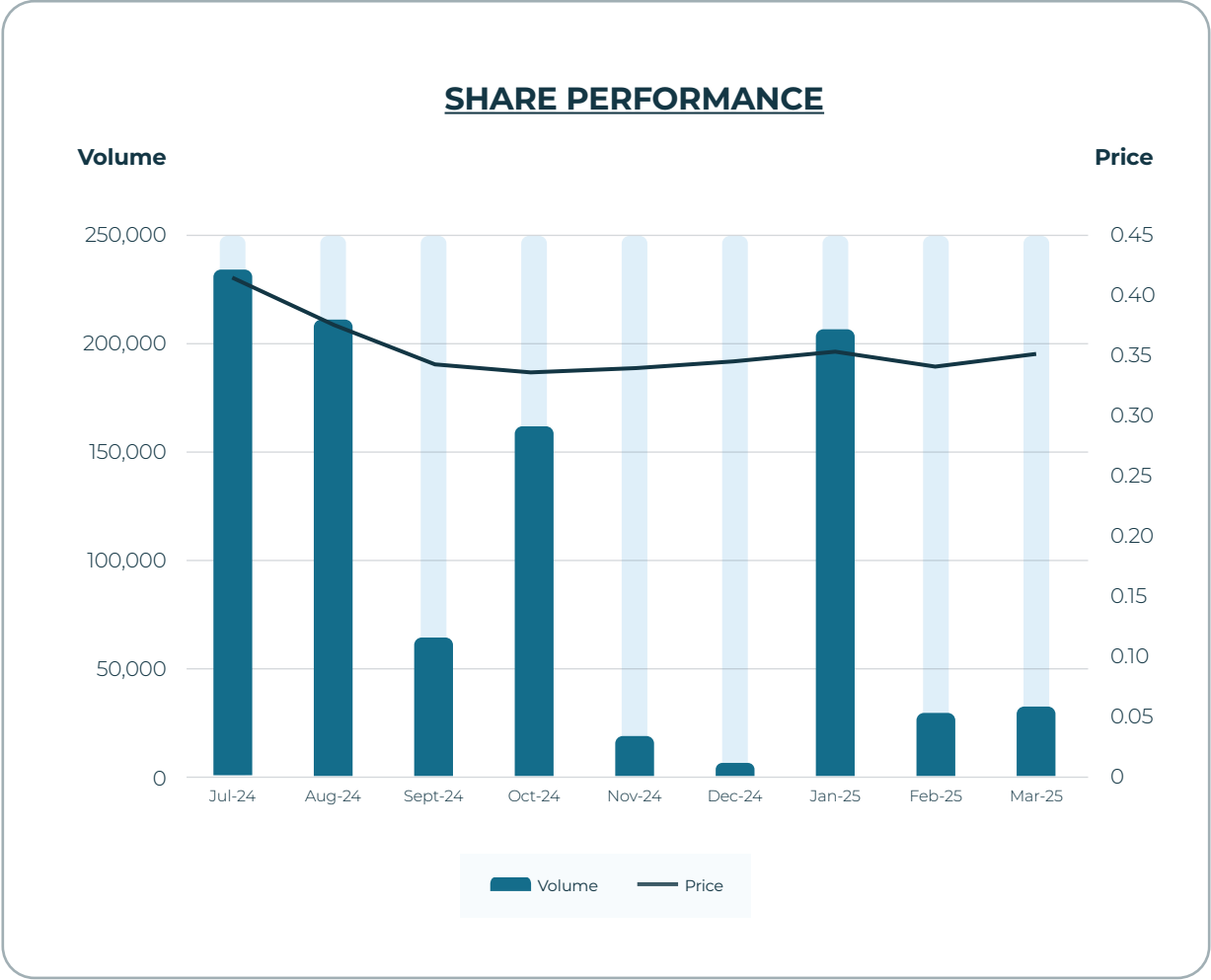
FINANCIAL YEAR ENDED 31 DECEMBER

	AUDITED				
	2020	2021	2022	2023	2024
Revenue (RM'000)	103,032	119,971	119,216	114,012	112,168
Profit/(Loss) for the year (RM'000)	(1,324)	3,061	(630)	(2,169)	(9,698)
Basic Earnings/(Loss) per ordinary share (sen)	(0.24)	2.24	(0.06)	(0.79)	(5.46)



SHARE PERFORMANCE

up to 27 March 2024



MARKET VALUE RATIO

At 27 March 2025

Market capitalisation : RM48.1 million
Price / Book value : 1.79x

DIRECTORS'S PROFILE

Phang Chee Leong

Executive Chairman

Malaysian, aged 54 (M)

Phang Chee Leong was appointed as the Executive Chairman on 28 April 2008. He graduated with a Bachelor of Science Degree in Microelectronics from Campbell University, USA in 1995. He started his career as a software engineer with PC Automation Sdn Bhd, a company involved in industrial automation. Moving on, he joined Asia Connect Sdn Bhd as a senior software architect and technical manager where he was involved in video streaming, testing and deployment of new technology. Subsequently in 1997, he joined Consortio, a US company that implemented large-scale e-business solutions. In 1999, he co-founded Innity Sdn Bhd ("ISB") and took on the position of Chief Executive Officer /Chief Technology Officer. Through his 25 years of experience in the digital industry, Mr. Phang has been a visionary for the company, helping to develop Innity over the years into a leading provider of online interactive marketing technologies. Mr. Phang's continuous enthusiasm and zeal to look beyond the ordinary has been a key factor in facilitating the company's growth. He is deeply involved in directing product development and R&D strategies in order to ensure that all future developments are integrated with cutting edge technology so as to deliver value-added and optimised digital advertising solutions. He does not hold any other directorship of public companies.

Mr. Phang attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Looa Hong Tuan

Managing Director

Malaysian, aged 54 (M)

Looa Hong Tuan was appointed as the Managing Director on 28 April 2008. He graduated with a Bachelor of Science Degree in Microelectronics from Campbell University, USA in 1995. He started his career as the Head of Sales Department in Jebsen & Jessen, a Danish multinational video conferencing, streaming and networking company and has since been involved in a number of projects across various industries, such as e-learning, e-government and telemedicine. In 1999, he co-founded ISB and took on the position of Sales and Marketing Director and has helped the company to grow multifold over the years. He is responsible for leading the sales and marketing team in pitching for new online advertising campaigns, establishing relationships with various online publishers, and planning the Group's branding efforts while contributing extensively to the industry from the time of its inception. He currently heads the sales and marketing team. He is also involved in the Group's business development together with Phang Chee Leong. He does not hold any other directorship of public companies.

Mr. Looa attended four (4) out of six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Director’s Profile (Cont’d)

Wong Kok Woh

Executive Director

Malaysian, aged 54 (M)

Wong Kok Woh was appointed as the Executive Director on 28 April 2008. He graduated with a Bachelor of Science Degree in Microelectronics from Campbell University, USA in 1995. Upon his graduation from university, he joined Nokia Malaysia as a wireless network-planner under the client-servicing department, where he was in charge of handling and implementing numerous GSM phone network projects across the Asia Pacific region. After a few internal promotions, he was transferred to Nokia China in 1997 as Jiang Xi’s province network planning manager. Moving on, he left Nokia in 1999, co-founded ISB in December 1999 and took on the role as Client Services Director. His job scope entails the implementation and streamlining of daily workflow processes in order to ensure timely and efficient communications with clients to deliver quality work of the highest standards. He plays a critical role in the account management for clients, due to his vast experience in the campaign management of large scale projects. He also works closely with the R&D team to ensure development efforts are consistent with prospective client requirements. He does not hold any other directorship of public companies.

Mr. Wong attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Seah Kum Loong

Executive Director

Malaysian, aged 53 (M)

Seah Kum Loong was appointed as the Executive Director on 28 April 2008. He obtained an Advanced Diploma in Advertising and Design from the Lim Kok Wing Institute of Creative Technology. Following his graduation, he joined Asia Connect Sdn Bhd as a design executive from 1996 to 1998. In 1998, he moved on to Mcities Sdn Bhd, a leading online music entertainment portal as their Creative Director. He later joined Labtyd Sdn Bhd, a leading local advertising agency, as an Art Director, where he was part of a team in designing and producing advertisements catering to specific customer needs. He has vast experience in multiple aspects of the design process, encompassing traditional branding, brand identity and packaging to conceptual interface development. In 1999, he co-founded ISB and was appointed as Creative Director. He currently heads the design department and is in charge of leading and managing the various designers to ensure consistent design output of the finest quality. He is also actively involved with the Group’s R&D efforts due to his insights of the ad creation process, current online advertising design trends and the technologies used to create these ads. His job requires him to communicate and fully understand specific needs of clients and then designing an advertisement that accurately represents the client’s business. He does not hold any other directorship of public companies.

Mr. Seah attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Director's Profile (Cont'd)

Norliza Binti Rasool Khan

Independent Non-Executive Director

Audit and Risk Management Committee Member

Member of the Remuneration and Nominating Committees

Malaysian, aged 51 (F)

Norliza Binti Rasool Khan was appointed as the Independent Non-Executive Director of Innity Corporation Berhad on 1 September 2022. She obtained her Bachelor of Laws degree from International Islamic University in 1998, diploma in International Arbitration in 2018 and Executive Certificate in Islamic Banking and Finance in year 2021. She is a Fellow of Chartered Institute of Arbitrators, Fellow of Malaysian Institute of Arbitrators, Fellow of Asian International Arbitration Centre, Fellow of Asian Institute of Alternative Dispute Resolution, Member of Association of Women Lawyers Malaysia, Co-Chair of Arbitration Committee of the Bar and Co-Deputy Chair of Women's Rights Committee.

She was called to the Malaysia Bar in year 2000 and has been practicing as an Advocate & Solicitor of the High Court of Malaya for 22 years. Having acquired experience in leading Malaysian firm, she embarked on her entrepreneurial journey in her own firm Liza Khan Chambers. She has extensive experience in Corporate Governance and Capital Markets, personal data, gaming laws and sustainability laws as well as restructuring exercise and currently practises primarily in corporate and commercial advisory and dispute resolution.

Norliza Binti Rasool Khan is also a Board Member of Voice of the Children Sdn Bhd, a non-profit NGO that advocates for childrens' rights where she is involved in driving campaigns and raising funds resulting in significant changes in policies on child marriage and amendments to the Childs Act.

She currently holds the position of independent non-executive director for Innity Corporation Berhad, IFCA MSC Berhad and Executive Director in Mimir Sdn Bhd. She had resigned from RedOne Holding Berhad on January 2024.

Norliza Binti Rasool Khan attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Fung Kam Foo

Independent Non-Executive Director

Chairman of Nomination and Remuneration Committee

Member of the Audit and Risk Management Committee

Malaysian, aged 62 (M)

Fung Kam Foo was appointed as Independent Non-Executive Director to our Board on 1 August 2019. He obtained Bachelor of Computer Science and Business Administration (Honours) from University of Guelph, Ontario, Canada in 1984.

Mr. Fung is a seasoned Tech professional, experienced Board Member & Business Mentor and a Certified Leadership Coach with a passion for training and developing talents in leadership and management.

In his 40 years career in Tech, he has held numerous leadership roles including CEO of PIKOM, The National Tech Association of Malaysia and TX123 M Sdn Bhd (an associate company of Maybank Malaya Berhad) and also as senior roles in Digital Equipment Corp USA (one time second largest Global IT Company) and Malaysia Digital Economy Corp ("MDEC").

His entrepreneurial spirit led him to turn around a loss making PIKOM into a profitable and highly respected organisation (1994-2000) as well as creating the highly profitable and successful PC Fair cash and carry series. He also established a start-up in 2000 that pioneered permission marketing. In recognition of his achievements at PIKOM, he was selected as one of Malaysia's top 50 local IT Personalities by the Computerworld Magazine in 2000.

Mr. Fung currently holds the Independent non-executive director position in Innity Corporation Berhad, IFCA MSC Bhd and Yoong Onn Corporation Berhad.

As an ICF certified coach, his passion is to actively be involved in life & leadership coaching and business mentoring of B40 micro-entrepreneurs, start-ups and scale-ups through organisations such as Taylor's Entrepreneurship, Malaysian Global Innovation & Creativity Centre (MaGIC), MDEC Mentor+, Cradle's MyStartUp, Beyond4 and the 100Soonicorn Programs.

Mr. Fung attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Director's Profile (Cont'd)

11

Cheong Chee Yun*Independent Non-Executive Director**Chairman of the Audit and Risk Management Committee**Member of Nomination Committee and Remuneration Committee**Malaysian, aged 64 (M)*

Cheong Chee Yun was appointed as Independent Non-Executive Director of Innity Corporation Berhad on 27 September 2018. He is a Chartered Accountant member of the Malaysian Institute of Accountants, a member of the Certified Practising Accountant Australia (CPA Australia) and also a member of the Asian Institute of Chartered Bankers.

In the year 1985, he graduated with a Bachelor of Accounting (Hons) from Universiti Malaya and started his career as an executive officer with RHB Bank Berhad (formerly known as D&C Bank). He was involved in all branch operational aspects, corporate banking, trade financing and international banking matters and last held a managerial position. Thereafter, he joined a PC assembly and monitor manufacturer, KT Technology Sdn Bhd as Financial Controller in the year 1998. He then joined a software development and system integration company known as Object Solutions Sdn Bhd as director in the year 1999. In the year 2001, he joined Saferay (M) Sdn Bhd, a manufacturer and exporter of architectural mouldings as an operation director. In the year 2003, he was also appointed as a non-executive director in CS Opto Semiconductors Sdn Bhd and held the position for about 10 years. In the year 2006, he was appointed as operational director in Eastmont Sdn Bhd, a building construction services company. He has since resigned in November 2018.

In 2012, he joined Enco Holdings Sdn Bhd, a biomass thermal energy solutions provider as Head of Finance & Corporate Affairs and is now an executive director of the company. He is also a non-executive director of Kencana Bio Energy Pte Ltd, Singapore (now known as Enco Power Pte.Ltd., Singapore) a biomass power generation holding company. Moreover, he currently holds the post of independent non-executive director for Innity Corporation Berhad and Executive Director for Samchem Holdings Berhad.

Mr. Cheong attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Gregory Charles Poarch*Non-Independent Non-Executive Director**American, aged 60 (M)*

Gregory Charles Poarch was appointed as the Non-Independent Non-Executive Director on 19 August 2009. He graduated with a Bachelor degree in Accounting from Southwestern Oklahoma State University, USA in 1988. He commenced his career in 1988 as a Senior Auditor with Finley & Cook, a Certified Public Accounting Firm. Moving on, he joined Occidental Petroleum Corporation as an Audit Supervisor. Subsequently in 1996, he joined MEASAT Broadcast Network Systems Sdn. Bhd. as a Project Manager. He was promoted to Senior Manager level in 1997. He joined the JobStreet.com group in 2000 and took on the position of Vice President, Finance & Administration. With the listing of the JobStreet group in November 2004, he became the Chief Financial Officer of JCBNext Berhad. He does not hold any other directorship of public companies.

Mr. Poarch attended all the six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Director's Profile (Cont'd)

Liong Wei Li

Alternate Director to Gregory Charles Poarch

Malaysian, aged 41 (M)

Liong Wei Li was appointed as the Alternate Director to Gregory Charles Poarch on 26 August 2019. He received his Bachelor of Economics from University of Malaya in 2008 and a Masters of Philosophy in Economics from University of Cambridge, United Kingdom in 2012. Mr Liong also holds a Bachelor of Laws degree from University of London (external), United Kingdom and obtained the Certificate of Legal Practice in 2010. He commenced his career as a research associate at Institute of China Studies and Faculty of Economics, University of Malaya. He joined JcbNext Berhad as the Special Officer to the Chief Executive Officer in the year 2012. He was then promoted as Chief Executive Officer in the year 2021. Mr. Liong is a holder of Chartered Financial Analyst (CFA), Chartered Alternative Investment Analyst (CAIA Charter), and Certificate in Investment Performance Measurement (CIPM) designations. He does not hold any other directorship of public companies.

Michihiko Suganuma

Non-Independent Non-Executive Director

Japanese, aged 46 (M)

Michihiko Suganuma was appointed as Non-Independent Non-Executive Director on 1 April 2017. He graduated with a Bachelor of Business from the University of Tsukuba in 2003. He started his career in International Marketing at Pioneer Corporation. In 2006 he joined D.A.Consortium Inc.("DAC"), Japan's leading online media agency. He is now the Senior Executive Officer and the Head of the Global Business Group at Hakuhodo DY ONE Inc.(formerly known as D.A. Consortium Holdings Inc.) He is in charge of promoting DAC's global businesses. He manages DAC's overseas subsidiaries, strategic partnerships with global companies, and cross-border business. He does not hold any other directorship of public companies.

Mr. Michihiko attended six (6) Board Meetings of the Company held during the financial year ended 31 December 2024.

Mina Kitamura

Alternate Director to Michihiko Suganuma

Japanese, aged 43 (F)

Mina Kitamura was appointed as the Alternate Director to Michihiko Suganuma on 28 March 2025. She received her Bachelor's degree in International and Cultural Studies from Tsuda University in 2006. She began her career as a digital advertorial sales representative at D.A. Consortium Inc.("DAC"). In 2012, she was seconded to DAC ASIA Pte. Ltd.("DAC Asia"), where she contributed to the establishment of DAC ASIA offices in Singapore, Malaysia, and Thailand. In 2015, she returned to headquarters and joined the Global Business Division, focusing on cross-border business. She played a key role in launching cross-border initiatives, including forming a strategic partnership with Tencent in 2018. In 2020, she began working in the alliance business with global platform and technology companies, and contributed to the launch of H+ in 2022. She is currently General Manager of the Strategic Alliance Division in the Global Business Group at Hakuhodo DY ONE Inc.

Notes:

Save as disclosed above:

1. None of the Directors have family relationships with any other Director and/or major shareholder of the Company.
2. None of the Directors have been convicted of any offences within the past five years (other than traffic offences, if any) and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.
3. None of the Directors have any conflict of interest with the company.
4. Gender of Directors are represented by (M) Male, (F) Female.

KEY SENIOR MANAGEMENT’S PROFILE

The Key Senior Management in FY 2024 comprises Mr. Phang - Executive Chairman of Innity Corporation Berhad and Chief Executive Officer of Innity Sdn Bhd (“ISB”); Mr. Looa - Managing Director of Innity Corporation Berhad and Sales and Marketing Director of ISB; Mr. Wong - Executive Director of Innity Corporation Berhad and Client Services Director of ISB; and Mr. Seah - Executive Director of Innity Corporation Berhad and Creative Director of ISB are included under the Directors’ profiles on (page 8 to page 12) in the Annual Report 2024 and the following persons:

Chow Tat Kee

Corporate Strategy Director

Malaysian, aged 59 (M)

Chow Tat Kee is the Director of Corporate Strategies of INNITY group of companies. He obtained a Diploma in Financial Accounting from Kolej Damansara Utama in year 1990. He worked as an auditor with Kassim Chan & Co (now known as Deloitte Malaysia) from 1991 to 1994, where he was involved in the auditing of companies in various industries such as trading and services, manufacturing, banking and finance, stock broking, petroleum and property development. He left Kassim Chan & Co in 1994 as an Audit Senior to join Pilecon Engineering Berhad as the Personal Assistant to the Operations Director. Subsequently, he joined Syarikat Binaan Budi Sawmill Berhad (now known as SBBS Consortium Berhad) in year 1996 as an accountant. In 1997, he joined Cheetah Holdings Berhad as the Finance and Administration Manager. In September 2005, he joined ISB as the Financial Controller and in 2008 was further promoted to the position of Finance Director of INNITY group. In 25 February 2013, he was re-designated as the Corporate Strategic Director. His current responsibilities in INNITY group of companies include establishing the Group's key thrusts and performance targets, oversight and effecting of the Group's business wide strategies in order to support growth and sustainability objectives.

Edward Lum Chi Kwan

Head of Creative & Design

Malaysian, aged 46 (M)

Edward is a dynamic creative leader with over two decades of experience in graphic design, web development, and digital advertising. Graduating from the Central Academy of Arts in 2000. Edward started his career as a self-taught web designer for a prominent digital publisher. In 2001, he joined ISB as a creative designer rising through the ranks to be the Lead Designer and later returning as Head of Creative & Design in 2009. In this pivotal role, Edward spearheads the branding and creative development of Innity’s cutting-edge ad solutions. Currently, Edward focuses on expanding Innity’s content studio, overseeing the development of a skilled team proficient in photo and video production, event management, and community building. His strategic mindset and passion for innovation drive forward-thinking campaigns, elevating brand experiences across multiple platforms.

Key Senior Management's Profile (Cont'd)

Yap Soon Kim

Chief Financial Officer

Malaysian, aged 51 (F)

Yap Soon Kim graduated from Association of Chartered Certified Accountants (ACCA) and is a member of Malaysia Institute of Accountants (MIA). She has more than 20 years of experience in the areas of accounting, taxation and finance. She had previously held senior positions in several private companies and Public Listed companies. She started her career as an audit associate and involved in auditing of trading, services, construction and manufacturing sectors. Ms Yap held Accountant position in Kumpulan H&L Berhad from 2004 to 2006, in charged of group reporting. She was subsequently promoted to be the Finance Manager in charged of a subsidiary's financial management and taxation. Prior joining Innity, she was attached with PECD Berhad, in charge of group reporting. She joined ISB in February 2009 as the Finance Manager responsible for group reporting. In 2011, she was promoted as the Group Finance Manager, undertaking financial management, group reporting, taxation, treasury and compliance roles. On 25 February 2013, she was re-designated to be the Chief Financial Officer of INNITY Group.

Lee Pey Ling

Regional, Head of Strategic Partnership

Malaysian, age 47 (F)

Lee Pey Ling is a senior management professional with over 20 years of extensive experience in the digital advertising & ad technology industry. She holds a Bachelor's Degree in IT, Interactive Multimedia. On September 2022, she was appointed as the Regional, Head of Strategic Partnership of INNITY Group. She has a proven track record of driving business growth and achieving sales targets through strategic planning and effective execution. Her expertise lies in developing and implementing sales and marketing strategies, managing campaign performance and customer expectation towards the optimal result, and building high-performing teams. Prior to her current role, she held various senior management positions in media agency & technology companies, where she honed her skills in ad operations, business development, product development & management, and team leadership. She is an excellent communicator, which allow her to effectively collaborate with cross-functional teams and build strong partnerships with clients and stakeholders. She is also a strong advocate for diversity and inclusion in the workplace and is actively involved in mentoring and coaching aspiring professionals. Further, she is a results-driven leader with a passion for innovation and excellence, coupled with her strategic mindset, technical expertise and people skills.

Key Senior Management’s Profile (Cont’d)

Chong Yee Yin

Trading and Partnership Director

Malaysian, age 46 (F)

Chong Yee Yin has consistently demonstrated exceptional leadership and a profound understanding of the digital ecosystem throughout her 20-year tenure in the digital advertising industry. She earned a Bachelor of Arts (Magna Cum Laude) degree in Communication Studies, with a minor in Marketing, from Western Michigan University, USA, in 2002. On August 2024, she was promoted to Trading and Partnership Director, expanding her role to lead the Strategic Partnership and Advertising Operations teams. Prior to this promotion, she was responsible for trading functions, including identifying business opportunities and strategising trading deals to optimise sales performance. With extensive experience spanning sales, marketing, and advertising operations, she has developed into a well-rounded and highly accomplished leader.

Notes:

Save as disclosed above:

- 1. None of the Key Senior Management have family relationships with any other Director and/or major shareholder of the Company.
- 2. None of the Key Senior Management have been convicted of any offences within the past five years (other than traffic offences, if any) and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.
- 3. None of the Key Senior Management have any conflict of interest with the company.
- 4. Gender of Key Senior Management are represented by (M) Male, (F) Female.
- 5. None of the Key Senior Management hold any directorship of public companies.

EXECUTIVE CHAIRMAN'S STATEMENT

Dear Shareholders,

On behalf of the Board of Directors ("the Board") of Innity Corporation Berhad ("INNITY" or "the Company"), it gives me great pleasure to present the Annual Report and the Audited Financial Statements of the Group and the Company for the financial year ended 31 December 2024 ("FY2024").

ECONOMIC OVERVIEW

Year 2024 was a challenging year for the media industry in Malaysia, including a drop in digital media advertising and concerns over AI disruption, as well as economic instability impacting consumer spending and lower advertising budgets from advertisers. Malaysia advertising expenditure dropped by 7.1% year-on-year. Digital media advertising, which accounted for 33% of total ad spend, declined, highlighting challenges for traditional platforms. The sequential decline in digital media advertising moderated to 5% in 4Q24, following steep falls of over 20% for three consecutive quarters since 1Q24. Kenanga Research anticipates a 2.8% year-on-year contraction in digital media advertising for 2025. *(Source: focusmalaysia.my, 21 January 2025)*

Global advertising and marketing spending accelerated in 2024, rising 8.7% to \$1.776 trillion, but growth is projected to decelerate to 5.3% in 2025. Inflation and recessionary fears are reappearing in key markets due to the expectation of reciprocal tariffs, which could lead to an escalation of the global trade war. *(Source: marketwatch.com, 31 January 2025)*

The International Monetary Fund ("IMF") has forecasted that global growth is projected at 3.3% both in 2025 and 2026, below the historical average of 3.7%. Global inflation is expected to decline to 4.2% in 2025 and to 3.5% in 2026. The rise in central bank policy rates to fight inflation continues to weigh on economic activity. An intensification of protectionist policies, for instance, in the form of a new wave of tariffs, could exacerbate trade tensions, lower investment, reduce market efficiency, distort trade flows, and disrupt supply chains once again. Growth could suffer in both the near and medium terms, but at varying degrees across economies. *(Source: imf.org, January 2025)*

FY2024 PERFORMANCE

INNITY's revenue for the financial year ended 31 December 2024 declined by 1.6% against the previous corresponding financial year, attributed to lower digital advertising spending in certain business units, mainly driven by reduced digital advertising spending from large global agencies. The Group recorded a loss after tax ("LAT") of RM9.70 million (2023: LAT RM2.17 million) on total revenue of RM112.17 million (2023: RM114.01 million). This was mainly due to a drop in gross profit margin, coupled with rising operational costs.

Given the Group's unfavorable performance, the Board and senior Management have implemented a series of transformation initiative to drive the revenue growth and profitability in both domestic and overseas business units. A detailed discussion of the Group's financial performance in FY2024, industry trends and transformation plans can be found under the Management Discussion & Analysis section in the ensuing pages.

Executive Chairman's Statement (Cont'd)

17

BUSINESS OUTLOOK

Throughout 2025, Asian economies will face a complex interplay of economic forces and geopolitical shifts. In addition to high levels of unpredictability in the trade outlook, much of the uncertainty comes from the United States' threat to impose tariffs on a number of its major trade partners. According to Bank Negara Malaysia, the Malaysian economy recorded a higher growth of 5.1% in 2024, driven by stronger domestic demand and a rebound in exports. Moving forward, despite external uncertainties, the strength in economic activity is expected to be sustained in 2025, anchored by domestic demand.

In 2025, digital marketing businesses face a rapidly evolving digital landscape shaped by technological advancements, changing consumer behaviors, and tighter regulations. To stay ahead in the competitive digital space, digital advertising businesses must embrace adaptability and innovation. INNITY will focus on building stronger, more resilient strategies. The following are some actionable strategies adopted by INNITY:

- a. Taking progressive steps in the integration of Environmental, Social and Governance ("ESG") sustainable practices into INNITY's core strategies;
- b. Determining the long-term success of ESG sustainable practices that have been embedded into INNITY's group operations;
- c. Extending our ESG agenda across our entire value chain ecosystem of stakeholders i.e. advertisers, publishers, suppliers and business partners;
- d. Actively launching new digital marketing and online advertising solutions that resonate with brands through storytelling and social impact initiatives;
- e. Improving credit control and credit recovery procedures on long outstanding trade receivables, which are considered as high business risk;
- f. Continuing to secure new direct business and customers while strengthening partnerships with agency clients;
- g. Maintaining cordial and long-term relationships with customers and publisher to ensure continuity of business;
- h. Discovering business alliances with publishers to improve variety and quality of inventory; and
- i. Embracing initiatives such as data-driven IoT – which will lead to our versatile combination of sustainable, high-impact media solutions, cutting-edge modeling, and analytical solutions that are both cost-effective and rapidly executed.

Our commitment to technological leadership in Research and Development is a major asset to the INNITY Group. We continue to deliver new online advertising solutions while enhancing product features and capabilities.

CORPORATE GOVERNANCE

INNITY is committed to conducting our business with full compliance with the legal and regulatory frameworks of the jurisdictions in which we operate. The Group upholds the highest standards of professionalism, integrity, and corporate governance in all its operations.

To ensure strong corporate governance practices that protect and enhance shareholder value, the Board fully supports the recommendations of the Malaysian Code on Corporate Governance ("MCCG 2021"). In line with the Code, the Board has prepared and approved both the Corporate Governance Report ("CG Report") and the Corporate Governance Overview Statement ("CG Overview Statement"). These documents provide an account of the Group's application of the three key principles of the Code, which are "Board Leadership and Effectiveness", "Effective Audit and Risk Management" and "Integrity in Corporate Reporting and Meaningful Relationship with Stakeholders".

As we navigate uncertain economic conditions in the coming years, we remain committed to identifying and addressing governance weaknesses, refining our analysis of the online marketing landscape, and strengthening our compliance efforts to drive sustainable growth.

In line with the Code, a Corporate Governance Report ("CG Report") and Corporate Governance Overview Statement ("CG Overview Statement") have been prepared and approved by the Board. They provide an account of the Group's application of the 3 Principles espoused in the Code. Where relevant, the Group's focus areas and future priorities are presented in relation to its Corporate Governance practices.

The Board maintains a zero-tolerance policy towards corruption, bribery, or any form of improper payments in its business operations. In compliance with Section 17A of the Malaysian Anti-Corruption Commission Act 2009, INNITY Anti-Bribery and Corruption and Whistle-Blowing policies. The Corporate Governance Overview Statement outlines clear guidelines and procedures for these policies. These measures are designed to foster a strong governance culture, promote ethical conduct, and enhance accountability and transparency for our investors.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

INNITY's CSR commitment of building long-lasting, mutually beneficial relationships with our stakeholders and the society at large within the spirit of appreciation, in 2024, are summarised as follows:

Innity Toy Donation Initiative

As part of Innity Group's commitment to social responsibility, Innity employees came together to donate preloved toys to Re:Play Toy Hub in collaboration with Play Unlimited Malaysia. Through this initiative, these toys will be given a second life, reaching children in marginalised communities and providing them with valuable play and learning opportunities. This effort reflects the company's dedication to fostering positive social impact and sustainability through collective action.

A statement detailing INNITY's actions in addressing environmental, social and governance ("ESG") risks and opportunities, in 2024, is found under the Corporate Sustainability Statement in the ensuing pages.

Executive Chairman's Statement (Cont'd)

19

APPRECIATION

As Executive Chairman of the Group, I would like to extend my sincere gratitude and appreciation to my fellow Board members for their invaluable support, immense contribution and commitment as we continue to persevere and preserve shareholder value in these challenging times.

Under their valued guidance, I would like to express my sincere appreciation and thanks to the Management and employees of the Group for their unfailing dedication and teamwork towards achieving the Group's objectives.

Lastly, on behalf of the Board, I would like to extend our heartfelt thanks and gratitude to our shareholders, customers, business partners and bankers for placing their confidence in us and for their continued support of the Board and Management.

PHANG CHEE LEONG

EXECUTIVE CHAIRMAN

MANAGEMENT DISCUSSION & ANALYSIS

MANAGEMENT DISCUSSION & ANALYSIS

The MD&A should be read in conjunction with the financial statements and the accompanying notes to the financial statements. The financial statements were audited and subsequently approved and authorised for release by the Board of Directors.

1. GROUP BUSINESS AND OPERATIONS

The following Management Discussion & Analysis (MD&A) contains data derived from audited financial statements and factual statements of INNITY and INNITY Group. It provides an overview of the Group's business and operations and how INNITY addresses risks, foreign exchange fluctuations, impact of inflation and other economic uncertainties for the financial period ended 31 December 2024 (FY2024).

INNITY is a public limited liability company, incorporated and domiciled in Malaysia. The Company's shares are listed and traded on the ACE Market of Bursa Malaysia Securities Berhad.

The core operations of INNITY Group includes a diverse range of data-driven, interactive and engaging online marketing solutions encompass display advertising, video advertising, mobile advertising, influencer marketing, premium publishers' marketplace, content marketing, programmatic media buying solution and social commerce solution to our customers in the Asia Pacific region, using in-house developed technology platforms. Our role in the online advertising process is to serve as a one-stop centre for advertisers, advertising agencies and publishers in offering the 3 major functions of the online advertising process, i.e., Creative, Media and Research. In essence, the Group assumes the role of the advertising agency, creative agency, media agency and researcher.

As a leading architect of origination and innovation, our strategy is to develop and consistently deliver relevant and functional technology-based online advertising solutions and other related internet services to a global audience.

We belong to an industry that is constantly evolving to be more complex and sophisticated. Frequent changes in consumer demand due to our industry's vast client demographic and intense competition amongst the industry players inevitably leads to greater challenges. For the Group to thrive to ensure its returns are not diminished, requires continuous Research & Development ("R&D") expertise in creating innovative and sustainable advertising solutions to stay ahead of our competitors.

INNITY Group Launched New Mobile Offerings In FY2024

INNITY is deeply invested in digital transformation, especially in today's fast-evolving landscape of growing market players and internet users. While we have achieved significant success over the years, we are now entering a transformative era driven by AI that is reshaping not only our work culture but also industries and communities worldwide.

We have consistently introduced exciting product innovations as well as increasing engagement and customer base to strengthen our position as a leading technology-based online provider in the Asia Pacific region. In financial year ("FY") 2024, the range of these online products included the following: -

i. INNITY Rolled Out a New In-image+ format

The in-image+ ad not only combines the best features of Attention Marketing, Creative Storytelling, and Contextual Targeting to enable brands to maximise the performance of future ad campaigns, it also delivers highly impactful ads to capture audience attention.

Management Discussion & Analysis (Cont'd)

21

1. GROUP BUSINESS AND OPERATIONS (CONT'D)

INNITY Group Launched New Mobile Offerings In FY2024 (Cont'd)

ii. **INNITY Rolled Out a New Variation for Flex Frame format**

INNITY introduced a new variation for our Flex Frame format. This format is designed to capture and encourage user engagement and boost ad performance. This new format remains as an overlay, sticking to the top of the screen while dynamically shrinking to half its height as the user scrolls down. This format is optimised for both desktop & mobile screens to ensure a seamless and engaging user experience.

iii. **INNITY Introduced the Interactive Attention Score (IIAS)**

INNITY's Interactive Attention Score (IIAS) is the new game-changing metric that redefines how ad performance is measured by quantifying user interactions and assigning a score based on the level of attention each ad secures. This provides brands with a better understanding of their audience, what campaign strategies drive success, and how best to communicate with their target market.

iv. **INNITY Introduced the Intelligent Zone feature for Publishers**

Intelligent Zone is a powerful feature that gives publishers smarter controls over ad space to maintain the integrity of their sites, while offering advertisers the much-needed creative space for richer ad experiences for users.

v. **INNITY launched the Interactive Landing Page for Brands**

INNITY launched the Interactive Landing Page for Brands to drive meaningful engagement with customers through customised branded challenges and missions. Features on the Interactive Landing Page include Product Samplings, Cashback, Product Reviews, Surveys, Product Recommendations, E-commerce and more. This allows Brands to have a systematic platform to build brand loyalty, and collect customer database, while delivering micro experiences to the right audiences, at the right moments.

a) Summary Financial Results of the Group Operations

Financial Year Ended 31 December	FY2024	FY2023	%Change
	(RM'Million)		
Revenue	112.17	114.01	(1.6%)
Loss Before Tax ("LBT")	(9.04)	(0.71)	> (100%)
Loss After Tax ("LAT")	(9.70)	(2.17)	> (100%)

Management Discussion & Analysis (Cont'd)

1. GROUP BUSINESS AND OPERATIONS (CONT'D)

b) Compliance with Applicable Accounting Standards

The financial statements were prepared in accordance with the new and revised Malaysian Financial Reporting Standards ("MFRS"), IFRS Accounting Standards and the requirements of Companies Act 2016 in Malaysia. Preparing consolidated financial statements requires the Board/ARMC members to make a judgement call affecting the reported amounts of assets, liabilities, revenue and expenses.

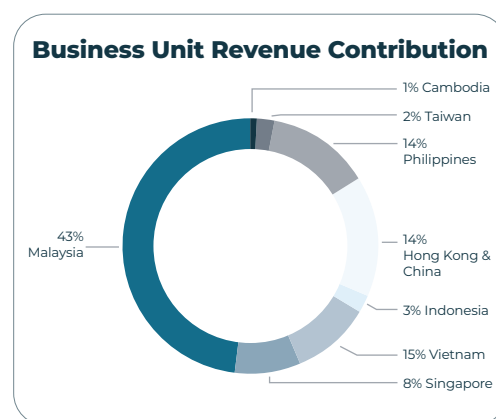
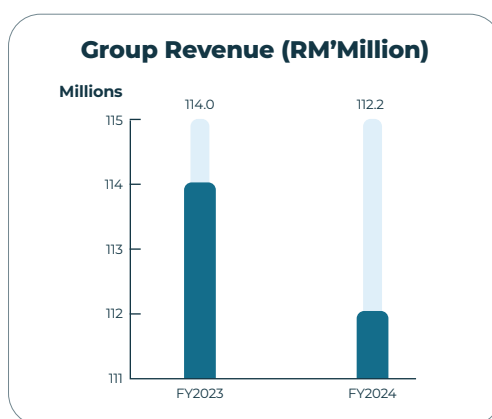
The accounting policies adopted by the Group are consistent with previous financial year except for the effects of adoption of new MFRSs during the financial year. The new MFRSs and amendments to MFRSs adopted during the financial year are disclosed on page 202 to 203 in the financial statements.

2. FY2024 GROUP FINANCIAL RESULTS REVIEW

a) Group Review of Revenue and Profitability

Revenue

The Group's revenue declined by 1.6% or RM1.84 million to RM112.17 million in FY2024 compared to RM114.01 million in FY2023. While Indonesia, Vietnam and Philippines business units registered a higher revenue by 53%, 44% and 8% respectively in FY2024, revenue declined in Malaysia, Singapore, Hong Kong and China, Taiwan, Cambodia and Myanmar business units as compared to the preceding year. Despite the dip, Malaysia business unit remained as the top revenue contributor in FY2024, followed by Vietnam, Hong Kong/China and Philippines. Collectively, these four business units contributed a combined revenue of RM96.71 million revenue, representing 86% of the Group's total revenue.



Profitability

The group LBT was registered at RM9.04 million in FY2024 as compared to a LBT of RM0.71 million in FY2023. Higher LBT incurred in the FY2024 was primarily due to a 3% year-on-year decline in gross profit margin, coupled with increased operating expenses. These expenses were mainly attributed to unrealised foreign currency losses resulting from overdue Inter-company balances and withholding tax expenses withheld for dividend payment from the Philippines business unit to its holding company.

Management Discussion & Analysis (Cont'd)

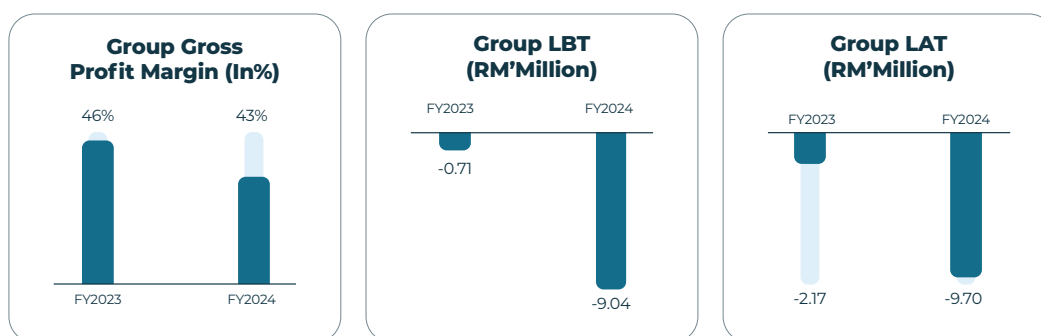
23

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

a) Group Review of Revenue and Profitability (Cont'd)

Profitability (Cont'd)

The income tax amount was incurred by Malaysia, Indonesia, Vietnam and Philippines business unit in FY2024. Despite Malaysia business unit incurring a LBT, income tax was provided on interest income from a company that did not have current business losses to offset, and certain non-deductible expenses in another profitable company. Vietnam, Indonesia and Philippines business units were subjected to local statutory income tax rates. Additionally, Philippines unit incurred prior year underpaid corporate tax.



b) Country-Level Performance

APAC digital advertising spending grew by 7.5% Y-O-Y in FY2024. This taking place in a slightly slower but stable pace (Source: marketing-interactive.com published on 9 Dec 2024). The group revenue and LBT was recorded at RM112.17 million and RM9.04 million in FY2024 compared to RM114.01 million and RM0.71 million respectively in FY2023.

Indonesia, Vietnam and Philippines business units contributed higher revenue growth of 53%, 44% and 8% respectively in FY2024 compared to FY2023. Vietnam and Philippines business units registered combined PBT of RM0.36 million in FY2024 as compared to PBT of RM2.53 million in FY2023. The significant revenue growth in the Vietnam business unit was driven by repeat orders from a few key customers. However, PBT in Vietnam and the Philippines declined by 80% and 86%, respectively. Vietnam's decrease was primarily due to low-margin campaigns awarded in FY2024, while the Philippines was impacted by higher operating expenses, including withholding tax on dividend payments to the holding company, withholding tax on intercompany billing, and underpaid prior-year withholding tax expenses.

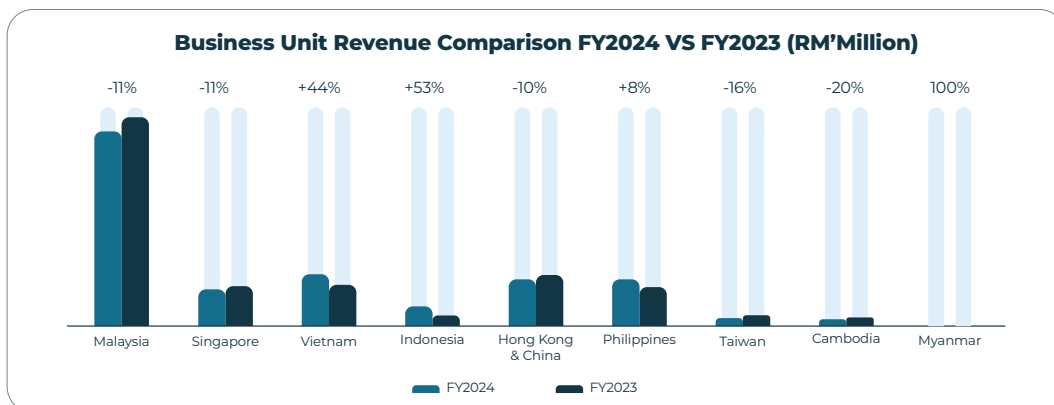
Despite an improvement in revenue, the Indonesia business unit recorded a LBT in FY2024. Meanwhile, the Myanmar business unit secured an advertising order from a new customer in FY2024, compared to no campaigns in FY2023. However, after deducting compliance costs, a LBT of RM56,000 was recorded.

The remaining business units posted negative growth, mainly due to reduced digital advertising spending from global agencies. Revenue declined by 11% in both Malaysia and Singapore, 10% in Hong Kong and China, 16% in Taiwan, and 20% in Cambodia. The LBT incurred in Malaysia and Cambodia aligned with the decline in revenue and rising operating expenses, while LBT in Taiwan, Singapore, and Hong Kong/China was primarily due to lower gross profit margins.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

b) Country-Level Performance (Cont'd)



Business Unit PBT/(LBT) Comparison FY2024 VS FY2023 (RM'000)					
	Business Units in:	2024		2023	
		RM'000	% Change	RM'000	% Change
1.	Malaysia	(2,965)	>(100)	2,270	84
2.	Hong Kong/China	(5,125)	>(100)	(506)	>(100)
3.	Indonesia	(1,276)	25	(1,703)	(35)
4.	Philippines	318	(86)	2,323	>100
5.	Singapore	(1,794)	(95)	(922)	(64)
6.	Taiwan	(1,341)	(42)	(942)	19
7.	Vietnam	42	(80)	209	(53)
8.	South Korea	-	(100)	1	(97)
9.	Cambodia	(302)	22	(385)	>(100)
10.	Myanmar	(56)	49	(110)	(12)
	Total LBT Before Inter-segment elimination	(12,499)		235	
	Inter-segment elimination	3,458		(945)	
	Total LBT	(9,041)		(710)	

Management Discussion & Analysis (Cont'd)

2. **FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)**

Further detailed breakdown of Group revenue is as follows:

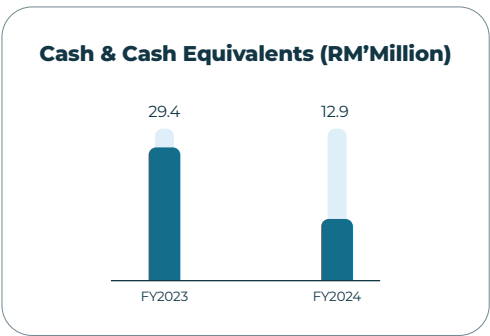
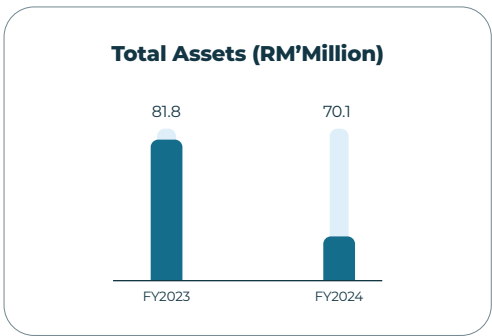
c) **Revenue by Product**

Financial Year Ended 31 December	FY2024	FY2023	%Change
	(RM'Million)		FY2024 vs FY2023
Advenue Premium	79.72	77.87	2%
Advenue Performance	21.00	22.45	(6%)
Programmatic Advertising	4.86	5.57	(13%)
Content and Production	4.47	6.79	(34%)
Others	2.12	1.33	59%
Total	112.17	114.01	

d) **Significant Financial Disclosures**

Liquidity

The Group's principal sources of liquidity have been cash from operations, short-term borrowings in the form of overdraft and receivable factoring, whereas long-term borrowings are in the form of term loans. Group total assets decreased by 14% to RM70.1 million from RM81.8 million in tandem with the dropped in cash and cash equivalents. Group cash and cash equivalents (including deposits with licensed bank) consists of RM18.1 million cash and bank balance, after deducting bank overdraft and fixed deposit pledged, remaining Group cash and cash equivalents was amounted to RM12.9 million, representing 56% declined compared to a year ago due to the drop in financial performance in majority business units, utilising existing funds to support its respective operations.



Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

d) Significant Financial Disclosures (Cont'd)

Key Financial Ratios

		FY2024	FY2023
a.	Trade debtors' collection period (days)	112	95
b.	Trade creditors' payment period (days)	124	124
c.	Current ratio	1.56	1.82

Trade debtor aging period increased from 95 days to 112 days mainly due to slower collection from certain business units and higher revenue achieved at the tail-end of 4Q2024, resulting in most debts either current or becoming overdue within 30 days and trade creditor payment period remained at 124 days.

Research & Development ("R&D") Expenses

R&D is top priority as INNITY's competitive edge relies on continuous R&D development for new product innovation and improvements in display, mobile and programmatic advertising. Even as INNITY invested in innovation and expanded geographically, the Group maintained its commitment as a leading digital transformer in online advertising.

Total development expenditure incurred in FY2024 amounted to RM1.83 million (FY2023:RM1.78 million).

Expenditures incurred at the research phase, undertaken with the prospect of gaining new scientific or technical knowledge and understanding, are charged to profit or loss.

Expenditures incurred at the development phase are recognised as intangible assets provided the following specific criteria are met:

- It is technically feasible to complete the development of the intangible asset so that it will be available for use or sale;
- Management intends to complete the intangible asset and use it or sell it;
- Ability to use or sell the intangible asset;
- It can be demonstrated how the intangible asset will generate probable future economic benefits;
- Adequate technical, financial and other resources to complete the development and to use or sell the intangible asset; and
- The expenditure attributable to the intangible asset during its development can be reliably measured.

The capitalised capital expenditures cover direct labor associated with product development and other related software used for product development activities.

Identified Risks Affecting Group Performance

We belong to an industry that is constantly evolving and highly competitive. Frequent changes in technology and consumer demand require our expertise in creating innovative and sustainable advertising solutions to stay ahead of our competitors, at home and abroad.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

d) Significant Financial Disclosures (Cont'd)

Identified Risks Affecting Group Performance (Cont'd)

The identified risks affecting Group performance are:

Credit Risk

The Group's credit risk primarily comprises trade and other receivables. Credit risks are managed through credit checks using the services of credit reporting and checking agencies such as My Credit Info by Experian Information Services (Malaysia) Sdn. Bhd. Credit risks are also minimised through selective interaction and association with creditworthy business partners.

The Group continued to further strengthen credit control and recovery procedures by adopting existing credit recovery procedures as well as closely monitoring a "watch list" for long outstanding trade receivables considered as risky exposures.

Foreign Currency Exchange Risk

The Group continues with its existing presence in nine (9) countries. As business transactions are conducted in foreign currencies, our Group is exposed to foreign currency risk. Foreign currency denominated assets and liabilities together with its expected cash flows arising from sales and purchases give rise to foreign exchange exposures.

The majority of foreign currency transactions within the Group involved sales, purchase and inter-company transactions. Besides, the Group's cash and cash equivalents were maintained in a foreign currency account in all business units to meet current and future financial obligations. There is a risk of significant fluctuation on MYR and USD against multiple foreign currencies where the business unit transacted may significantly affect the results of the Group.

These transactions provide a natural hedge against fluctuations in foreign currencies. Hence, the Group does not adopt bank hedging or enter into forward exchange contracts in view of the minimum amount of hedging required.

Competition Risk

Our long-term success depends largely on how we continue to secure new direct businesses and customers to minimise our risk of dependency on a handful of major global agencies. Additionally, maintaining strong, long-term customer relationships is crucial for business continuity. Despite our strengths, we continue to face competition from both existing and emerging industry players. Additionally, brands increasingly prefer to work directly with influencers for better engagement. Despite the competition risk, we continue to innovate new advertising solutions, focus on direct customers, and provide valuable services. Additionally, we cultivate long-term business relationships with our publishers by entering into reseller partnerships to bring in a diverse range of quality inventories to strengthen our market share.

Interest Rate Risk

The Group's primary interest rate risk relates to interest bearing debts. INNITY Group manages its interest rate exposure by:

- i. maintaining a prudent mix of fixed and floating rate borrowings;
- ii. conducting a periodic review on the debts' portfolio; and
- iii. taking into account the investment holding period and nature of the assets held.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

e) Factors Affecting Group's Results

Apart from the key business risks and the mitigating measures being highlighted in the Statement on Risk Management and Internal Control on page 44 to page 51, our Group's financial performance will continue to be affected by several key factors set out below: -

People

We belong to a fast-paced industry that requires creative people with expertise in new product design, R&D and sales personnel with the requisite digital product knowledge to service our valued clients. People are our most important resource.

We value our employees by offering a competitive remuneration package, a compelling series of training and development programs and two (2) days' work from home arrangement coupled with a conducive and safe working environment.

Political and Economic Stability

Political stability is important for the business environment as it affects consumer confidence and hence, economic stability.

The ongoing political and economic instability in Myanmar, did not significantly affect the Group's results due to the relatively low internet usage in Myanmar.

Change in Rules and Regulations

Any change in the rules and regulations on foreign investment is likely to have an impact on the Group's performance. Our Management has always taken a proactive stance in addressing these changes which may include working closely with foreign government regulators to ensure compliance, enhancing internal risk practices in order to minimise the risk of non-compliance and improving our ability to adapt to such changes.

Technology

Technology is critical to realise growth potential. Technological developments in global digital advertising, combined with its increasing commercial use and the rapidly growing number of internet users worldwide have shaped the evolution of online advertising into different advertising models and new market players.

Online technological advancements are often rapid and volatile. Thus, it is imperative that online advertising companies place high priority on research and development of new products and services while maintaining awareness of new developments in the industry.

f) Industry Trends

The global advertising market is forecasted to grow by 6.8% year-on-year to close 2024 at US\$772.4 million. Ad spend growth is forecasted to continue at 5.9% in 2025, yet still outpacing the global economy by 2.7%. Algorithmically enabled ad spend is estimated to reach 59.5% of total ad spend in 2024 and 79% in 2027.

The Americas are expected to lead in 2025 with a 6.3% growth, driven by robust US and Brazilian markets where digital and streaming continue to see sustained investments. APAC is set to defy global trends with a projected 5.8% growth in advertising spend in 2025, accelerating from 2024's 5.4% growth rate and solidifying its position as the leading region for advertising investment. Digital advertising remains as the fastest growing channel, with a projected increase of 9.2% in 2025 (8.8% three-year CAGR to 2027) to reach US\$513.0 billion and capture 62.7% of global ad spend. Significant growth is anticipated across key digital segments, with retail media leading the way at 21.9% year-over-year (19.7% three-year CAGR to 2027) as advertisers capitalise on the high value of retailer consumer data and increasingly invest in offsite advertising, including connected TV.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

f) Industry Trends (Cont'd)

Paid social is forecast to grow by 8.7% in 2025 (7.8% three-year CAGR to 2027), supported by an integrated ecosystem that blends shopping, video, search, and gaming capabilities. This channel remains critical for engaging younger audiences, with 79.7% of Gen Z using Instagram monthly and 42% of CMOs planning to boost influencer marketing investments. Paid search is expected to increase by 6.7% (6.5% three-year CAGR 2027), driven by continuous advancements in AI-powered features that sustain relevance amid the rise of social and retail search.

Online video advertising is projected to rise by 8.0% as advertisers continue to seek out high attention and trusted environments. Programmatic advertising is set to grow by 11.1% and will account for more than 70% of digital ad spend, with sustained momentum (10.9% three-year CAGR to 2027). Significant ad spend increases are anticipated in finance (+6.4%), pharmaceutical (+5.8%) and travel and transport (+5.5%) as these sectors adapt to meet evolving consumer needs. (Source: dentsu.com, 3 December 2024).

The dramatic acceleration signals Southeast Asia's emergence as a critical advertising market, with Philippines (15.4%) and Malaysia (5.1%) leading growth in the region. India (6.5%) and China (4.5%) will see slower growth in 2025. Meanwhile, Australia is set for a steady 3.8% rise in ad spend, driven by its digital-first market. As Southeast Asia cements its position as a sub-regional powerhouse, the greatest growth is driven by the continued shift toward digital and connected media, which now accounts for 70% of total ad spend across Asia-Pacific. (Source: markettech-apac.com, 25 February 2025).

Malaysia's advertising landscape saw a sharp downturn in 2024, with total ad expenditure dropping 7.1% year-on-year (YoY) to RM6.1 billion. Digital ad spending also declined as many companies scaled back budgets and deferred campaigns, particularly in Q4. (Source: marketingmagazine.com, 21 January 2025) In contrast, Southeast Asia—particularly Indonesia—continues to demonstrate strong growth within the global digital ecosystem. Digital advertising is projected to account for 75% of Indonesia's total ad spend by 2025, reaching approximately US\$4.83 billion. This marks a substantial 13.8% increase in digital ad investments, surpassing the global average projection of 72.9% for digital ad spend.

Singapore's advertising landscape is projected to experience notable shifts by 2025, with digital channels leading the growth. According to a report by Dentsu, the overall advertising expenditure in Singapore is expected to increase by 4% in 2025. Digital advertising is anticipated to expand by 6.3%, reflecting the ongoing transition towards online platforms. (Source: sbr.com, 27 February 2025)

Digital advertising in the Philippines is experiencing significant growth, reflecting the country's expanding digital economy and increasing internet penetration. In 2024, the Philippines' digital economy is projected to reach a Gross Merchandise Value (GMV) of \$31 billion, primarily driven by e-commerce. This upward trajectory is expected to continue, with forecasts indicating a GMV of \$35 billion by 2025, representing a compound annual growth rate (CAGR) of 20%. This positions the Philippines as one of the fastest-growing digital economies in Southeast Asia. (Source: adobornomazine.com, 23 November 2023).

Hong Kong's ad spending has seen a 1.3% YOY decline to reach HK\$29.8 billion in 2024, with search engine marketing (SEM) ad spending accounting for 15% of media share, according to AdmanGo. The first quarter of 2024 saw a 4.9% YOY decrease in ad spending, as Hong Kong fully reopened its borders with mainland China in the first quarter of 2023, resulting in a high comparison base. Meanwhile, the government's proactive promotion of mega events in the second quarter, the expansion of individual visit scheme cities, and the consumer boost driven by the Paris Olympics in the third quarter contributed to YOY increases of 2.2% and 2.5% in ad spending for the second and third quarters respectively. Nevertheless, uncertainties in the global economy, coupled with advertisers adjusting their strategies to accommodate changes in local consumption patterns and outbound travel habits, led to a 4.7% YOY decline in ad spending for the fourth quarter. (Source: marketing-interactive.com, 21 January 2025)

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

f) Industry Trends (Cont'd)

The Vietnam advertising market is valued at USD 2.8 billion, driven by rapid digital transformation, increasing internet and smartphone penetration, and the booming e-commerce industry. With a growing population of digitally connected consumers, businesses are investing heavily in digital advertising, particularly in mobile, social media, and video formats. Over the next five years, the Vietnam advertising market is expected to experience significant growth, driven by the continued shift towards digital platforms, rapid urbanisation, and the rise of social media usage. The market will benefit from advancements in programmatic advertising, video ad formats, and AI-based ad targeting. Additionally, as brands focus on optimising their cross-platform strategies and incorporating immersive technologies such as augmented reality (AR) and virtual reality (VR) into their campaigns, the market will witness substantial transformation. (Source: kenresearch.com, November 2024)

In Myanmar and Cambodia, internet penetration remains relatively low compared to the general population. Meanwhile, Taiwan continues to have a high internet penetration rate, with 95.3% of its total population online at the beginning of 2025. Despite this, Taiwan has entered into a reseller agreement with a publisher to leverage both parties' strengths and drive sales growth. However, revenue contributions from Myanmar, Cambodia, and Taiwan remain insignificant to the Group.

The headwinds in 2025 are primarily around economic impact, given the slowdown in economy across regions and with ongoing geopolitical tensions is putting strain on business operations and business growth. INNITY remains committed to continuous R&D, striving to outperform competitors in delivering innovative and functional technology-driven advertising solutions. This strategy remains a core focus as we navigate industry shifts and evolving market demands.

g) Future Industry Trends

As INNITY looks toward 2025, our commitment to innovation, market leadership and value creation has never been stronger. With a diverse suite of solutions tailored to meet the evolving demands of the digital advertising ecosystem, we are poised to drive significant revenue growth while solidifying our position as a leader in SEA's dynamic markets. This strategic vision outlines how our solutions -rooted in data, innovation, and partnerships-will fuel our growth and deliver measurable impact for our clients and partners. INNITY is introducing a **Customer Experience Platform** providing comprehensive advertising and marketing solutions across a wide spectrum tailored to enhance Always-On Attention, Action, Reward & Community ("AARC") Engagement". The group's focus on the coming year includes:

i. **Branding and Performance Digital Advertising**

INNITY aims to enhance audience engagement through immersive experiences, from interactive videos to gamified ads. These formats, powered by our **Reward FX platform**, captivate users while ensuring a strong return on investment. Leveraging **advanced AI analytics**, we optimise real-time campaign performance, helping advertisers achieve higher engagement and superior results. Our focus on **high-value industries**—FMCG, Technology, and Finance—will unlock significant opportunities, supported by **multi-channel integration** for cohesive branding across platforms.

ii. **Influencer, Creator & Content Marketing**

The growth of Community Marketing Management represents a transformative opportunity to deepen customer relationships and loyalty. Branded communities provide a platform for clients to turn customers into advocates, amplify their fostering authentic engagement and advocacy. By incentivising user-generated content, brands can visibility and credibility in a way that resonates with today's consumer preferences for authenticity.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

g) Future Industry Trends (Cont'd)

ii. Influencer, Creator & Content Marketing (Cont'd)

To capitalise on this potential, INNITY will introduce subscription-based community management services, creating a recurring revenue stream while delivering measurable results to clients. Branded challenges, gamified interactions, and robust analytics will further enhance engagement, ensuring that every community interaction drives value for the client and their audience.

INNITY will **continue to expand** its **influencer ecosystem** to cover more **nano and micro-influencers**, offering brands access to highly engaged niche audiences. As social commerce continues to grow, our strategy focuses on integrating influencer-driven content directly with e-commerce platforms, creating seamless pathways from content to purchase. This end-to-end integration positions Innity as a critical enabler of influencer-driven revenue growth. To maximise value for brands, we are shifting towards performance-based campaign models, where clients pay based on measurable outcomes such as conversions, engagement, or direct sales.

iii. Commerce & Retail Partnership Marketing

Partnership Marketing Management presents another avenue for exponential growth. Retail media networks, co-branded campaigns, and affiliate marketing strategies are central to this approach. By partnering with retailers to manage their digital ad inventory, INNITY will help brands maximise product discovery and audience reach. Co-branded campaigns between complementary brands will further expand market penetration and optimise advertising budgets. As part of this strategy, INNITY will offer white-label solutions for retail media networks, enabling rapid scaling of partnership opportunities while ensuring measurable outcomes through detailed tracking and reporting.

The growth of Shoppable and E-Commerce Marketing underscores INNITY's commitment to enhancing the online shopping experience. By developing advanced ad formats such as augmented reality (AR) try-ons and 360-degree product views, INNITY will help brands create immersive shopping journeys that capture user attention and drive conversions. End-to-end funnel integration ensures that users can move seamlessly from ad interaction to checkout, minimising friction and maximising revenue potential. As SEA's mobile commerce market continues to grow, INNITY's focus on mobile-first experiences and AI-driven product recommendations will drive upselling and cross-selling opportunities, further boosting client ROI.

iv. Customer Data Management & Unified Solution

At the heart of our data strategy is Customer Data Management, which enables brands to unlock the full potential of their customer relationships. By providing a unified 360-degree view of customers, we help brands develop hyper-personalised marketing strategies that drive engagement and loyalty. AI-driven insights will further enhance this capability, predicting customer behaviour and informing smarter marketing decisions. Recognising the value of anonymised data insights, INNITY is also creating new revenue streams through data monetisation, offering industry-leading intelligence to brands seeking a competitive edge.

Across all these solutions, INNITY's overarching strategy is grounded in innovation, collaboration, and execution. By bundling solutions such as branding, community engagement, and e-commerce marketing into integrated campaigns, we provide clients with comprehensive offerings that deliver superior results.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

g) Future Industry Trends (Cont'd)

iv. Customer Data Management & Unified Solution (Cont'd)

Expanding into untapped SEA markets with localised solutions tailored to cultural nuances will further enhance INNITY's market presence. Meanwhile, our focus on high-growth industries like retail, FMCG, and technology ensures alignment with market demand and client priorities. Internally, we are committed to upskilling our sales teams, equipping them with the tools and training necessary to target larger accounts and secure long-term partnerships. At the same time, enhanced reporting and analytics capabilities will provide clients with actionable insights and transparency, strengthening trust and reinforcing long-term collaboration. The year 2025 marks the "Codification Intelligence Era", where every channel is increasingly codified with intelligence, deeply connected to the digital ecosystem. As consumers immerse themselves in their own "walled garden of content", capturing and retaining their attention has become more challenging than ever. With a multitude of choices available across products and services, relevant and meaningful marketing is now a necessity to drive engagement and conversions. In an era where AI and data power every medium, marketers must strike a balance—leveraging data-driven insights while preserving creativity and innovation—to craft advertising that resonates, captivates, and delivers results.

h) Sustainability of Operations

In FY2025, the Group will look into reconfiguring its operational loss-making business units. Amongst the business strategies to be introduced include engaging in business partnerships, downsizing the business units, and continuously adopting the prominent business strategies. These efforts will focus on proposing performance marketing solutions to advertisers to help them achieve higher ROI while expanding the direct customers base, which will generate probable future economic benefits for the Group.

INNITY Group's attention and commitment to sustainability extends not only to the online products that add to our business top-line growth but also our long-term vision of the environmental, social and governance ("ESG") agenda to be an ecosystem that includes the entire value chain of stakeholders i.e., advertisers, publishers, suppliers and business partners, as "we are only as strong as our whole value chain."

The integration of sustainability into domestic and overseas operations in Malaysia, Singapore, Indonesia, Hong Kong, Philippines and Vietnam has gained unprecedented attention from the Board. The Board acknowledges that addressing sustainability challenges and implementing best practices is an ongoing process, with oversight responsibility to ensure long-term impact.

i) Forward-Looking Statements

Prospects and Outlook

The global economic outlook remains challenging in both the near and medium term, as multiple geopolitical conflicts continue to create instability. The ongoing Russia-Ukraine war and the Israel-Hamas conflict have exacerbated regional tensions, impacting energy and food security. Rising prices have contributed to higher inflation rates worldwide. Additionally, the escalating trade war, particularly with the U.S. imposing tariffs on imports from Mexico, Canada, and Mainland China, may lead to shifts in sourcing strategies, preemptive shipping, or increased costs being passed on to consumers. Beyond these challenges, financial market volatility, persistent inflation in many countries, and heightened geopolitical tensions further cloud the economic landscape, posing significant obstacles to achieving the Sustainable Development Goals.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

i) Forward-Looking Statements (Cont'd)

Prospects and Outlook (Cont'd)

In 2024, global advertising spending increased by 7.3% year-on-year compared to 2023, with digital advertising driving the majority of this growth. Despite ongoing economic headwinds, marketers are expected to remain cautious in the months ahead. In response to these challenges, INNITY has developed a comprehensive transformation plan. We have revised our marketing strategies, streamlined business operations and functions, and improved workplace efficiency. By eliminating key obstacles and seizing growth opportunities, we have implemented a series of transformation initiatives, including:

Customers and Partner

- Diversifying across sectors and markets helps mitigate the impact of economic fluctuations, providing a revenue buffer during downturns;
- Reduces dependency on a single market, safeguarding the business against market-specific risks such as regulatory changes;
- Enables responsiveness to shifting consumer preferences, allowing the business to remain relevant and competitive;
- Exposure to diverse perspectives fosters innovation, leading to new products and growth opportunities; and
- Builds loyalty through inclusive relationships that address diverse customer needs, leading to better customer retention.

Solutions approach

A comprehensive solution for brands and businesses to drive growth by:

1. Acquiring New Customers

- **Precision Targeting:** AI-driven audience segmentation for high-intent reach.
- **Omnichannel Strategies:** Cross-platform campaigns spanning digital, social, and retail media.
- **Performance Marketing:** Real-time analytics to maximise ROI.
- **Influencer & KOC Marketing:** Leverage micro and nano-influencers for credibility and awareness.

2. Retaining & Maximising Customer Value

- **Personalised Journeys:** Data-driven content and offers.
- **Loyalty & Rewards:** Gamification and exclusive incentives.
- **Re-engagement Strategies:** AI-powered retargeting and conversational commerce.

3. Engaging Partners' Customer Bases

- **Strategic Partnerships:** Co-branded campaigns and retail media networks.
- **Affiliate & Performance Marketing:** Revenue-sharing and extended audience reach.
- **Branded Communities & UGC:** Strengthening engagement and advocacy.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

i) Forward-Looking Statements (Cont'd)

Prospects and Outlook (Cont'd)

Sales approach

1. Sales Team

- **Outbound Focus:** Drives new business acquisition, with the Account Growth Team expanding client relationships.
- **Inbound Focus:** Inbound team on market intelligence for account research, demand generation for lean nurturing, Customer Success for client adoption and retention.
- **Market Intelligence:** Conducts account research to identify opportunities.
- **Demand Generation:** Nurtures leads and builds pipeline growth.
- **Customer Success:** Ensures client adoption, retention, and long-term value.

2. Sales Framework

- **Product-led (Inbound):** Scalable solutions focused on product value.
- **Service-led (Outbound):** Relationship-driven, customised solutions addressing unique client challenges.

INNITY 4Ps Key Results Areas ("KRA") remained intact, which is aligned with the FY2025 business directions.

Prospect:

- **Qualitative Goal (long-term):** the Group's vision or ultimate goal over a 3–5-year horizon; and
- **Quantitative Goal (short-term):** the Group's mission or FY2025 goal.

Revenue:

- **Agencies Clients:** Transform agency relationships by diversifying agency types and deepening partnerships;
- **Direct Clients:** Offer solution-oriented, vertical-specific approaches to meet diverse client needs; and
- **Channel Partners:** Strengthen partnerships with media publishers, influencers, creators, and commerce or retail media partners.

Profit:

Focus on key financial strategies, including reducing staff costs, improving operational efficiency, and enhancing gross profit margins.

People :

Optimising workforce management to maximise productivity and ensure each employee contributes meaningful value.

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

i) Forward-Looking Statements (Cont'd)

Prospects and Outlook (Cont'd)

Process:

All processes must adhere to Standard Operating Procedures (SOPs) while enhancing campaign delivery, increasing win rates, improving inventory utilisation, and driving marketing efficiency to meet market demand.

The widespread adoption of the internet, combined with faster broadband speeds and the rapid growth of technology-driven mobile devices and apps, is ushering in a new era where the internet becomes a dominant entertainment and communication medium. This evolution presents vast opportunities for marketers to establish stronger connections with consumers.

The accelerated shift toward digitalisation indicates that more people are using connected devices and online services to stay connected with loved ones, stay informed on current events, and access entertainment. Social media and messaging platforms remain the most popular online destinations. Additionally, global internet users are increasingly shifting their shopping habits online, with a growing number of e-commerce users spending more across a wider range of product categories. Similarly, online grocery shopping is expected to see continued growth in 2025, reflecting consumers' increasing preference for digital retail experiences.

INNITY offers a comprehensive suite of solutions, combining **Branding & Performance Digital Advertising, Influencer, Creator & Content Marketing** as well as **Community & E-Commerce Partnership Marketing** for brands, agencies, advertisers, publishers, and influencers. By integrating media, community, and commerce, INNITY enhances audience engagement, strengthens community interactions, while simplifying the purchasing journey for the users.

According to **Marketech APAC**, ad spending across the Asia Pacific region is projected to grow by **5.8% in 2025**, reflecting a slight acceleration from the **5.4% growth rate in 2024**. This momentum is driven by the region's rapidly expanding digital ecosystem, with **Southeast Asia emerging as a key growth driver**. The SEA region is expected to surpass the rest of APAC, with ad spend growth reaching **6.8%**—more than **double** its 2024 growth rate. Brands are increasingly investing in **retail media** to capitalise on commerce-driven advertising solutions, particularly in the largest and fastest-growing markets such as **India, China, and Southeast Asia**. This shift highlights the growing potential of digital platforms in shaping the future of advertising and commerce.

Given the surge in demand for online advertising in the years ahead, we are uniquely positioned to adapt to the emerging paradigm shift by capitalising on our competitive R&D advantage to deliver breakthrough ideas and product improvements in a diverse range of innovative engagement and advertising solutions.

Adopting this integrated approach, the Group has built up an impeccable reputation and track record since the business started in 1999. Over the years, the Group had achieved several "firsts" such as: -

- 1st in APAC to introduce Cost Per Engagement;
- 1st in APAC to introduce retargeting;
- 1st and only fully transparent ad serving system in Asia that is IAB certified; and
- Asia Pacific winner under the "Priority Integration Sectors: ICT (Mid-Tier) category, ASEAN Business Awards".

Management Discussion & Analysis (Cont'd)

2. FY2024 GROUP FINANCIAL RESULTS REVIEW (CONT'D)

i) Forward-Looking Statements (Cont'd)

Prospects and Outlook (Cont'd)

The Group had also engaged in several business alliances and partnerships with some of the leading global names in IT. These partnerships included the following: -

- Advertising Provider on Facebook Platform;
- Google certified Rich Media and Ad Network Vendor;
- Official Reseller partnership with Tik Tok in Malaysia and twenty-two (22) other countries across Europe, US and Asia;
- Adhere to global ad and fraud standards set by Interactive Advertising Bureau (IAB), Trustworthy Accountability Group (TAG) and Coalition for Better Ads (CBA);
- Compliant with the Viewable Impressions measurement standard;
- Inventory Quality Guidelines Certified for Brand Safety; and
- Official sales partner with Spotify in Hong Kong.

The Group anticipates another challenging year full of volatility as it navigates a complex global environment in 2025. The management remains committed to sustaining the business by delivering effective, data-driven online advertising solutions that meet advertisers' evolving needs. Efforts will focus on enhancing operational efficiency, and reducing costs to turnaround the Group's performance.

Our key strengths driving business sustainability include:

- The exponential growth and expansion of the digital advertising market globally;
- Our renowned expertise in developing proprietary technology-based online advertising solutions;
- Our capability to manage an entire online advertising campaign as we are a one-stop solutions provider;
- Strong and lasting business relationships with leading names in our strong clientele network; and
- Our established track record and impeccable reputation as Southeast Asia's leading online marketing technology.

j) Dividend Policy

In the FY2024, the Board did not recommend the payment of an interim or final dividend.

Our ability to declare a dividend or make other distributions in the future, is subject to us having profits and excess funds which are not required to be retained to fund our Group's operations, other financial obligations or business plans.

Given that the Malaysian economy, in 2025, is widely expected to remain challenging, underpinned by a recovering economy amid the threat of widening geopolitical tensions in Ukraine and the Middle East, the Board's decision against declaring a dividend is deemed acceptable.

This statement is made at the Board of Directors' Meeting held on 8 April 2025.

AUDIT AND RISK MANAGEMENT COMMITTEE REPORT

The Board of Directors is pleased to present the Audit and Risk Management Committee Report (“ARMC”) for the financial year ended 31 December 2024 pursuant to Paragraph 15.15 of the ACE Market Listing Requirements (“AMLR”) of Bursa Malaysia Securities Berhad (“Bursa Securities”).

1. COMPOSITION

Presently, the ARMC comprises three (3) members of the Board, all of whom are Independent Non-Executive Directors.

2. MEMBERSHIP

Members of the Board who are currently serving on the ARMC as at the date of the Annual Report are: -

Chairman

Mr. Cheong Chee Yun (Independent Non-Executive Director)

Members

Mr. Fung Kam Foo (Independent Non-Executive Director)

Puan Norliza Binti Rasool Khan (Independent Non-Executive Director)

The ARMC had fulfilled paragraph 15.09(1), 15.09(2) and 15.10 of the ACE Market Listing Requirements of Bursa Malaysia Securities Berhad and Malaysian Code of Corporate Governance 2021 (“MCCG 2021”) Practice 9.1, 9.2, 9.3 9.4 and 9.5.

- The Chairman and all the ARMC member shall comprise solely Non-Executive and Independent Directors.
- One of the ARMC member must be a member of the Malaysian Institute of Accountants.
- No alternate director is appointed as a member of the ARMC.
- The Chairman of the ARMC is not the Chairman of the Board.
- The ARMC has policies and procedures to assess the suitability, objectivity and independence of the external auditor.
- To in-placed a policy that required a former partner of the external audit firm to observe a cooling-off period of at least three (3) years before being appointed as a member of the ARMC.

3. FREQUENCY OF MEETINGS

During the financial year ended 31 December 2024, the ARMC convened five (5) meetings. The attendance of each ARMC member at these meetings during the financial year were as follows: -

Director	Number of Meetings Attended
Mr. Cheong Chee Yun	5/5
Mr. Fung Kam Foo	5/5
Puan Norliza Binti Rasool Khan	5/5

Audit and Risk Management Committee Report (Cont'd)

3. FREQUENCY OF MEETINGS (CONT'D)

The meetings were conducted with a quorum of two (2) members. The Company Secretary is the Secretary of the ARMC and is responsible, together with the ARMC Chairman, to draw up an agenda, which shall be circulated together with the relevant board papers to members of the ARMC at least seven (7) days prior to each meeting. This will allow ARMC members having sufficient time to go through the significant or material matters highlighted in the board papers.

The ARMC Chairman reports to the Board on any concern(s) raised by external auditors and internal auditors. The minutes of each ARMC meeting are recorded and tabled at the next meeting and circulated to the members of the Board for notation.

ARMC members are compelled to undertake continuous professional development to keep themselves abreast of relevant developments in accounting and auditing standards, practices and rules to discharge its fiduciary duties and responsibilities.

In performing its duties and discharging its responsibilities, the ARMC is guided by its Terms of Reference available for reference at the Company's website, www.innity.com.

4. INTERNAL AUDIT FUNCTIONS

The ARMC is ably supported by an independent internal audit service provider namely Resolve IR Sdn. Bhd. ("RESOLVE"). Its main role is to conduct regular and systematic reviews of the operation, procedures and internal control of the Company and its subsidiary so as to provide reasonable assurance that the internal control systems put in place continue to operate satisfactorily and effectively.

During the financial year ended 31 December 2024, the business activities, entity review and risk assessment were carried out in accordance with the approved risk based internal audit plan approved by the ARMC. During the year, RESOLVE had conducted a follow-up audit review on Management's action plans in response to the audit findings raised in Innity Philippines, Inc. Innity Vietnam Co., Ltd. and Innity China Co., Ltd previous internal audit reports. The follow-up audit review procedures were designed to determine the adequacy, effectiveness and timeliness of the agreed action plans implemented by the Management of respective entity and applied principally consisted of process evaluations through interviews with various personnel, observations and testing of controls covering the period from 1 September 2023 to 2 February 2024.

Group Risk Assessment (RA) was carried out from 4 December 2023 to 5 January 2024. Group RA is undertaken to identify and to assess Innity Group's significant business risks that may affect the achievement of Group business objectives. The specific objectives of the RA are mainly to:

- Identify significant risks that may affect the achievement of the Group's business objectives;
- Rate the significant risks of the Group's businesses after considering the existing controls and current risk management system and activities;
- Ascertain the Significant Risk Profile within the Group; and
- Determine if the significant risks identify require further attention or treatment.

The identification and rating of business risk of the Group was conducted through a series of virtual meetings with the respective key personnel from companies in the Group, all identified risks are rated and prioritised in terms of the likelihood of the risk occurring and its impact should the risk occur, the risk ratings had taken into consideration the participations' perception on the effectiveness of the internal control put in place to mitigate the significant risks identified.

Audit and Risk Management Committee Report (Cont'd)

39

4. INTERNAL AUDIT FUNCTIONS (CONT'D)

Composition of the significant risk profile was rated critical or high rating will be brought to the ARMC attention and Management is require to monitor this significant risk on continuous basis to ensure that it is up-to-date after considering development of the respective businesses and operating environments. Management and key staffs of the respective businesses within the Group will continue to be vigilant in the identification and management of risks faced by the respective businesses, and ensure that risk management is continually carried out in view of the challenges arising from the current business operating environment.

RESOLVE also carried out the internal audit review to assess the adequacy and effectiveness of Innity Sdn. Bhd. and Innity Singapore Pte. Ltd. as well as the follow-up on previous internal audit reports. The internal audit was conducted to assess the adequacy and effectiveness of system of internal control and its compliance to ICB group policies and procedures over the following business processes or areas:

Sales and Marketing

- Development of Sales Target
- Sales and Marketing Plan
- Pricing Development & Maintenance
- Discounts Authorisation
- Invoicing & Revenue Recognition
- Customer Complaints Management
- Review of Relevant Policies and Procedures

Credit Control and Collection

- Credit Assessment (New Customers)
- Collection
- Credit Monitoring
- Periodic Credit Evaluation (Existing Customers)
- Credit Policies Review

Project Implementation and Management

- Project Planning
- Execution and Inspection
- Project Status and Cost Monitoring
- Project Performance Reviews and Evaluation
- Review Of Relevant Policies and Procedures

Management of Information System

- User Access Controls
- Data Backup Protocols
- Information System Security
- Software Licensing
- Integration of Management Information Systems
- IT Disaster Recovery Plan
- IT Policy Review

Audit and Risk Management Committee Report (Cont'd)

4. INTERNAL AUDIT FUNCTIONS (CONT'D)

The internal audit review procedures applied principally consisted of process evaluations through interviews with various personnel, observations and testing of controls on sampling basis and relevant processes covering the period from 1 May 2023 to 30 April 2024 for Innity Sdn. Bhd. and for Innity Singapore Pte. Ltd. covering from 1 September 2023 to 31 August 2024. The samples of the testing were selected based on a judgmental basis to provide to Senior Management with due perspective of the audit scope business processes. Only audit results with high priority require rectification and improvement will be brought to the ARMC attention.

The results of the internal audit on entity processes carried out in Innity Sdn. Bhd. and Innity Singapore Pte. Ltd. were reviewed. The review included the recommended corrective actions that were agreed by Senior Management, which were subsequently presented to the ARMC at ARMC meetings held on 22 August 2024 and 21 November 2024. Follow-up visits were conducted to ensure that Management's action plans in respect of the matters highlighted in the internal audit reports have been adequately addressed and the results of the follow-up reviews were also reported to the ARMC. Based on the internal audit reviews conducted, none of the weaknesses noted have resulted in any material losses, contingencies or uncertainties that would require separate disclosure in this Annual Report.

RESOLVE also assists ARMC to circular for signing, the Anti-Corruption Awareness & Conflict of Interest declaration assessment form to key personnel responsible for the business processes covered in the Internal audit of Innity Sdn. Bhd. and Innity Singapore Pte. Ltd. for the financial year ended 31 December 2024 to facilitate the following:

- Identifying potential conflict of interest that may exist;
- Determining the existence of related party; and
- Ascertaining the related party transaction arising, if any.

In obtaining the above-mentioned conflict of interest declaration, the following were also undertaken:

- Determining the level of awareness in respect of the Group's stance and initiatives in relation to anti-corruption and anti-bribery;
- Implementing conflict of interest as a corruption risk response for INNITY Group; and
- Obtaining the relevant personnel's declaration on their knowledge of corruption and corruption scheme or initiative that may exist in their areas of responsibilities.

Based on the declaration made by the relevant key personnels, none of these declarations highlighted any potential or existing conflicts of interest in respect of their areas of responsibility. In addition, none were aware of any related party or related party transaction arising.

The cost incurred for the internal audit function for the financial year under review was RM60,000.

Audit and Risk Management Committee Report (Cont'd)

41

5. SUMMARY OF ACTIVITIES

During the year, the ARMC carried out the following activities covering both audit and risk issues: -

- a. Reviewed with External Auditors' audit strategy and plan and proposed fees for the statutory audit of the Group for the financial year ended 31 December 2024;
- b. Reviewed External Auditors' audit findings and Management response during the year, including the status of previous audit recommendations;
- c. Reviewed the draft Audited Financial Statements of the Group and of the Company prior to submission to the Board for their consideration and approval;
- d. Evaluated the performance of the External Auditors for the financial year ended 31 December 2024, including the suitability, objectivity, independence and considered and recommended the re-appointment of the External Auditors;
- e. Reviewed the unaudited interim financial statements of the Group, including the related announcements, before submission to the Board for their consideration and approval;
- f. Reviewed the internal audit planning and proposed fees in respect of the audit of Company and the Group;
- g. Reviewed and discussed with Internal Auditor on the internal audit report findings, considered the findings of the internal audit, including the management response;
- h. Reviewed the effectiveness of the Group's system of internal control;
- i. Evaluated the performance of the Internal Auditor for the financial year ended 31 December 2024 and assessed the adequacy of the scope and functions of the internal audit plan;
- j. Reviewed related party transactions and potential conflict of interest situations within the Company or the Group;
- k. Reviewed and recommended for any changes and or amendment to the Term of Reference ("TOR") of the ARMC and other policies;
- l. Reviewed and recommended the proposed shareholders' mandate for the recurrent related party transactions of a revenue or trading nature for the shareholders' consideration and approval; and
- m. Reviewed the Executive Chairman's Statement, Audit and Risk Management Committee Report, Management Discussion and Analysis, Corporate Governance Overview Statement, Corporate Governance Report, Sustainability Statement and Statement on Risk Management and Internal Control before recommending to the Board for approval and inclusion in the Annual Report.

6. SUMMARY OF WORK OF THE ARMC IN DISCHARGING ITS FUNCTIONS AND DUTIES FOR THE FINANCIAL YEAR

During the year, the ARMC carried out the following activities in discharging its duties and functions with respect to their responsibilities:

Financial Reporting

The ARMC reviewed the interim unaudited financial results and annual audited financial statements required under Bursa Listing Requirement for the recommendation to the Board for approval. The review focused on changes in accounting policies and practices, major judgement and risk areas, significant adjustments resulting from the audit, the going concern assumption and compliance with accounting standards, ACE Market Listing Requirement ("AMLR") of Bursa Securities and other legal requirements.

Audit and Risk Management Committee Report (Cont'd)

6. SUMMARY OF WORK OF THE ARMC IN DISCHARGING ITS FUNCTIONS AND DUTIES FOR THE FINANCIAL YEAR (CONT'D)

External Audit

External Auditors presented the audit strategy and audit plan to the ARMC on the audit of the year-end financial statements. During the presentation, ARMC also sought confirmation from the External Auditors on their independence and resources made available to the external audit functions. The ARMC had a meeting with the External Auditors without the management presence, where both parties were given the opportunity to raise any concern, offer opinions or provide feedback on any problems encountered. This allows the External Auditors to be able to exert its functions independently. There was no material matters raised that would have an impact on the financial disclosure or the internal control systems.

In addition, ARMC discussed and reviewed with the External Auditors the applicability of the new accounting standards and new financial reporting regime issued by the Malaysia Accounting Standard Board.

The ARMC reviewed and discussed the External Auditors' observation, key audit matters, the results of the annual audit findings and management response. There were no material matters and qualifications raised as to the audit report.

In assessing the independence of the External Auditors, the ARMC has reviewed the proposed fees and expenses, including fees for non-audit services and of the opinion that the independence of the External Auditors has not been compromised based on the independent confirmation provided by the External Auditors.

The ARMC assessed and discussed the performance and effectiveness of the External Auditors, including the independence, objectivity, professional conduct, requisite skills and expertise, including relevant industry experience as well as resources availability for the engagement. The ARMC is satisfied with the performance of the External Auditors and recommended the audit fee payable for the Board's approval as well as recommending them to be re-appointed at the forthcoming Annual General Meeting to audit the financial statements for the next financial year.

The fees paid and payable to Messrs. BDO PLT, the external auditor was:

	Group		Company	
	FY2024 RM'000	FY2023 RM'000	FY2024 RM'000	FY2023 RM'000
Audit fees	194.0	187.0	100.0	93.0
Non-audit fees	16	12.6	16	12.6
(Over)/under provision in prior year	6	-	6	-
Total	216.0	199.6	122.0	105.6

Internal Audit

During the financial year under review, the ARMC reviewed and evaluated the Internal Audit Report ("IAR") pertaining to the Internal control of the Group prepared by the outsourced Internal Auditors.

The IAR, which included audit findings and recommendations to address any weaknesses or non-compliance and action plans established for the Internal Auditor's corrective recommendations, were tabled to the ARMC for review and deliberations. Management was invited to attend the ARMC meetings to provide clarification on specific issues raised in the IAR. The ARMC also monitored the implementation of action plans on the outstanding audit findings through follow-up reports to ensure all control weaknesses and key risks are being properly addressed.

Audit and Risk Management Committee Report (Cont'd)

43

6. SUMMARY OF WORK OF THE ARMC IN DISCHARGING ITS FUNCTIONS AND DUTIES FOR THE FINANCIAL YEAR (CONT'D)

Internal Audit (Cont'd)

ARMC is tasked with identifying the principal risks, reviewing and assessing the effectiveness of the risk management framework and internal control systems based on the reports and recommendations from the internal audit function and report to the Board on its findings.

Related Party Transactions

The related party transactions including recurrent related party transactions of a revenue or trading nature entered into by the Group were reviewed by the ARMC to ensure that the transactions were carried out on the Group's normal commercial terms, and adequate procedures had been deployed in the Group in relation to such transactions to ensure not detriment to the minority shareholders of the Company and were in the best interest of the Company.

A circular dated 25 April 2025 in relation to proposed renewal of shareholders mandate for recurrent related party transactions of a revenue or trading nature and quarterly RRPT registrar was reviewed by the ARMC and approved by the Board.

Conflict of Interest

ARMC carried out reviewed on conflict of interest ("COI") or potential conflict of interest situation that may arise within the Group on quarterly basis, including any transaction, procedure or course of conduct that raises question of management integrity. During the financial year, ARMC and the Board have not received declaration form from the directors and chief executive relating to the conflict of interest or potential conflict of interest, including interests in any competing business that they have with the Company or its subsidiaries.

A revised conflict of interest policy was reviewed by the ARMC and approved by the Board on 22 August 2024, for the purposes of identifying, evaluating, approving, reporting and monitoring COI situations.

Others

ARMC assists the Board to proactively consider sustainability issue when overseeing the planning, performance and long-term strategies of the Company. During the financial year under review, ARMC had reviewed Sustainability policy encompasses all aspects of ethical business practices and TOR for Sustainability Governance Structure. The Board concurred with the ARMC and approved the Sustainability policy and TOR for Sustainability Governance Structure on 22 August 2024.

As for the Anti Bribery measure including the Whistle-Blowing procedures, ARMC has noted that there was no bribery incidents reported and neither were there any reports lodged under the Whistle Blowing procedures.

Performance of ARMC

The Board assessed and evaluated ARMC and its member performance through Nomination Committee for the financial year ended 31 December 2024. Based on the outcome of the annual assessment, the Board was satisfied with the ARMC and its members performance and concluded that they have effectively discharged their functions, duties and responsibilities in accordance with the TOR of the ARMC.

STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

INTRODUCTION

The Board of Directors (“the Board”) of Innity Corporation Berhad (“the Company”) is pleased to present the Statement on Risk Management and Internal Control of the Company and its subsidiaries (“the Group”) which outlines the nature and scope of risk management and the internal control systems of the Group for the financial year ended 31 December 2024 pursuant to Paragraph 15.26 (b) of the ACE Market Listing Requirements (“AMLR”) of Bursa Malaysia Securities Berhad, Malaysian Code on Corporate Governance 2021 (“MCCG 2021”) and the “Statement on Risk Management and Internal Control: Guidelines for Directors of Listed Issuers” (“the Guidelines”).

BOARD’S RESPONSIBILITIES

The Board acknowledges its overall responsibility for the Group’s risk management and internal control system to safeguard shareholders’ investment and the Group’s assets as well as reviewing its effectiveness, adequacy and integrity on a regular basis. The Board has also received assurance from the Executive Chairman (“EC”) and Chief Financial Officer (“CFO”) that the Group’s risk management and internal control system are operating adequately and effectively, in all material aspects.

The system of internal control covers governance, risk management, financial, organisational, operational and compliance controls. However, due to inherent limitations in any risk management and internal control system, such system put into effect by Management is designed to manage rather than eliminate risks that may impede the achievement of the Group’s corporate objectives.

The Board, through the Audit and Risk Management Committee (“ARMC” or the “Committee”), implements the risk management and internal control practices within the Group. The management is required to apply good judgement in assessing the risks faced by the Group, assessing the Group’s ability to reduce the incidence and impact of risks.

KEY FEATURES OF THE GROUP’S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM

Key elements of the Group’s risk management and internal control system that have been established to facilitate the proper conduct of the Group’s businesses are described below:

1. RISK MANAGEMENT SYSTEM

Risk Management is regarded by the Board as an integral part of the Group’s business and firmly embedded in the Group’s culture, processes and structure of organisation. Senior Management and Heads of Departments are delegated with the responsibility of managing identified risks.

The Board maintains an ongoing commitment to strengthen the Group’s risk management framework. The Group has developed an Enterprise Risk Management Framework (“ERMF”), which is guided by the ISO31000:2018 standards to facilitate the identification and assessment of the Group’s principal risks. The identified risks are incorporated into the risk register and are assessed to determine if the risk rating is Critical, High, Medium or Low. The rating process is guided by a matrix of possibility of occurrence and the associated impacts, of which both financial and non-financial consequences are duly considered. Thereafter, risk owners will drive the implementation of additional risk mitigation measures towards achieving a residual risk that is within the acceptable tolerance.

Statement on Risk Management and Internal Control (Cont'd)

45

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

1. RISK MANAGEMENT SYSTEM (CONT'D)

The Group has established a monitoring and reporting process to continuously identify, assess and manage the principal risks based on approved procedures for corporate disclosures. These initiatives ensure that the Group has in place an ongoing process for identifying, evaluating, monitoring and managing the principal risks affecting the achievement of its business objectives for the year under review and up to the date of approval of this statement.

Group Risk Management Committee ("GRMC")

GRMC was established by the Board in assisting the Board to oversee the overall risk management of the Group. The Committee serves as an oversight to the risk management process of the entire Group. Roles of the Committee include identifying principal risks of the Group and ensuring the implementation of appropriate system to mitigate and manage these risks. The GRMC sets, where appropriate, objectives performance targets and policies to management the key risks faced by the Group. GRMC consists of four executive directors and a Senior Management personnel.

Management Risk Committee ("MRC")

The MRC which consists of Senior Management and key personnel of the companies in the Group, was established to assist the Board Committee (i.e., GRMC). Representatives from the respective divisions/business units within the Group have the overall responsibility to report key risks to the attention of the MRC. The MRC is supported by a Senior Manager as the Risk Management Officer who coordinates the risk management activities of the Group.

Risk assessment is conducted minimum half-yearly by the respective Working Committees comprising of Senior Management and relevant Heads of Departments. The process involves identifying and reviewing new and existing key risks factors that affect the Group and the corresponding mitigation action plan to address them; in accordance to the Group's risk appetite and tolerance defined in the ERMF. It includes update on the effectiveness of the mitigation action implemented.

The risk assessment report is presented to the MRC; for review before presentation to the members of GRMC and ultimately for endorsement by the Board.

These initiatives ensure that the Group has in place an ongoing process for identifying, evaluating, monitoring and managing the principal risks that affects the achievement of its business objectives for the year under review and up to the date of approval of this statement.

Key business risks are identified and categorised to highlight the sources of risk, the severity of the risk and its effect on the Company or Group's performance and the likelihood of its occurrence. The risk assessment takes into account all aspects of the businesses and its internal control framework, the control environment and control activities, information, communication and monitoring procedures. Periodic reviews are conducted to identify new risks and a thorough assessment of the risks previously identified remains relevant.

Statement on Risk Management and Internal Control (Cont'd)

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

1. RISK MANAGEMENT SYSTEM (CONT'D)

Management Risk Committee ("MRC") (Cont'd)

As the Group is principally involved in the online advertising business, some of the identified risks and measures to mitigate these risks are outlined as follows:

i) Competition in the Online Advertising Market

The online advertising market is an open market, consisting of local and foreign online advertising companies and local publishers whose deliverables are directly channeled to media buying agencies. The growing competition, especially from multinational online advertising companies, will spur Innity's increased focus on technological development and R&D. Our enviable track record to provide one-stop solutions, as well as our strong network of online publishers and client base will enable the Group to remain as a major player in the online advertising market.

ii) Dependency on Major Clients

Traditionally the top 10 clients of the individual business units within the Group contributed more than 50% of their respective revenue and the composition of their major clients varies from year to year. This is largely due to the nature of the overall advertising industry as media agencies are frequently switching varying advertisers accounts every year, and advertiser budgets generally.

As the Group is principally involved in the online advertising business, some of the identified risks and measures to mitigate these risks are outlined as follows:

- *depend on new product launches, rebranding exercises, and other marketing activities, resulting in advertising budgets of differing sizes every year.*

Nevertheless, no assurance can be given that the loss of any of our Group's major clients especially agencies will not materially and adversely affect our Group's business, operating results and financial position. The Group will continue to enlarge its client's base by acquiring more small and medium-sized direct clients to improve overall client segmentation of the Group and to mitigate the risk of over-reliance on the few major clients.

iii) Technologies Advancements and Developments

Our Group operates in an environment, which is subject to inherent risks due to changes in technology and client requirements, introduction of new solutions and enhancement of existing solutions. Our Group's competitive edge depends substantially upon our ability to keep pace with technological changes to address our clients' needs.

The objective of our Group's R&D team is to maintain our Group's competitive edge over our competitors by:

- a. continuously enhancing existing technology and applications as part of continuous improvement efforts; and
- b. developing new technology for new solutions to meet greater variety of client demand.

Nevertheless, no assurance can be given that our Group's R&D programmes will be successful in producing commercially viable new solutions or enhance existing solutions, which are within budget and on timely basis in accordance with market requirements and expectations.

Statement on Risk Management and Internal Control (Cont'd)

47

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

1. RISK MANAGEMENT SYSTEM (CONT'D)

Management Risk Committee ("MRC") (Cont'd)

iii) Technologies Advancements and Developments (Cont'd)

Our Group aims to develop more advanced technology and solutions to provide greater benefits to clients in terms of functionality as well as usability. Our Group is committed to produce new and innovative technologies coupled with improved interactivity that provides a richer media experience to advertisers and clients.

iv) Foreign Exchange Fluctuations

Because of our overseas presence, it is in the normal course of business that most transactions would be denominated in foreign currencies. These transactions include purchase of online publishers' sites, sales to advertisers and/or media agencies and inter-group billings. As business volume increases, the Group is exposed to larger risk of foreign exchange fluctuations.

Our Group has a natural hedge system wherein all foreign subsidiary companies, while maintaining a local currency bank account, are required to open an USD Bank Account to facilitate payments and collections in USD. Also, the lion's share of transactions is denominated in USD, hence minimising the effect of foreign exchange risk.

v) Security and System Disruption

Operating in a high technology environment, the Group is susceptible to various security risks such as computer viruses, system disruptions, hacking and fraud. There is then a strong possibility of a complete system shutdown.

Our Advenue Platform technology resides on computer systems housed at various locations. The data back-up and recovery systems are critical to our continuing and uninterrupted performance.

vi) Larger Funding for Growing Business Volume Especially in the Influencer Marketing Business

There is inevitably a mismatch in collection from clients and payments to publishers. With rising business volumes, the Group is exposed to the risk of depleting internal funds.

The Group has implemented stricter credit control procedures coupled with prompt payment incentives to clients with the objective of expediting collections. Occasionally, banking facilities have been utilised to meet any funding requirements in working capital.

The power to influence consumer purchasing habits has been shifting from traditional public media to individual brand ambassadors. These ambassadors are defined as key opinion leaders (KOLs) and they are powerful influencers on social media platforms. These individuals or groups with large followings in relevant niches have a huge influence on purchase demands and have always been on the rise to be recruited on behalf of a brand for marketing and promotional purposes.

The Group's businesses are dynamically adapting to the above change and KOL campaigns have rapidly become the major contributor to the Group's revenue. This business trend however has developed a separate issue, i.e., higher working capital requirements to fulfill media buys from KOL as majority of the Premium KOLs and Macro KOLs would insist advance payment prior to commencement of campaigns, whereas the advertisers are normally allowed a credit term of 60 to 90 days.

Statement on Risk Management and Internal Control (Cont'd)

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

1. RISK MANAGEMENT SYSTEM (CONT'D)

Management Risk Committee ("MRC") (Cont'd)

vi) Larger Funding for Growing Business Volume Especially in the Influencer Marketing Business (Cont'd)

We have initiated to build an online business platform for KOL, aimed at empowering both Brands and Influencers to utilise the best broadcasting channels of today to reach each other. Potential but less prominent KOLs would find this platform useful for their presence and specialties to be radiated and these KOLs are less insistent on upfront payment prior to commencement of campaigns and would normally allow credit terms ranging from 30 to 45 days. In the meantime, we hope to work out a better payment arrangement with more prominent KOLs when our online business platform has become a reputable and trusted brand name in the arena.

vii) The Group Might Be Exposed to Possible Transfer Pricing Issues

The rising volume and variety of intercompany regional transactions and transfer pricing regulations, accompanied by increased enforcement activities worldwide have made transfer pricing a leading risk management issue for the Group businesses. Hence a Full Transfer Pricing Documentation for addressing the risks that might arise within the Group is immensely required.

We have consulted professional tax consultants and sought their services to ensure our compliance with the Transfer Pricing documentation requirements under the Malaysian transfer pricing regulatory framework, as governed by Section 140A of the Malaysian Income Tax Act 1967, the Income Tax (Transfer Pricing) Rules 2012 and Malaysian Transfer Pricing Guidelines 2012.

viii) Cybersecurity Risk

With the increasing cost and volume of data breaches, cyber security is quickly moving from being considered by business leaders as a purely technical issue to a larger business risk. We are principally operating our businesses in a highly technology-driven environment, and this has significantly increased Innity's exposure to cyberattacks, which may include theft of confidential clients' data intellectual property, information about corporate strategies etc.

We obtained ISO27001 certification in 2023 to formalise and improve business processes around information security, privacy and securing its information assets. ISO27001 is internationally recognised as providing a best-practice specification for an Information Security Management System ("ISMS"). By achieving the certification, it displays the organisation's commitment to robust security, ongoing risk management and protecting sensitive information, a reputational boon to clients, vendors and partners.

Whilst the Board maintains ultimate control over risk and internal control matters, the development and implementation of the ERMF and internal control systems rests with the Management. The responsibility of managing risks at each department lies with the respective Heads of Department. Periodic management meetings between the Heads of Department and Senior Management are held to highlight key risks and ways of managing the significant risks identified. Significant risks affecting the Group's strategic and business plans are escalated to the Board at their scheduled meetings.

Statement on Risk Management and Internal Control (Cont'd)

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

1. RISK MANAGEMENT SYSTEM (CONT'D)

Credit Committee ("CC")

The CC which consists of Senior Management and key personnel of the companies in the Group, was established in 2020 to assist the Board in managing the credit risks of the entire Group. The objective of the CC is to manage and improve all credit arrangements, by means of supervision on the company's credit control policies and activities which comprise the identification, assessment, monitoring and management of the company's credit risk exposure while aligning to the company's risk appetite.

The functions and responsibilities of the Committee shall include the following:

- a. determination of credit risk appetite of the Group;
- b. periodic review and update of credit control policy and procedure;
- c. credit assessment of new customer as well as reviewing and revising the credit terms and limits to be provided to the existing credit clients;
- d. periodic review on the procedures and criteria of the release of credit hold;
- e. periodic review on credit risk exposure;
- f. periodic assess expected credit loss, basis in arriving at the expected credit loss, provision of doubtful debt and bad debt; and
- g. periodic evaluation on credit customer.

Meeting of the Committee shall be held on an ad-hoc basis or when required in order to exercise the powers or perform the functions or responsibilities of the Committee. Committee meetings shall be convened whenever doubt arises or in any circumstances which indicate that a meeting of the Committee may well be required.

2. INTERNAL CONTROL SYSTEM

• Organisation Structure & Authorisation Procedures

The Group maintains a formal organisational structure that includes clear delegation of responsibilities and accountability. It sets out the roles and responsibilities, appropriate authority limits, review and approval procedures to enhance the internal control system of the Group's various business units. Key Management personnel are delegated with the responsibility to manage risks at their respective areas of responsibilities.

• Business Strategic Plan and Annual Budget

Yearly Business Plan and Annual Budget are prepared by management and tabled to the Board for approval. The business plan will be subjected to revision based on changing market conditions affecting the achievement of the Group's business objectives. Periodic monitoring is carried out to measure actual performances against budget and to identify significant variances and devise remedial action plans.

Statement on Risk Management and Internal Control (Cont'd)

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

2. INTERNAL CONTROL SYSTEM (CONT'D)

- **Group Policies and Procedures**

Documented policies and procedures are in place and are regularly reviewed and updated to ensure that it maintains its effectiveness and continues to support the Group's business activities at all times as the Group continues to grow.

- **Information and Communication**

Information critical to the achievement of the Group's business objectives are communicated through established reporting lines across the Group. This is to ensure that matters that require the Board's and Senior Management's attention are highlighted for review, deliberation and decision on a timely basis.

- **Monitoring and Review**

Scheduled operational and management meetings are held to discuss and review the business plans, budgets, financial and operational performances of the Group. Monthly management accounts containing key financial results, operational performance and comparison of actual performance against budgets are presented to the management team for monitoring and review. The quarterly financial statements are presented to the Board, via the ARMC, for their review, consideration and approval. The Board also plays an active role in discussing and reviewing the business plans, strategies, performance and risks faced by the Group.

- **Human Resource Policies and Procedures**

The employees' handbook containing the Company's scheme of service and code of business conduct is accessible to all employees in the intranet. All employees are required to acknowledge the acceptance of the policies.

- **Training and Development Programmes**

Training and development programmes are established to ensure that staff are constantly kept up-to-date with the constant technological changing environment in order to be competent in the industry in line with achieving the Group's business objectives.

3. INTERNAL AUDIT FUNCTION

The Group's internal audit function is outsourced to an independent professional firm. The internal audit function, which provides feedback regarding the adequacy and effectiveness of the Group's system of internal control, is under the purview of the ARMC.

During the financial year ended 31 December 2024, internal audits were carried out in accordance with the approved internal audit plan and the processes reviewed were disclosed in Audit and Risk Committee Report.

Statement on Risk Management and Internal Control (Cont'd)

51

KEY FEATURES OF THE GROUP'S RISK MANAGEMENT AND INTERNAL CONTROL SYSTEM (CONT'D)

3. INTERNAL AUDIT FUNCTION (CONT'D)

During the financial year, the entities and business processes reviewed were as follows:

Entity	Business Processes
Innity Sdn. Bhd.	Sales & Marketing, Credit Control and Collection, Project Implementation and Management
Innity Singapore Pte. Ltd.	Sales & Marketing, Credit Control and Collection, Management of Information System

Based on the internal audit reviews conducted, none of the weaknesses noted have resulted in any material losses, contingencies or uncertainties that would require separate disclosure in this Annual Report.

4. ASSURANCE FROM MANAGEMENT

The Board has received assurance from the Management that the Group's risk management and internal control system were operating adequately and effectively in all material aspects, based on the risk management and internal control system of the Group, for the financial year ended 31 December 2024, and up to the date of this Statement.

5. REVIEW OF THIS STATEMENT

The external auditors have reviewed the Statement on Risk Management and Internal Control. This review was performed in accordance with Malaysian Approved Standard on Assurance Engagement, ISAE 3000 (Revised), Assurance Engagements Other than Audits or Reviews of Historical Financial Information and Audit and Assurance Practice Guide ("AAPG") 3 Guidance for Auditors on Engagements to Report on the Statement on Risk Management and Internal Control included in the Annual Report. AAPG 3 does not require the external auditors to form an opinion on the adequacy and effectiveness of the risk management and internal control system of the Group. Based on the review, the external auditors have reported to the Board that nothing has come to their attention that causes them to believe that the statement is not prepared, in all material respects, in accordance with the disclosures required by paragraphs 41 and 42 of the Statement on Risk Management and Internal Control: Guidelines for Directors of Listed Issuers to be set out, nor was factually inaccurate.

CONCLUSION

The Board is of the view that the Group's system of internal control and risk management is adequate to safeguard shareholders' investments and the Group's assets. However, the Board is also cognisant of the fact that the Group's system of internal control and risk management practices must continuously evolve to meet the changing and challenging business environment. Therefore, the Board will, when necessary, put in place appropriate action plans to further enhance the system of internal control and risk management framework. The Group's risk management process and internal control system do not apply to associates where the Group does not have full management control. The Group's interest in the associates is served through representation on the Board of Directors.

This statement was approved by the Board of Directors on 8 April 2025.

CORPORATE GOVERNANCE OVERVIEW STATEMENT

CORPORATE GOVERNANCE OVERVIEW STATEMENT (“STATEMENT”)

The Board recognises the importance of good corporate governance and believes in the adoption of a high standard of corporate governance that values transparency, timely disclosures and constructive stakeholders’ communication to enhance shareholders’ value and financial performance of the Group.

The Board is pleased to present the CG Overview Statement to provide shareholders and investors with an overview of the corporate governance (“CG”) principles and best practices of the Company as laid out in the Malaysian Code on Corporate Governance 2021 (“MCCG 2021” or “the Code”) throughout the financial year under review. This statement should be read together with the Corporate Governance Report (“CG Report”) and with other statements in the Annual Report (e.g., Statement of Risk Management and Internal Control and Audit and Risk Management Committee Report) which are available on the INNITY’s website at www.innity.com. The CG Report provides a detailed application of the CG practices as set out in the MCCG 2021.

A. APPLICATION OF MCCG 2021 PRACTICES

The Code’s Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE A – BOARD LEADERSHIP & EFFECTIVENESS			
I. Board Responsibilities			
1.1	The Board should set the company’s strategic aims, ensure that the necessary resources are in place for the company to meet its objectives and review management performance. The Board should set the company’s values and standards, and ensure that its obligations to its shareholders and other stakeholders are understood and met.	Applied	Not applicable
1.2	A Chairman of the Board who is responsible for instilling good corporate governance practices, leadership and effectiveness of the Board is appointed.	Applied	Not applicable
1.3	The positions of Chairman and CEO are held by different individuals.	Applied	Not applicable
1.4	The Chairman of the board should not be a member of the Audit Committee, Nomination Committee or Remuneration Committee.	Applied	Not applicable
1.5	The Board is supported by a suitably qualified and competent Company Secretary to provide sound governance advice, ensure adherence to rules and procedures and advocate adoption of corporate governance best practices.	Applied	Not applicable
1.6	Directors receive meeting materials which are complete and accurate within a reasonable period prior to the meeting. Upon conclusion of the meeting, the minutes are circulated in a timely manner.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

53

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE A – BOARD LEADERSHIP & EFFECTIVENESS (CONT'D)			
I. Board Responsibilities (Cont'd)			
2.1	<p>The Board has a Board Charter which is periodically reviewed and published on the company's website. The Board Charter clearly identifies: -</p> <ul style="list-style-type: none"> the respective roles and responsibilities of the Board, Board committees, individual directors and management; and issues and decisions reserved for the Board 	Applied	Not applicable
3.1	<p>The Board establishes a Code of Conduct and Ethics for the company and together with management implements its policies and procedures which include managing conflicts of interest, preventing the abuse of power, corruption, insider trading and money laundering.</p> <p>The Code of Conduct and Ethics is published on the company's website.</p>	Applied	Not applicable
3.2	The Board establishes reviews and together with management implements policies and procedures on whistleblowing.	Applied	Not applicable
4.1	<p>The Board together with management takes responsibility for the governance of sustainability in the company including setting the company's sustainability strategies, priorities and targets.</p> <p>The Board takes into account sustainability considerations when exercising its duties including among others the development and implementation of company strategies, business plans, major plans of action and risk management.</p> <p>Strategic management of material sustainability matters should be driven by Senior Management.</p>	Applied	Not applicable
4.2	The Board ensures that the company's sustainability strategies, priorities and targets as well as performance against these targets are communicated to its internal and external stakeholders.	Applied	Not applicable
4.3	The Board takes appropriate action to ensure they stay abreast with and understand the sustainability issues relevant to the company and its business, including climate-related risks and opportunities.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE A – BOARD LEADERSHIP & EFFECTIVENESS (CONT'D)			
I. Board Responsibilities (Cont'd)			
4.4	Performance evaluations of the Board and Senior Management include a review of the performance of the Board and Senior Management in addressing the company's material sustainability risks and opportunities.	Applied	Not applicable
4.5	Step Up: The Board identifies a designated person within management, to provide dedicated focus to manage sustainability strategically, including the integration of sustainability considerations in the operations of the company.	Not Adopted	Not Adopted
II. Board Composition			
5.1	The Nomination Committee should ensure that the composition of the Board is refreshed periodically. The tenure of each director should be reviewed by the Nomination Committee and annual re-election of a director should be contingent on satisfactory evaluation of the director's performance and contribution to the Board.	Applied	Not applicable
5.2	At least half of the Board comprises Independent Directors. For Large Companies , the Board comprises a majority of Independent Directors.	Departure	Explanation: The Board requires additional time to identify suitable candidates who meet our fit and proper criteria and embrace automated intelligent technology. To achieve the 50% Independent Director requirement, the Board intends to increase the number of Independent Non-Executive Directors from three (3) to six (6). Timeframe: Before 31 December 2027.
5.3	The tenure of an Independent Director does not exceed a cumulative term limit of nine (9) years. Upon completion of the nine years, an independent director may continue to serve on the Board as a Non-Independent Director. If the Board intends to retain an Independent Director beyond nine years, it should provide justification and seek annual shareholders' approval through a two-tier voting process.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

55

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE A – BOARD LEADERSHIP & EFFECTIVENESS (CONT'D)			
II. Board Composition (Cont'd)			
5.4	Step Up: The Board has a policy which limits the tenure of its Independent Directors to nine (9) years without further extension.	Not Adopted	Not applicable
5.5	Appointment of Board and Senior Management are based on objective criteria, merit and with due regard for diversity in skills, experience, age, cultural background and gender. Directors appointed should be able to devote the required time to serve the board effectively. The Board should consider the existing board positions held by a director, including on boards of non-listed companies. Any appointment that may cast doubt on the integrity and governance of the company should be avoided.	Applied	Not applicable
5.6	In identifying candidates for appointment of directors, the Board does not solely rely on recommendations from existing directors, management or major shareholders. The board utilises independent sources to identify suitably qualified candidates. If the selection of candidates was based on recommendations made by existing directors, management or major shareholders, the Nominating Committee should explain why these source(s) suffice and other sources were not used.	Applied	Not applicable
5.7	The Board should ensure shareholders have the information they require to make an informed decision on the appointment and reappointment of a director. This includes details of any interest, position or relationship that might influence, or reasonably be perceived to influence, in a material respect their capacity to bring an independent judgement to bear on issues before the board and to act in the best interests of the listed company as a whole. The board should also provide a statement as to whether it supports the appointment or reappointment of the candidate and the reasons why.	Applied	Not applicable
5.8	The Nominating Committee is chaired by an Independent Director or the Senior Independent Director.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE A – BOARD LEADERSHIP & EFFECTIVENESS (CONT'D)			
II. Board Composition (Cont'd)			
5.9	The Board comprises at least 30% women directors.	Departure	Currently, The board comprises one (1) female Independent Non-Executive director, representing 11.1% of the total number of the board. As the board has not met the 30% target for female directors, the board intend to appoint one (1) female Independent Non-Executive director before 31 December 2025 and will continue to identify two (2) more female candidates who will meet the qualifications, qualities and standards that commensurate with the Group's requirements to achieve the target. Timeframe: Before 31 December 2027
5.10	The Board discloses in its annual report the company's policy on gender diversity for the Board and Senior Management.	Applied	Not applicable
6.1	The Board should undertake a formal and objective annual evaluation to determine the effectiveness of the board, its committees and each individual director. The Board should disclose how the assessment was carried out its outcome, actions taken and how it has or will influence board composition. For Large Companies, the Board engages independent experts at least every three years, to facilitate objective and candid board evaluations.	Applied	Not applicable
III. Remuneration			
7.1	The Board has remuneration policies and procedures to determine the remuneration of Directors and Senior Management, which takes into account the demands, complexities and performance of the company as well as skills and experience required. The remuneration policies and practices should appropriately reflect the different roles and responsibilities of Non-Executive Directors, Executive Directors and Senior Management. The policies and procedures are periodically reviewed and made available on the company's website.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

57

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE A – BOARD LEADERSHIP & EFFECTIVENESS (CONT'D)			
III. Remuneration (Cont'd)			
7.2	The Board has a Remuneration Committee to implement its policies and procedures including reviewing and recommending matters relating to the remuneration of Board and Senior Management. The Committee has written Terms of Reference which deals with its authority and duties and these Terms are disclosed on the company's website.	Applied	Not applicable
8.1	There is a detailed disclosure on named basis for the remuneration of individual directors. The remuneration breakdown of individual directors includes fees, salary, bonus, benefits-in-kind and other emoluments.	Applied	Not applicable
8.2	The Board discloses on a named basis the top five senior management's remuneration component including salary, bonus, benefits in-kind and other emoluments in bands of RM50,000.	Applied	Not applicable
8.3	Step Up: Companies are encouraged to fully disclose the detailed remuneration of each member of senior management on a named basis.	Not Adopted	Not applicable
PRINCIPLE B – EFFECTIVE AUDIT AND RISK MANAGEMENT			
I. Audit Committee			
9.1	The Chairman of the Audit and Risk Management Committee ("ARMC") is not the Chairman of the Board.	Applied	Not applicable
9.2	The ARMC has a policy that requires a former partner of the external audit firm of the listed company to observe a cooling-off period of at least three (3) years before being appointed as a member of the ARMC.	Applied	Not applicable
9.3	The ARMC has policies and procedures to assess the suitability, objectivity and independence of the external auditor to safeguard the quality and reliability of audited financial statements.	Applied	Not applicable
9.4	Step Up: The Audit Committee should comprise solely of Independent Directors.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE B – EFFECTIVE AUDIT AND RISK MANAGEMENT (CONT'D)			
I. Audit Committee (Cont'd)			
9.5	<p>Collectively, the Audit Committee should possess a wide range of necessary skills to discharge its duties. All members should be financially literate, competent and are able to understand matters under the purview of the Audit Committee including the financial reporting process.</p> <p>All members of the Audit Committee should undertake continuous professional development to keep themselves abreast of relevant developments in accounting and auditing standards, practices and rules.</p>	Applied	Not applicable
II. Risk Management and Internal Control Framework			
10.1	The Board should establish an effective risk management and internal control framework.	Applied	Not applicable
10.2	The Board should disclose the features of its risk management and internal control framework, and the adequacy and effectiveness of this framework.	Applied	Not applicable
10.3	<p>Step Up:</p> <p>The Board establishes a Risk Management Committee, which comprises a majority of independent directors, to oversee the company's risk management framework and policies.</p>	Adopted	The ARMC comprises solely independent directors to oversee the risk management and its policies
11.1	The ARMC should ensure that the internal audit function is effective and able to function independently.	Applied	Not applicable
11.2	<p>The Board should disclose:-</p> <ol style="list-style-type: none"> whether internal audit personnel are free from any relationships and conflicts of interest which could impair their objectivity and independence; the number of resources in the internal audit department; name and qualification of the person responsible for internal audit; and whether the internal audit function is carried out in accordance with a recognised framework. 	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

59

A. APPLICATION OF MCCG 2021 PRACTICES (CONT'D)

The Code's Best Practice		Application	Explanation For Departure And Timeframe
PRINCIPLE C – INTEGRITY IN CORPORATE REPORTING AND MEANINGFUL RELATIONSHIP WITH STAKEHOLDERS			
I. Engagement with Stakeholders			
12.1	The Board ensures there is effective, transparent and regular communication with its stakeholders.	Applied	Not applicable
12.2	Large companies are encouraged to adopt integrated reporting based on a globally recognised framework.	Not adopted	Not applicable
II. Conduct of General Meetings			
13.1	Notice for an Annual General Meeting should be given to the shareholders at least 28 days prior to the meeting.	Applied	Not applicable
13.2	All directors attend General Meetings. The Chair of the Nomination, ARMC and other committees provide meaningful response to questions addressed to them.	Applied	Not applicable
13.3	Listed companies with a large number of shareholders or which have meetings in remote locations should leverage technology to facilitate: - <ul style="list-style-type: none"> voting including voting in absentia; and remote shareholders' participation at General Meetings Listed companies should also take the necessary steps to ensure good cyber hygiene practices are in place including data privacy and security to prevent cyber threats.	Applied	Not applicable
13.4	The Chairman of the Board should ensure that general meetings support meaningful engagement between the Board, Senior Management and shareholders. The engagement should be interactive and include robust discussion on among others the company financial and non-financial performance as well as the company's long-term strategies. Shareholders should also provide with sufficient opportunity to pose questions during the general meeting and all questions should receive a meaningful response.	Applied	Not applicable
13.5	The Board must ensure that the conduct of a virtual general meeting (fully virtual or hybrid) support meaningful engagement between the Board, Senior Management and shareholders. This includes having in place the require infrastructure and tools to support among others, a smooth broadcast of the general meeting and interactive participation by shareholders. Questions posed by shareholders should be made visible to all meeting participants during the meeting itself.	Applied	Not applicable
13.6	Minutes of the general meeting should be circulated to shareholders no later than 30 business days after the general meeting.	Applied	Not applicable

Corporate Governance Overview Statement (Cont'd)

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS

PART I - BOARD RESPONSIBILITIES

Strategic Aim, Value and Standard

The Board assumes full responsibility for long-term sustainability of the Group through effective stewardship and application of corporate governance best practices.

In discharging its fiduciary duties and overall leadership functions, the Board delegates some authorities to the key members of Senior Management to facilitate effective day to day management of business, providing leadership and guidance by working with the Senior Management in mapping out the strategic direction of the Group, ensuring the effective use of resources to meet its objectives while exercising oversight on management's performance.

The Board Committees, comprising the Audit and Risk Management Committee, Nomination Committee and Remuneration Committee are entrusted with specific responsibilities to oversee, with authority, the Group's affairs, as laid out in the respective Terms of Reference. At each Board meeting, the Chairman of the relevant Board Committees report on key matters deliberated by the Board Committees at their respective meetings.

Key matters reserved for the Board's approval include the annual business plan and budget, capital and risk management, investment policies, authority/discretionary powers, issue of new securities, business restructuring, dividend policy, capital expenditure or operating expenditure exceeding authorised limits, material acquisitions and disposal of assets.

The Board regularly reviews the progress on the financial performance and strategic plan, ensuring effective risk management and control in all aspects of the Group's business.

Chairman

The Group is headed by an Executive Chairman, Mr. Phang Chee Leong, who is one of INNITY's principal founders. The Chairman has an important role in leading overall functioning of the Board so that the Board and Board Committees can perform its responsibilities effectively

The Chairman is responsible for:

- Setting the board agenda and ensuring that directors receive complete and accurate information in a timely manner;
- Ensuring clear and relevant information are provided when key matters are deliberated at Board meetings;
- Acting as a facilitator at Board meetings to ensure key matters presented by the relevant Board Committees are addressed, resolved and sanctioned by the Board;
- Maintaining ongoing dialogue and cordial relationship of trust with and between the Directors and Management;
- Providing leadership for the Board so that the Board can perform its responsibilities effectively; and
- Leading the Board in the adoption and implementation of good corporate governance practices in the Company.

Corporate Governance Overview Statement (Cont'd)

61

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART I - BOARD RESPONSIBILITIES (CONT'D)

Separation of the Position between Chairman and Chief Executive Officer (“CEO”)

The positions of Chairman (designated as Executive Chairman) and CEO (designated as Managing Director) are held by different individuals.

The roles and responsibilities of the Executive Chairman and Managing Director are clearly differentiated between the strategy and policy-making process and daily management of the Group. This is to ensure clarity of responsibilities and accountability between two individuals such that no one individual has unfettered powers over decision making.

Qualified and Competent Secretary

The Board is ably supported by two (2) Company Secretaries namely, Ms. Fong Seah Lih and Ms. Tham Yin Tong who are externally appointed.

The Company Secretaries are well qualified Chartered Secretaries and possess the requisite knowledge, experience and all-round exposure in their respective role as Company Secretary for public listed companies in other sectors of the economy.

Apart from rendering secretarial services to public listed entities, the Company Secretaries provide relevant advice on corporate governance, update the Board on the latest securities regulations with respect to corporate disclosures and compliance as set out by external regulators to keep the Board abreast with updated rules and regulations.

Access to Information and Advice

The agenda for Board meetings and a complete set of Board papers and preceding Board minutes containing information relevant to the meeting agenda are circulated to all Directors at least five (5) business days prior to the meeting. Board members are therefore, given sufficient time to go through the Board papers thoroughly.

All Directors have access to all information within the Group. To facilitate discussions on operational issues, such as changes on operating procedures and human resource issues, the Directors may interact directly with the management requesting for further clarification, information or updates.

In addition, the Directors may seek independent professional advice at the Group's expense, on specialised issues to enable them to discharge their duties with adequate knowledge of the issues being deliberated.

Board Charter

The Board has adopted a Board Charter which sets out the Board's strategic intent and outlines a clear roles and responsibilities of the Board, Board Committees, Individual Directors and Management. The Board Charter provides guidance for Directors and Management regarding the responsibilities of the Board and Board Chairman in carrying out their stewardship role and in discharging their duties towards the Company as well as boardroom activities.

The Board Charter is reviewed and updated from time to time, as deemed necessary, to keep abreast of statutory revisions in corporate governance best practices to ensure its relevance and effectiveness.

The Board Charter is available on the Company's website at www.innity.com.

Corporate Governance Overview Statement (Cont'd)

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART I - BOARD RESPONSIBILITIES (CONT'D)

Business Code of Conduct ("COC")

A Business Code of Conduct ("COC") has been formalised to reflect the Group's vision and core values of integrity, teamwork, learning and performance.

The COC constitutes the primary behaviour guide for the Company's employees. It incorporates the basic standards of ethical legal behaviour emphasising INNITY's commitment, as a corporate family to ethics and compliance with the law. The COC is also a preventive tool to help prevent and detect violations of the Company's policies and the law.

The COC is available on the Company's website at www.innity.com.

Whistle-Blowing

The Board has established a Whistle-Blowing Policy for the Group as a measure against any form of fraudulent or criminal act. The Whistle-Blowing Policy outlines its governing principles, the reporting channels available to the whistle-blower, the initiation, investigation, follow-up phases and remedial or consequent action taken.

Employees who have reasonable belief that there is serious misconduct relating to any matter disclosed, may direct the complaint to the Chairman and a member of ARMC. Management will ensure the employee who raises a genuine complaint in good faith shall not be penalised for such disclosure and such complaint shall be kept confidential.

Whistle-blowing policy sets out the principles and grievance procedures for any individual to report any suspected or actual misconduct/wrongdoing perpetrated within the Group. This policy, under the purview of the Group Risk Management Committee ("GRMC") not only covers possible improprieties in matter of financial reporting but also include:

- A) Fraud;
- B) Corruption, bribery or blackmail;
- C) Criminal offences;
- D) Failure to comply with a legal or regulatory obligation;
- E) Miscarriage of justice;
- F) Endangerment of an individual's health and safety; and
- G) Concealment of any or any combination of the above

Details of the Whistle-Blowing Policy is available on the Company's website at www.innity.com.

In brief, the Whistle-Blowing Policy outlines its governing principles, the reporting channels available to the whistle-blower, the initiation, investigation, follow-up phases and remedial or consequent action taken.

Corporate Governance Overview Statement (Cont'd)

63

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART I - BOARD RESPONSIBILITIES (CONT'D)

Anti-Bribery and Corruption

INNITY's aversion to corruption, bribery or other improper payments in any of its business operations has prompted the Board to develop, adopt the Anti-Bribery and Corruption Policy and further to ensure that employees understand their responsibilities on INNITY Group's zero tolerance for bribery and corruption. The policy acts as a deterrent to commit bribery and corruption violations which are punishable by law. It is also an initiative to protect investors' interest as well as to effectively manage bribery and corruption risk. The policy was drafted in compliance with Section 17A (5) of the Malaysian Anti-Corruption Commission (Amendment) Act 2018, Paragraph 15.28(1) (a)(i) of the Listing Requirements pertaining to the Anti-Money Laundering Act ("AMLA") in full support of the National Anti-Corruption Plan (2019-2023).

A Corruption Risk Profile was developed, the risk response and action plan were identified and ongoing control will be implemented and enhanced in managing corruption risks. The Anti-Bribery and Corruption measures implemented will not only promote better governance culture and ethical behaviour within INNITY, but will also provide greater accountability and transparency to investors.

The Anti-Bribery and Corruption Policy is available on the Company's website at www.innity.com.

Governing Sustainability

The Board holds the ultimate responsibility for integrating sustainability into the strategic direction of INNITY and its operations. To keep the Board informed about pertinent sustainability issues impacting INNITY's business and operations, we have implemented a sustainability framework. This framework concentrates on the long-term preservation and enhancement of social, economic, and environmental ("EES") factors. Details on the approaches taken by the Group in sustainability management and business processes are outlined in INNITY's standalone Sustainability Statement, available in the INNITY Annual Report. This statement provides comprehensive insights into our commitment to sustainable practices and their integration into our overall business strategy.

Sustainability Risk and Opportunity

With challenging externalities, environmental, social and governance (ESG) considerations have been thrust forward as core pilot strategies in resetting business models and propelling long term value creation. The challenging externalities are driving investors to prioritise ESG factors in their investment decisions.

To embrace sustainability in the Group's business and create long term value, the Board together with Senior Management have implemented a blueprint consisting of the Group's strategy, business plan, risk management and compliance in setting a vision of creating multiple digital advertising platforms through product Innovation and business models aligned with sustainability trends. The Board is tasked with continuously addressing group ESG risk, strategic focus on ESG as well as identifying business opportunities for the group. The Group's sustainability strategy, business plan and targets as well as performance against these targets are communicated to the internal and external stakeholders.

Corporate Governance Overview Statement (Cont'd)

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART I - BOARD RESPONSIBILITIES (CONT'D)

Director's Fit and Proper Policy

The Board of Directors adopted a fit and proper policy which outlined the fit and proper criteria for the appointment and re-election of Directors of the Company and its subsidiaries.

The said policy will enhance the governance of the Company in relation to the Board's quality and integrity, as well as ensure that each of its directors has the character, experience, integrity, competence, time and commitment to effectively discharge his role as Director of the Company and its subsidiary. A copy of the Directors' Fit and Proper Policy is made available on the Company's website at www.innity.com.

PART II - BOARD COMPOSITION

Board Composition

The Board consists of eleven (11) Directors, comprising nine (9) principal Directors and two (2) alternate Directors. The nine (9) principal Directors comprised:

- One (1) Executive Chairman;
- One (1) Managing Director;
- Two (2) Executive Directors;
- Three (3) Independent Non-Executive Directors; and
- Two (2) Non-Independent Non-Executive Directors.

The present composition of the Board is in compliance with Rule 15.02 of the ACE Market Listing Requirements ("AMLR"). The Board is aware of the importance of independence in relation to the decision-making process. An effective Board is able to exercise objective business judgment on corporate affairs with frank and unbiased views from its independent directors whose roles are to act in the Company's best interest.

Tenure of Independent Director

As the date of this Statement, no Independent Director have exceeded a cumulative term of nine (9) years.

The Board is required to seek shareholders' approval through a two-tier voting process if the Board continues to retain the Independent Director after nine (9) years. An Independent director who had served a cumulative term limit exceeding twelve (12) years may continue to serve on the Board subject to the Director's re-designation as a Non-Independent Directors.

Diverse Board and Senior Management Team

The Board acknowledges the importance of diversity in terms of skills, experiences, age, cultural background as well as gender in leading the Board and Board Committees.

Corporate Governance Overview Statement (Cont'd)

65

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART II -BOARD COMPOSITION (CONT'D)

Diverse Board and Senior Management Team (Cont'd)

In evaluating potential candidates, the Group has in place a diversity policy. The Board acknowledges the importance of diversity in its Boardroom, Senior Management and workforce whereby gender diversity is an essential element in attaining effective strategic objectives of the Company and its subsidiaries, in enhancing sustainable growth and development and in promoting better corporate governance. The Board takes cognisance of the recommendation of the MCCG 2021 appointed a female director and continue to identify more female candidates who meet the qualifications, qualities and standards that commensurate with the Group's requirements to achieve the 30% target.

The policy articulates the diversity attributes and needs of the Board and the approach it would take to address such needs and, in the process, strengthen its composition. The policy plays an integral role in the selection of candidates for Board membership. The Board recognises the benefits of diversity, the Board believes in providing equal opportunities to all based on merits, skills, knowledge, expertise, experience, professionalism and integrity regardless of gender, ethnicity and age.

As for the Senior Management, the Board is committed to provide fair and equal opportunities and nurturing diversity at all levels within the Group. All persons, regardless of age, gender and ethnicity with the appropriate experience and qualifications are considered equally in the process of selection of suitable candidates during the recruitment, remuneration and promotion.

Diversity of the Board's composition is important to facilitate optimal decision-making by harnessing different insights and perspectives.

Nomination Committee

The Nomination Committee ("NC") was formed by the Board of Directors on 30 April 2008. Its primary function, in line with the MCCG 2021, is tasked with the following responsibilities and duties:

The Nomination Committee

- Proposing new nominees for the Board of the Company and/or its subsidiaries;
- Establishing procedures and processes towards an annual assessment of the effectiveness of each individual Director, including Independent Non-Executive Directors as well as Group Managing Director in terms of their individual experience, knowledge, credibility and credentials, and assess their effectiveness and contribution in carrying out their obligations and duties as a Board member of the Company;
- Examine the ability of each Director, including the Group Managing Director, to contribute to the effective decision-making process of the Board and ensure that the Board of the Company is functioning actively, efficiently and effectively in all its decision making;
- Assess the effectiveness, size and composition of the Board of Directors as a whole and the committees of the Board; and
- To ensure there is sufficient succession planning and human capital development focus in the Company.

Corporate Governance Overview Statement (Cont'd)

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART II -BOARD COMPOSITION (CONT'D)

Nomination Committee (Cont'd)

The Nomination Committee comprises exclusively of Independent Non-Executive Directors headed by Mr. Fung Kam Foo, an Independent Non-Executive Director, as Chairman.

Chairman

Mr. Fung Kam Foo (*Independent Non-Executive Director*)

Members

Mr. Cheong Chee Yun (*Independent Non-Executive Director*)

Puan Norliza Binti Rasool Khan (*Independent Non-Executive Director*)

The Committee held one (1) meeting during the financial year ended 31 December 2024. During the meeting, the Committee: -

- i. Reviewed and assessed the performance and effectiveness of the Board as a whole and the contribution of each individual Director of the Company;
- ii. Reviewed and assessed the performance of the Audit and Risk Management Committee and each of its members;
- iii. Reviewed the independence of the Independent Directors;
- iv. To review and assessed the performance and effectiveness of the Key Officer of the Company; and
- v. Assessed, reviewed, considered and recommended, at the next AGM, Board members due for re-election.

The Terms of Reference of the NC is available at the Company's website at www.innity.com.

Annual Evaluation

Vested with the responsibility of evaluating the effectiveness of the Board, Board Committees and individual directors and Key Senior Officers, a formal and objective evaluation of each individual director, based on Self and Peer assessment, is conducted by the Nomination Committee annually.

The evaluation of the Board, Board Committees, individual Directors and Key Senior Officers' effectiveness was conducted internally, facilitated by the Company Secretary. The evaluation process was carried out using questionnaires that were modelled on Self and Peer rating assessment. The evaluation was administered by the Company Secretary

Each Director furnishes to the Board a self-assessment of his performance during the course of the financial year. An objective assessment by each Director on the performance of each of his peers is also submitted to the Board for adjudication and levelling. The assessment included whether each Director, when addressing various issues, was able to exercise independent judgment, when challenged on his point of view, while still acting in the Company's best interest. The Board is satisfied with the time commitment and level of effective participation given by the Directors as espoused in the Code, towards fulfilling their roles and responsibilities. The Board established a "Fit and Proper" policy to enhance the evaluation of all Directors to ensure that all members measure up to the standards expected in terms of integrity, independence and professionalism.

Corporate Governance Overview Statement (Cont'd)

67

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART II -BOARD COMPOSITION (CONT'D)

Nomination Committee (Cont'd)

Nomination and Election of Directors

The Nomination Committee is tasked with making suitable recommendations to fill vacancies on the Board and its various Committee. This is to ensure that the appointed Directors bring to the Board, a mix of skills and expertise necessary to meet the requirement of corporate stewardship.

To alleviate the perception of bias in the selection of candidates, the NC is open to recommendations or suggestions from external sources such as professional associations and executive search agencies. The Board and the NC shall conduct the fit and proper assessment prior to the appointment of any candidate as Director or making recommendations for the re-election of an existing Director. The assessment was based on the criteria set out in the "Director Fit and Proper Policy" and applied on an ongoing basis in the Board's nomination and election process of directors. The potential candidate or Director has to make a declaration that he/she possesses the required character, experience, integrity, competence and time commitment to discharge his/her duties as a director.

Board Commitment

During the financial year, six (6) meetings were held. Details of the Directors' attendance are as follows:

Director	Number of Board Meetings Attended
Mr. Phang Chee Leong	6/6
Mr. Looa Hong Tuan	4/6
Mr. Wong Kok Woh	6/6
Mr. Seah Kum Loong	6/6
Mr. Gregory Charles Poarch	6/6
Mr. Michihiko Suganuma	6/6
Mr. Cheong Chee Yun	6/6
Mr. Fung Kam Foo	6/6
Puan Norliza Binti Rasool Khan	6/6

Re-election of Retiring Directors

In accordance with the Companies Act 2016 and the Constitution of the Company, one-third (1/3) of the Directors, including the Executive Chairman, shall retire by rotation from office at each Annual General Meeting ("AGM") and they shall be eligible for re-election at such AGM. The Directors to retire shall be the Directors who have been longest in office since their appointment or last re-election.

Directors who are appointed by the Board in the course of the year shall be subject for re-election at the next AGM to be held following their appointments.

Pursuant to Clause 76 of the Company's Constitution, Phang Chee Leong, Seah Kum Loong and Cheong Chee Yun are subject to retirement by rotation at the forthcoming 18th AGM and they have expressed their willingness to seek for re-election at the 18th AGM.

Corporate Governance Overview Statement (Cont'd)

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART II -BOARD COMPOSITION (CONT'D)

Nomination Committee (Cont'd)

Directors' Training

The Board views the importance of continuing education for its directors seriously, ensuring they are well informed and are equipped with the requisite skills and knowledge to meet the various challenging issues to be deliberated by the Board. A budget for Directors' continuing education has been set aside annually by the Company.

Mrs. Mina Kitamura was appointed on 28 March 2025, replacing Ms. Rieko Yoshikawa, as alternate director to Mr. Michihiko Suganuma. Mrs. Mina Kitamura is yet to attend both Mandatory Accreditation Program Part I and Mandatory Accreditation Program Part II.

All Directors except Mrs. Mina Kitamura are required to complete the Mandatory Accreditation Program Part II ("MAP II") in relation to sustainability and the related roles of a directors organised by the MAP II organiser no later than 1 August 2025. Mrs. Mina Kitamura is a newly appointed director for the first time as a director of a listed issuer has to complete MAP I within 4 months from her date of appointment and MAP II within 18 months from her date of appointment.

The following directors listed in the table have attended relevant training programmes, webinars, workshops seminars and MAP II organised by regulatory authorities and professional bodies: -

	Name of Director	Name of programme	Date
1.	Phang Chee Leong	Mandatory Accreditation Programme Part II: Leading for Impact (LIP)	20-21 May 2024
2.	Looa Hong Tuan	Strategies to Generate Positive Cash Flow for Business Survival	14 October 2024
3.	Wong Kok Woh	Mandatory Accreditation Programme Part II: Leading for Impact (LIP)	20-21 May 2024
4.	Seah Kum Loong	Mandatory Accreditation Programme Part II: Leading for Impact (LIP)	26-27 August 2024
5.	Norliza Binti Rasool Khan	BCP is Out: Director Preparedness for AI-Powered Attacks on People, Tech and Governance Legal Sustainability Practitioner Training Course (ESG)	27 September 2024 21 May 2024
6.	Michihiko Suganuma	Google Marketing Live 2024 Leadership Circle NRF Singapore ATS London	21 May 2024 11-13 June 2024 10-14 September 2024
7.	Fung Kam Foo	Cultivating Strategic Mindsets in Leadership Navigating Directorship: Legal Consequences, Responsibilities and Risks in Office	28 May 2024 12 July 2024

Corporate Governance Overview Statement (Cont'd)

69

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART II - BOARD COMPOSITION (CONT'D)

Nomination Committee (Cont'd)

Directors' Training (Cont'd)

The following Directors listed in the table have attended relevant training programmes, webinars, dialogue sessions and briefings organised by regulatory authorities and professional bodies: -
(Cont'd)

	Name of Director	Name of programme	Date
8.	Gregory Charles Poarch	BDO Tax Webinar on Budget 2025: Building Fiscal Resilience	5 November 2024
9.	Cheong Chee Yun	PSteering Climate Change risk & ESG roadmap for corporates	29 February 2024
		Share Buy Back - A Legal Perspective	9 July 2024
		IFRS S1 and S2: The Essentials	20 September 2024
		Board Ethics: Growing concerns from New Technology, stakeholders interests & conflict of interest	16 October 2024
		Tratax Budget 2025 webinar	21 October 2024
		The consolidation of ESG standards: Streamlining sustainability, reporting & planning	22 October 2024
		Economic outlook- Navigating cycles & structural shifts	24 October 2024

PART III – REMUNERATION

Remuneration Committee

The Board has established a Remuneration Committee ("RC") to make recommendations to the Board on all aspects of remuneration for the Executive Directors, Non-Executive Directors and Senior Management.

The present composition of the RC consists of three (3) Independent Non-Executive Directors: -

Chairman

Mr. Fung Kam Foo (*Independent Non-Executive Director*)

Members

Mr. Cheong Chee Yun (*Independent Non-Executive Director*)

Puan Norliza Binti Rasool Khan (*Independent Non-Executive Director*)

The Committee meets at least once a year. Additional meetings can be convened if it is necessary by the Chairman.

The Committee held one (1) meeting during the financial year ended 31 December 2024.

Corporate Governance Overview Statement (Cont'd)

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART III – REMUNERATION

Remuneration Policy

An appropriate remuneration policy is critical to attract, retain and motivate individuals of the highest calibre to drive the long-term success of the Group.

At INNITY, the development of this policy framework, structured to link rewards to individual and corporate performance, is guided by market norms and industry practice. This framework is the purview of the RC and is shaped by the following underlying principles:

- a. Consistency with Group strategy and business objectives;
- b. Competitive with remuneration policies of competing companies; and
- c. Compliance with Company values.

The Remuneration Committee makes recommendations to the Board on all elements of the remuneration, terms of employment, reward structure, and fringe benefits for the Executive Directors, Non- Executive Directors and Senior Management.

The remuneration package of Executive Directors and Senior Management includes salaries, allowances, benefits-in-kind and bonuses and fees. In addition, Non-Executive Directors are remunerated through fixed director's fees and meeting allowances. The remuneration and incentives provided for Independent Directors are not in conflict with their obligations in bringing objectivity and independence on matters discussed.

The level of remuneration reflects the depth of experience and level of responsibilities undertaken by the individual Non-Executive Director concerned. In any event, fees payable to Non-Executive Directors are determined by way of benchmarking with competing organisations.

The Terms of Reference of the RC and the Remuneration Policy and Procedures can be viewed on the Company's website at www.innity.com.

The RC shall recommend to the Board the remuneration and entitlement of all Directors and the Board will decide based on the recommendations of the RC. The approval for directors' remuneration rests with the Board as a whole with the Directors abstaining from voting and deliberating on decisions in respect of their own remuneration package.

Corporate Governance Overview Statement (Cont'd)

71

B. PRINCIPLE A – BOARD LEADERSHIP AND EFFECTIVENESS (CONT'D)

PART III – REMUNERATION (CONT'D)

Remuneration Policy (Cont'd)

The remuneration paid or payable to Directors for the financial year ended 31 December 2024 are as follows:

Group (in RM)	Salary	Fees	Bonus	Other Emoluments*	Total
Non-Executive Directors: -					
Fung Kam Foo	-	46,200	-	3,500	49,700
Norliza Binti Rasool Khan	-	46,200	-	3,500	49,700
Cheong Chee Yun	-	46,200	-	3,500	49,700
Gregory Charles Poarch	-	23,100	-	-	23,100
Liong Wei Li	-	23,100	-	-	23,100
Michihiko Suganuma	-	-	-	-	-
Rieko Yoshikawa	-	-	-	-	-
TOTAL	-	184,800		10,500	195,300
Executive Directors: -					
Phang Chee Leong	613,752	396,294	-	81,593	1,091,639
Looa Hong Tuan	751,944	-	-	72,629	824,573
Wong Kok Woh	335,160	-	-	48,161	383,321
Seah Kum Loong	305,928	-	-	44,657	350,585
TOTAL	2,006,784	396,294	-	247,040	2,650,118

* Other emoluments include allowances, Employee Provident Fund contributions, Employment Insurance System contributions and social security contributions by the Company/the Group.

The remuneration (comprising salary, bonus, benefits in-kind and other emoluments) paid to the top five (5) Senior Management staffs of the Group, categories into bands of RM50,000, for the financial year under review, are as follows:

Name	RM200,001 to RM250,000	RM300,001 to RM350,000
Chow Tat Kee		✓
Edward Lum Chi Kwan	✓	
Yap Soon Kim	✓	
Lee Pey Ling		✓
Chong Yee Yin	✓	

Corporate Governance Overview Statement (Cont'd)

C. PRINCIPLE B - EFFECTIVE AUDIT AND RISK MANAGEMENT

PART I - AUDIT COMMITTEE

Audit and Risk Management Committee

The Board has established an Audit Committee on 21 May 2009 and subsequently renamed it as the Audit and Risk Management Committee ("ARMC") on 29 May 2014 to reflect the ARMC's role of supporting the Board in fulfilling its responsibilities towards governance of the Company's risk management matters in compliance with the recommendations of the MCCG 2021.

The ARMC is tasked with oversight of the financial reporting process, internal and external audit process, issues pertaining to internal control and risk management. Its objective is to assist the Board of Directors in fulfilling its fiduciary duties.

Presently, the ARMC comprises three (3) members of the Board, who are all Independent Non-Executive Directors. The Chairman of the ARMC is Mr Cheong Chee Yun who is not the Chairman of the Board.

The Terms of Reference of the ARMC is found on the Company's website at www.innity.com.

The activities of the ARMC during the year are described in the Audit and Risk Management Committee Report on page 41.

Risk Governance

The Board recognises the importance of establishing an effective risk management and internal control framework in achieving the Group's strategic objectives and to ensure long-term sustainability of the business. The Board has established an Enterprise Risk Management Framework ("ERMF") which assists all operational levels in achieving the Company's strategic objectives by adopting a systematic approach to evaluate and improve the effectiveness of risk management and control.

The Audit Risk Management Committee ("ARMC"), established by the Board, has oversight over the risk management process. The ARMC oversees the successful implementation of the framework by setting, where appropriate, objective performance targets and policies to the Management Risk Committee ("MRC") to manage and mitigate the principal risks identified. MRC consists of four Executive Directors and a Senior Management personnel.

The Senior Management Personnel in the MRC is the Risk Management Officer/Coordinator and key personnel from companies in the Group. Representatives from the respective divisions/business units within the Group are tasked with reporting key risks to the Risk Management Officer/Coordinator for the attention of the MRC.

Risk assessment is conducted on yearly basis by the ARMC together with the MRC and relevant Heads of Departments. The process involves identifying and reviewing new and existing key risks factors that affect the Group and assessment the level of corresponding mitigation action plan to address them in accordance with the Group's risk appetite and tolerance defined in the ERMF. It includes updates on the effectiveness of the mitigation action implemented.

The Risk Management framework entails identifying and reviewing existing and potential key risk factors afflicting or may likely affect the Group's businesses. The ARMC meets periodically with the Risk Management Officer/Coordinator to deliberate on the identified risks. These identified risks are managed and mitigated through an action plan developed by the MRC which will be sanctioned by the ARMC with the Board's endorsement.

The Statement on Risk Management and Internal Control, as set out in page 44 to page 51, provides an overview on the state of risk management and internal control within the Group.

Corporate Governance Overview Statement (Cont'd)

73

C. PRINCIPLE B - EFFECTIVE AUDIT AND RISK MANAGEMENT (CONT'D)

PART II - RISK MANAGEMENT AND INTERNAL CONTROL FRAMEWORK

Internal Audit

The internal audit function, which provides feedback on the adequacy and effectiveness of the Group's system of internal control, is under the purview of the ARMC.

The Group's internal audit function is outsourced to an independent professional service provider firm namely, Resolve IR Sdn Bhd ("RESOLVE").

As a corporate member of the Institution of Internal Auditors, Malaysia ("IIAM") RESOLVE is free from any relationship or conflict of interest, which could impair its objectivity and independence. RESOLVE is adequately resourced and staffed with persons having the relevant qualification and experience. In addition, the firm also identifies and provides relevant training and development to its staff to ensure that their technical knowledge and skill sets remain current and relevant.

During the financial year ended 31 December 2024, RESOLVE has undertaken independent and systematic review on the systems of internal control of the operating units within the Group and has provided reasonable assurance that such systems would continue to operate effectively, and in compliance with the Group's established policies and procedures. The work undertaken is guided by the International Professional Practices Framework on Internal Auditing that is promulgated by the IIAM.

RESOLVE reports directly to the ARMC and findings of the internal audits, including recommended corrective actions, were presented to the ARMC on a quarterly basis. In addition, follow up reviews were conducted to ensure that corrective actions have been implemented on a timely manner.

Based on the internal audit reviews conducted, none of the weaknesses noted have resulted in any material losses, contingencies or uncertainties that would require separate disclosure in this Annual Report.

The Board is of the view that the Group's system of internal control is adequate to safeguard shareholders' value. However, the Board is also cognisant of the fact that the Group's system of internal control and risk management practices must continuously evolve to meet the changing and challenging business environment. Therefore, the Board will, when necessary, put in place appropriate action plans to further enhance the system of internal control and risk management framework. The Board will continue to further enhance and integrate sustainability factors into the risk management framework.

The Group's risk management process and internal control system do not apply to associate companies where the Group does not have full management control. The Group's interest in the respective associate companies is served through representation on the Board of Directors.

Relationship with the External Auditors

The Board maintains, via the ARMC, an active, transparent and professional relationship with the Group's external auditors. The ARMC works closely with the audit partner, assigned to act as the key representative and liaison, overseeing the relationship of INNITY Group with the external auditors. At least 2 meetings are held to discuss the audit plan, audit findings and the Group's financial statements. From time to time, the external auditors highlight to the ARMC and the Board on matters that require the ARMC and Board's attention and action. A private session between the ARMC and external auditors was also held to provide an opportunity to bring matters of concern to the ARMC. There were no concerns raised that may have an impact onto the internal control systems or the financial disclosures.

Corporate Governance Overview Statement (Cont'd)

C. PRINCIPLE B - EFFECTIVE AUDIT AND RISK MANAGEMENT (CONT'D)

PART II - RISK MANAGEMENT AND INTERNAL CONTROL FRAMEWORK (CONT'D)

Relationship with the External Auditors (Cont'd)

The ARMC has put in place a set of criteria to assess the suitability and independence of external auditors.

Briefly, these are:

- a. Adequacy of resources, qualifications and service quality of the External Audit team;
- b. Global presence in the Group's existing business units;
- c. Possess a stringent audit framework and programme to uncover major audit issues (if any);
- d. Strict enforcement of applicable auditing and accounting standards;
- e. Experience in offering practicable solutions when faced with problematic issues;
- f. Able to communicate effectively with top and middle management; and
- g. Independent but strong and cordial relationship with auditee companies.

During the financial year under review, the ARMC was satisfied with the suitability and performance of the external auditors in terms of the quality of services rendered, their objectivity, independence and professionalism with respect to the Company and the Group, in accordance with the By-Laws (*on Professional Ethics, Conduct and Practice*) of the Malaysian Institute of Accountants. In addition, to the best knowledge of the ARMC, the provision of non-audit services by the external auditors during the year did not compromise the external auditors' independence.

As and when necessary, the external auditors are invited to attend the Company's Annual General Meeting/Extraordinary General Meeting and are obliged to answer any questions from shareholders on the conduct of the statutory audit, contents of the Annual Audited Financial Statements as well as any corporate exercise(s) undertaken by the Group where the external auditors are involved.

The services provided by the external auditor include statutory audit and non-statutory audit services. The terms of engagement for the statutory audit and non-audit services rendered by the external auditor are designed to ensure that such services do not impair the external auditors' independence or objectivity. As evidence of this, the amount of non-audit fees paid were not significant as compared to the total fees paid to the external auditors for the financial year under review.

The activities of the ARMC during the year are described in the Audit and Risk Management Committee Report in this Annual Report (page 41).

D. PRINCIPLE C - INTEGRITY IN CORPORATE REPORTING AND MEANINGFUL RELATIONSHIP WITH STAKEHOLDERS

PART I – COMMUNICATION WITH STAKEHOLDERS

The Board values transparency and accountability to its shareholders, media personnel and investors.

The Company reaches out to these stakeholders through timely disclosures via various public announcements, organising investor briefings, analyst and media briefings and issuance of the Annual Report.

The Annual Report, being a key source of information available to each shareholder, contains easy and comprehensive details on the progress of the business, the financial performance of the Company and Group and various other corporate information relevant to shareholders. The Company's shareholders and investors can also obtain general information of the Company through its website.

Corporate Governance Overview Statement (Cont'd)

75

D. **PRINCIPLE C - INTEGRITY IN CORPORATE REPORTING AND MEANINGFUL RELATIONSHIP WITH STAKEHOLDERS (CONT'D)**

PART II - CONDUCT OF GENERAL MEETING

Currently, the General Meetings are the principal forum for dialogues with the shareholders and investors. At each General Meeting, the Board presents the progress and performance of the Group and/or Corporate Proposals of the Company and shareholders are encouraged to participate in the question-and-answer sessions. Informal discussions between the Directors, Senior Management staff and the shareholders and investors are always active before and after the General Meetings.

Notice of the AGM, the Annual Report and relevant circulars are sent out to shareholders at least twenty-eight (28) days before the date of the meeting.

At each AGM, the Board presents the progress and performance of the business and encourages shareholders to participate and to raise questions about the resolutions being proposed and about the Group's operations in general. Executive Directors and, where appropriate, the Chairman of the various Board Committees are available to respond to shareholders' questions during the meeting.

Our Priorities and Focus Areas in FY2025

INNITY's priority is to continually drive risk and compliance culture across the Group by supporting corporate governance best practices as set out in MCCG 2021. This will ensure the Group's strong capital position and earnings growth are achieved in a sustainable manner.

In FY2025, much of our priorities will be focused in the following areas: -

- i. Fulfilling MCCG 2021 on a minimum 50% of the Board be made up of Independent Directors. Despite this departure currently, the Board will make every effort and expense in appointing the right candidate, irrespective of gender, who meets the prerequisites of having a balanced perspective, delivering unbiased opinions and exercising strong independent judgment, diversity in skills, experience and background, to sit as Independent Directors on the Board;
- ii. To achieve the 30% target for female representation on the Board, INNITY plans to identify more female candidates who meet INNITY's qualification criteria;
- iii. Enhancing the Group's risk management capabilities to identify and control emerging risks including cyber risks and sustainability factors; and
- iv. Refining the audit and internal control processes to deal with any potential weaknesses which may likely affect the Group's businesses.

This statement is made at the Board of Directors' Meeting held on 8 April 2025.

SUSTAINABILITY STATEMENT

Connecting Business and Sustainability	77
Outlining Reporting Boundaries	77
Frameworks Defining Our Approach	78
Ensuring Data Accuracy	78
Gathering Insights for Improvement	78
Certifications and Membership	78
Awards and Recognitions	78
Showcasing Our Sustainability Achievements	79
Sustainability Journey	80
Our Approach to Sustainability	81
Our Sustainability Framework	81
Sustainability Policy	82
Broadening Our Sustainability Impact	83
Key Performance Indicators	84
Sustainability Governance	85
Deepening Our Insight with Stakeholder Engagement	85
Ranking Our Key Issues	87
Identifying Material Matters	87
Generating the Materiality Matrix	87
Mapping Our Material Sustainability Matters	88
Addressing Climate Change	90
Our Climate Related Disclosure	90
Catalysing Sustainable Growth	93
Supply Chain Management	93
Driving Ethical Governance	98
Upholding Professional Conduct and Business Integrity	99
Building Trust with Data Security and Responsible Advertising	101
Advancing Towards a Low-Carbon Future	104
Climate Change and Energy Consumption	105
Waste Management	107
Water Consumption	108
Creating A Thriving Workplace Culture	109
Labour Practices and Standards	110
Diversity and Inclusion	114
Health and Safety	117
Community and Society	118
Our Vision for a Resilient and Sustainable Tomorrow	119
Performance Data Table	120
SASB Index	123
GRI Content Index	124

SUSTAINABILITY STATEMENT

CONNECTING BUSINESS AND SUSTAINABILITY

As a leading company in the digital marketing arena, Innity Corporation Bhd (“Innity” or “the Group”) is committed to balance economic growth and sustainability in order to build resiliency for our stakeholders. In this 2024 statement, we detail our integration of environmental, social and governance (“ESG”) considerations into our digital marketing and media solutions, fostering innovation, enhancing shareholder value and capturing growth opportunities.

The Group conducted a reassessment of our material sustainability matters to ensure their continued relevance in addressing our evolving challenges and opportunities. We reinforced our sustainability policy by defining our commitments to ethical governance, and broadened our greenhouse gas (“GHG”) emissions reporting to encompass Scope 2 emissions from grid electricity consumption, as well as Scope 3 emissions arising from employee commuting and business travel. Further building on our efforts to address climate change, we presented our climate-related disclosures this reporting year, enhancing the transparency of our climate reporting.

In FY2024, we prioritised optimising business strategies, enhancing offerings, and fortifying our financial position to strengthen market presence and drive operational and economic excellence in the coming years. Strong economic performance remains central to achieving sustainable growth in the dynamic digital marketing landscape. These efforts reflect our dedication to ethical business practices, financial growth, and long-term environmental responsibility.

Outlining Reporting Boundaries



Our statement details the Group’s sustainability performance for the period from 1 January 2024 to 31 December 2024 (“FY2024”), presenting available data from operations in Malaysia, Singapore, Indonesia, Philippines, Vietnam, and Hong Kong. Where applicable, we include a minimum of three years of historical data to illustrate annual trends and provide a comprehensive view of our progress.

Location	Subsidiaries	Operations
Malaysia	Innity Sdn. Bhd.	Technology-based online advertising solutions and other related internet services
	Appsploration Sdn. Bhd.	Developing computer and mobile software applications
	Offerstation Sdn. Bhd.	Operate promotional of sales events information websites
	DoMedia Asia Sdn. Bhd.	Technology-based online advertising solutions and other related internet services
Singapore	Innity Singapore Pte. Ltd.	
Indonesia	PT Media Innity	
Philippines	Innity Philippines, Inc.	
Vietnam	Innity Software & Advertising Co., Ltd.	
Hong Kong	Innity China Co., Limited	
	Passionation (Hong Kong) Limited	Development of content and influencer marketing (Hong Kong)

Our reporting scope excludes operations in Taiwan, Myanmar and Cambodia, as these contribute less than 10% to Innity’s overall revenue and have limited impact on the Group’s overall sustainability performance. Likewise, Thailand is excluded as we hold no direct operational control over its activities.

Sustainability Statement (Cont'd)

Frameworks Defining Our Approach

<p>This statement was prepared in compliance with Bursa Malaysia Securities Berhad's Ace Market Listing Requirements ("AMLR") and Sustainability Reporting Guide (3rd edition).</p>	
<p>Our reporting is guided by the Sustainability Accounting Standards Board ("SASB") Industry Standard for Advertising and Marketing under Services Sector and the IFRS S2 Sustainability Disclosure Standard: Volume 56 - Internet Media & Services. We benchmarked against the Global Reporting Initiative ("GRI") Standards and United Nations Sustainable Development Goals ("UN SDGs") to provide reliable disclosures.</p>	

Ensuring Data Accuracy

Innity acknowledges the value of external assurance in providing stakeholders with reliable and accurate data, and plans to incorporate it into future reports. Currently, internal data monitoring and verification procedures are in place to ensure accuracy of all figures and claims made within this statement.

Gathering Insights for Improvement

Input from external sources enriches our sustainability practices, and we value feedback from our stakeholders on our methods, performance, and this statement. For inquiries, please contact our Corporate Department at compliancealert@innity.com.

CERTIFICATIONS AND MEMBERSHIP

Our certifications and memberships enhance our industry credibility, allowing us to expand our network reach and integrate marketplace efficiencies into our advanced digital advertisement solutions.



Registered Vendor compliant with IAB Europe's General Data Protection Regulation ("GDPR") Transparency and Consent Framework



Certified Rich Media & Ad Network Vendor for Google's DoubleClick Ad Exchange Platform



Advertising Provider for Facebook Platform




Compliant with the Viewable Impressions measurement standard

Sustainability Statement (Cont'd)


AWARDS AND RECOGNITIONS

DoMedia Asia Sdn. Bhd., a subsidiary of Innity Group, was honoured with 1 Silver and 4 Bronze trophies at the prestigious Agency of the Year (“AOTY”) and Marketing-interactive (“MARKies”) Awards 2024, organised by Advertising + Marketing Malaysia. These accolades highlight our drive for excellence across multiple areas of digital marketing.

<p>Silver</p> <ul style="list-style-type: none">• Best Account Management	
<p>Bronze</p> <ul style="list-style-type: none">• E-commerce Marketing AOTY• Mobile Marketing Agency of the Year• Most Creative Use: Social Commerce• Most Effective Use: Social Commerce	


SHOWCASING OUR SUSTAINABILITY ACHIEVEMENTS

Catalysing Sustainable Growth




Procurement budget spent on local suppliers

79%



Median frequency of advertisement exposure


± 1.56



Median reach for advertisements and marketing campaigns


± 683,789

Driving Ethical Governance




Substantiated cases of non-compliance with laws and regulations

ZERO




Employees who received anti-corruption training (52% in FY2023)

89%



Substantiated cases of corruption, bribery and whistle-blowing


ZERO



Substantiated complaints concerning breaches in customer privacy or data loss


ZERO

Advancing Towards a Low-Carbon Future



Expanded Scope 3 emissions reporting


Employee Commuting and Business Travel



Total waste diverted from disposal


365 KG

Creating a Thriving Workplace Culture




Women representation in the total workforce

55%




Reported cases of discrimination across the Group

ZERO



Employee turnover rate (29% in FY2023)

11%



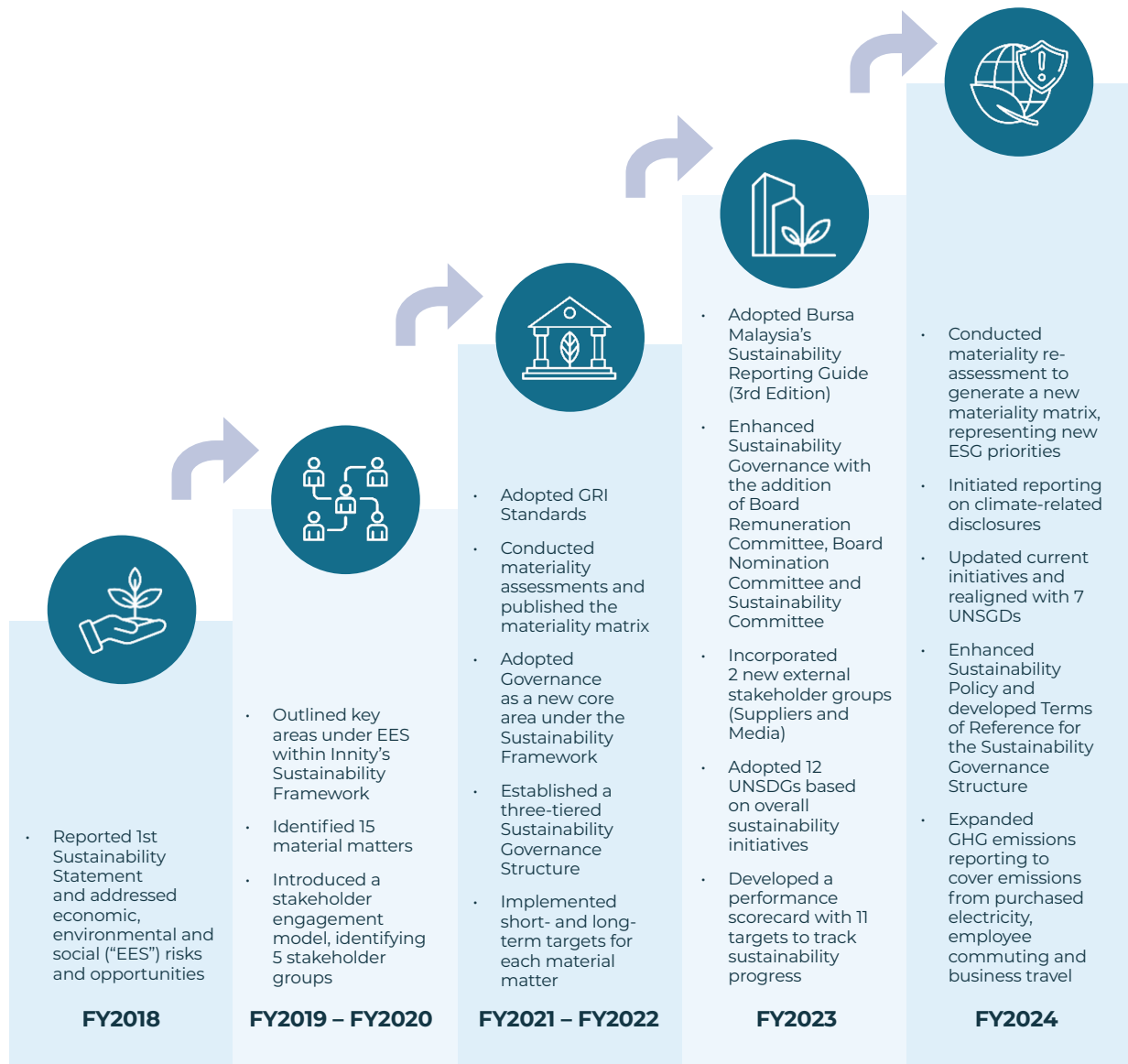
Employees who underwent annual performance appraisals

89%

Sustainability Statement (Cont'd)

SUSTAINABILITY JOURNEY

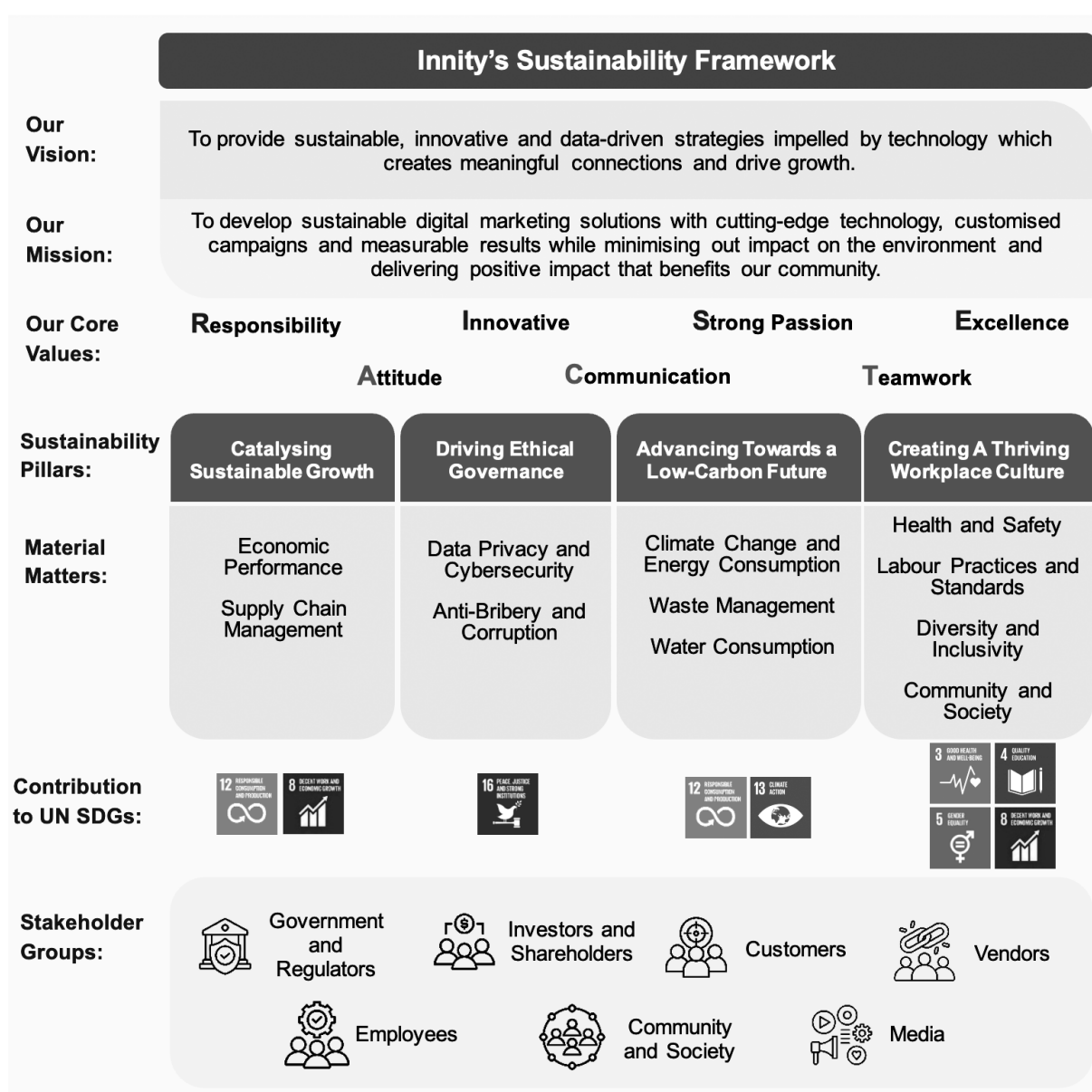
Our journey began in 2018 with the release of our first Sustainability Statement. Since then, we have consistently enhanced our reporting each year, demonstrating our commitment to advancing and leading ESG goals within our industry. As our Group progresses through the years, we remain resolute in driving continuous growth and delivering sustained value. With strategic policies and frameworks in place, we look forward to further strengthening our sustainability initiatives and maximising our ESG performance in the years ahead.



OUR APPROACH TO SUSTAINABILITY

Our Sustainability Framework

Our sustainability framework embodies our corporate vision and mission, systematically addressing ESG issues to enhance our financial performance and resilience. Structured around four key focus areas, our framework targets specific sustainability matters essential to our operations and valued by stakeholders. By implementing this framework, we aim to meet stakeholder needs, minimise our environmental footprint, and positively impact local communities.



OUR APPROACH TO SUSTAINABILITY (CONT'D)

Sustainability Policy

Innity's Sustainability Policy is an overarching guideline that serves to reinforce our sustainability initiatives, steering our strategies, policies and procedures in alignment with our long-term commitments across all aspects of our operations. It was enhanced in FY2024 to include our new commitments toward ethical governance.

Catalysing Sustainable Growth

- Implement good corporate governance practices and uphold the highest level of ethics and integrity in our business operations
- Regularly assess and update policies as needed to ensure compliance with all relevant laws, regulations and industry standards
- Engage with our stakeholders to provide them accurate disclosures of our sustainability practices, performance and goals, integrating their needs and perspectives into our decision-making processes

Driving Ethical Governance

- Achieve and maintain our profitability through responsible financial management, innovative technological advancement, effective resource management and workflow optimisation
- Cultivate and sustain strategic alliances that drive shared value, enhance our market position and contribute to economic sustainability
- Continuously seek opportunities for strategic growth and market expansion to enhance positive brand reputation, positioning the Group as a leading online advertising solutions provider

Advancing Towards a Low-Carbon Future

- Enhance energy efficiency and minimise our carbon footprint by optimising our digital infrastructure
- Minimise wastage in our energy and water consumption through mindful usage practices, ensuring responsible stewardship of these vital resources
- Adopt the principles of Reduce, Reuse, Recycle (3R), as well as strive to maximise resource efficiency, improve productivity, and minimise waste generation across our operations

Creating A Thriving Workplace Culture

- Maintain a safe and healthy working environment and provide fair treatment to employees
- Encourage employee development through training programmes, career advancement opportunities and performance recognition
- Foster a culture of diversity and inclusion that promotes equal opportunities and eliminates discrimination

Sustainability Statement (Cont'd)

83

OUR APPROACH TO SUSTAINABILITY (CONT'D)

Broadening Our Sustainability Impact**United Nations Sustainable Development Goals ("UN SDGs")**

We retained seven UN SDGs, focusing on targets most relevant to our digital marketing and media solutions operations. Through strategic alignment with these goals, we aim to meaningfully contribute to the 2030 Agenda for Sustainable Development, a global effort to foster peace and protect the environment.











<div data-bbox="277 770 379 869"> 3 GOOD HEALTH AND WELL-BEING </div> <div data-bbox="411 779 756 833"> Target 3.8: Achieve universal health coverage </div> <div data-bbox="277 904 772 1016"> Our Initiatives: <ul style="list-style-type: none"> Offered core (i.e., insurance coverage) and flexible (i.e., lifestyle health and wellness) health benefits for employees </div>	<div data-bbox="826 770 928 869"> 4 QUALITY EDUCATION </div> <div data-bbox="944 779 1318 855"> Target 4.4: Increase the number of people with relevant skills for financial success </div> <div data-bbox="826 904 1318 1016"> Our Initiatives: <ul style="list-style-type: none"> Provided 1,437 hours of comprehensive knowledge-based and skill-based training programmes for employees </div>
<div data-bbox="277 1055 379 1153"> 5 GENDER EQUALITY </div> <div data-bbox="411 1064 769 1120"> Target 5.1: End discrimination against women and girls </div> <div data-bbox="277 1182 772 1323"> Our Initiatives: <ul style="list-style-type: none"> Implemented a comprehensive Diversity Policy to prohibit all forms of discrimination 55% of the workforce consists of women in FY2024 </div>	<div data-bbox="826 1055 928 1153"> 8 DECENT WORK AND ECONOMIC GROWTH </div> <div data-bbox="944 1064 1318 1137"> Target 8.8 Protect labour rights and promote safe and secure working environments for all workers </div> <div data-bbox="826 1182 1318 1317"> Our Initiatives: <ul style="list-style-type: none"> Adhered to all pertinent employment laws, labour standards, and local regulations in the various regulatory jurisdictions </div>
<div data-bbox="277 1361 379 1460"> 12 RESPONSIBLE CONSUMPTION AND PRODUCTION </div> <div data-bbox="411 1370 756 1447"> Target 12.2: Sustainable management and use of natural resources </div> <div data-bbox="277 1491 772 1646"> Our Initiatives: <ul style="list-style-type: none"> Conducted regular inspections and promptly repaired leaks in plumbing or water fixtures within the office Implemented remote work policies to reduce water consumption at the facilities and amenities </div>	<div data-bbox="836 1370 1318 1424"> Target 12.5 Substantially reduce waste generation </div> <div data-bbox="826 1491 1318 1668"> Our Initiatives: <ul style="list-style-type: none"> Adopted electronic leave and attendance system to reduce paper wastage Implemented a waste segregation programme for e-waste, paper, plastic and aluminium cans to enhance waste management practices Recycled 365 kg of e-waste in FY2024 </div>
<div data-bbox="277 1765 379 1863"> 13 CLIMATE ACTION </div> <div data-bbox="411 1774 769 1827"> Target 13.2 Integrate climate change measures into policies and planning </div> <div data-bbox="277 1895 772 2092"> Our Initiatives: <ul style="list-style-type: none"> Installed energy-saving light-emitting diode ("LED") lighting in the office Implemented flexible working arrangement to reduce energy consumption at the office Conducted regular energy audits to identify areas of improvement and implemented energy-saving measures </div>	<div data-bbox="826 1765 928 1863"> 16 PEACE, JUSTICE AND STRONG INSTITUTIONS </div> <div data-bbox="944 1774 1318 1850"> Target 16.5 Substantially reduce corruption and bribery in all their forms </div> <div data-bbox="826 1895 1318 2072"> Our Initiatives: <ul style="list-style-type: none"> Implemented Business Code of Conduct, Anti-Bribery and Corruption Policy and Whistle-blowing Policy Conducted anti-corruption training for employees with 89% participation rate in FY2024 Zero reported cases of corruption in FY2024 </div>

OUR APPROACH TO SUSTAINABILITY (CONT'D)

Key Performance Indicators

United Nations Sustainable Development Goals ("UN SDGs")

Key Performance Indicators ("KPIs") serve as essential quantifiable metrics that allow us to accurately track our sustainability performance and progress over a specified period. By analysing these KPIs, we can identify potential areas for improvement and make informed decisions to drive continued enhancement. Introduced in FY2023, our KPIs have been further refined to enhance measurability and set time-bound targets, ensuring our sustainability efforts are actionable and aligned with our objectives.

		 Achieved	 In Progress
Material Matters	FY2026 Targets	FY2024 Progress	
Catalysing Sustainable Growth			
Supply Chain Management	Maintain spending on local publishers at greater than 80%		Achieved local publishers spending at 79%. Continue tracking for improvement.
Driving Ethical Governance			
Data Privacy and Security	Maintain valid certification under Information Security Management Systems certification (ISO 27001:2022)		Maintained in FY2024
Anti-Bribery and Corruption	Maintain zero confirmed incidents of corruption activity throughout the reporting year		Zero substantiated incidents of bribery and corruption
Advancing Towards a Low-Carbon Future			
Climate Change and Energy Consumption	To establish a baseline year for GHG emissions		Continue tracking and monitoring of GHG emissions across the Group.
Waste Management	Ensure that 100% of e-waste is recycled through licensed e-waste recyclers		100% of e-waste generated at Indonesia office was recycled
Creating A Thriving Workplace Culture			
Health and Safety	Achieve zero recorded health and safety incidents during all outdoor campaigns conducted throughout the reporting year		Zero recorded health and safety incidents
Labour Practices and Standards	Achieve an employee turnover rate below 20%		Recorded turnover rate at 11%
Diversity and Inclusion	Ensure that 50% of management-level leadership roles are held by women		57% of women representation (management and senior management)

Sustainability Statement (Cont'd)

OUR APPROACH TO SUSTAINABILITY (CONT'D)

Sustainability Governance

Effective governance is the foundation of an ethical corporate culture, ensuring high standards of operational conduct that foster trust among our stakeholders. Innity is committed to upholding governmental integrity and has implemented a four-tier governance structure to support this. This structure clearly delineates the roles and responsibilities of each tier, allowing for seamless integration of sustainability practices across the Group.

Innity's Sustainability Governance Structure




At the helm of our governance structure is the Board entrusted with the strategic oversight of the Group's sustainability agenda. The Board is responsible for identifying opportunities and managing risks related to climate change, with support from the ARMC through delegated authority.

The ARMC evaluates the adequacy and reliability of the Group's internal controls and oversees assurance activities concerning sustainability reporting. Supporting the ARMC is our SC, led by the Corporate Strategy Director which ensures the strategic management of sustainability and climate-related risks and opportunities, as well as material sustainability matters for the Group.

Beneath the SC, the SWG, comprising middle management from our operating countries and units, tasked with the day-to-day implementation of sustainability strategies and plans.

DEEPENING OUR INSIGHT WITH STAKEHOLDER ENGAGEMENT

Recognising that stakeholder perspectives are crucial to our decision-making, Innity actively engages in dialogue across multiple channels to understand their expectations. By gaining insights into their concerns and interests, we tailor our responses and sustainability initiatives to align closely with their expectations, fostering positive change throughout our value chain.

Stakeholders	Area of Interest	Innity's Response	Method of Engagement
Government and Regulators			
Engaging with government and regulators ensures compliance with laws and regulations, facilitating smooth navigation of regulatory changes across all operating countries.			
	<ul style="list-style-type: none"> • Legal & Regulatory Compliance 	<ul style="list-style-type: none"> • Conduct regular reviews and monitoring of the risk register, including assessment of climate-related risks • Ensure full compliance with regulatory requirements • Support government initiatives aimed at sustainability and social responsibility 	<ol style="list-style-type: none"> 1 Compliance of relevant legal and regulatory framework 2 Participation in government and regulatory events

Legends:

1 On-going
2 As Required
3 Quarterly
4 Annually

Sustainability Statement (Cont'd)

DEEPENING OUR INSIGHT WITH STAKEHOLDER ENGAGEMENT (CONT'D)

Stakeholders	Area of Interest	Innity's Response	Method of Engagement
Investors and Shareholders			
Engaging with investors and shareholders builds transparency and trust, secures investment and supports informed decision-making.			
	<ul style="list-style-type: none"> Group's business performance Market conditions and future trends Business strategies and future plan Good management and corporate governance Mitigation and adaptation to climate change 	<ul style="list-style-type: none"> Providing timely updates on the Group's strategy and financial performance through investor briefings and announcements Ensuring adherence to good governance practices throughout the Group and our supply chain Monitoring sustainability performance and targets closely 	<ul style="list-style-type: none"> 4 Annual General Meetings 2 Extraordinary General Meetings 2 Bursa announcements 4 Annual reports 3 Quarterly reports 2 Company websites 2 Analysts' briefings 2 Press interviews/ releases
Vendors			
Strong partnerships with vendors lead to better terms, quality, and innovation, fostering collaboration on new marketing solutions and technology.			
	<ul style="list-style-type: none"> Efficient procurement processes Transparency in procurement processes Capacity-building for vendors 	<ul style="list-style-type: none"> Enhance efficiency through the digitalisation of procurement processes Prioritise transparent procurement processes Provide regular updates on new initiatives to vendors to enhance their skills Ensure vendors' compliance with the Group's Health and Safety policies, Code of Conduct, and relevant procedures 	<ul style="list-style-type: none"> 2 Capacity development Initiatives 2 Supplier assessment 1 Performance appraisals
Customers			
Engaging with customers is essential to understanding their needs and preferences, driving effective and targeted advertising campaigns.			
	<ul style="list-style-type: none"> Regular updates on product development Sustaining long-term relationships Effective campaign strategies and compelling content creation Customer experience Consumer data privacy 	<ul style="list-style-type: none"> Adhere to the Personal Data Protection Act 2010 and achieved ISO 27001:2022 Information Security Management Systems certification Adhere to quality standards including the TAG Brand Safety Certified Programme, TAG Certified Against Fraud Programme and IAB Transparency and Consent Framework Periodic engage with customers to introduce new product and services 	<ul style="list-style-type: none"> 1 Regular dialogues 1 Customer support channels 2 Site visits to customer 2 Public engagement events
Employees			
Prioritising employee engagement creates a motivated workforce through clear communication, enhancing employees' satisfaction and retention.			
	<ul style="list-style-type: none"> Communication & engagement Health & safety at the workplace Conduciveness of working environment Career development and upskilling Remuneration and benefits Business strategic direction 	<ul style="list-style-type: none"> Provide transparent communication channels for employees Ensure equal employment opportunities, free from discrimination Provide competitive benefits and remuneration packages in line with industry standards Offer relevant upskilling and development opportunities Ensure compliance with the Occupational Safety and Health (Amendment) Act 2022 Implement flexible work arrangements to support work-life balance 	<ul style="list-style-type: none"> 1 Internal communications 2 Meeting and brainstorming sessions 2 Training and development programmes 2 Breakout and team building sessions 2 Employee engagement programmes and events 4 Appraisal and performance reviews 4 Townhall meetings
Community and Society			
Engaging with the community and society builds a positive brand image and supports corporate social responsibility, strengthening local ties and enhancing reputation.			
	<ul style="list-style-type: none"> Initiate/Participate in community activities Healthy and sustainable built environment 	<ul style="list-style-type: none"> Engage in periodic dialogues with local communities and non-governmental organisations ("NGOs") to address their concerns Seek to invest in welfare initiatives to enhance community well-being 	<ul style="list-style-type: none"> 1 Initiate/participate in conservation of resources based on 3R concept (i.e., reduce, reuse & recycle) 1 Community programmes
Media			
Building strong media relationships ensures effective coverage, enhances Innity's public profile and helps manage public perception, which in turn attracts clients and partners.			
	<ul style="list-style-type: none"> Maintain transparency in communicating information and updates regarding business performance and initiatives, including those related to ESG and community impact programmes 	<ul style="list-style-type: none"> Regularly engage with media through mainstream news and information channels 	<ul style="list-style-type: none"> 2 Placement of advertorials 2 Conducting media briefings and providing press kits 2 Issuing media releases and participating in interviews
Legends: 1 On-going 2 As Required 3 Quarterly 4 Annually			

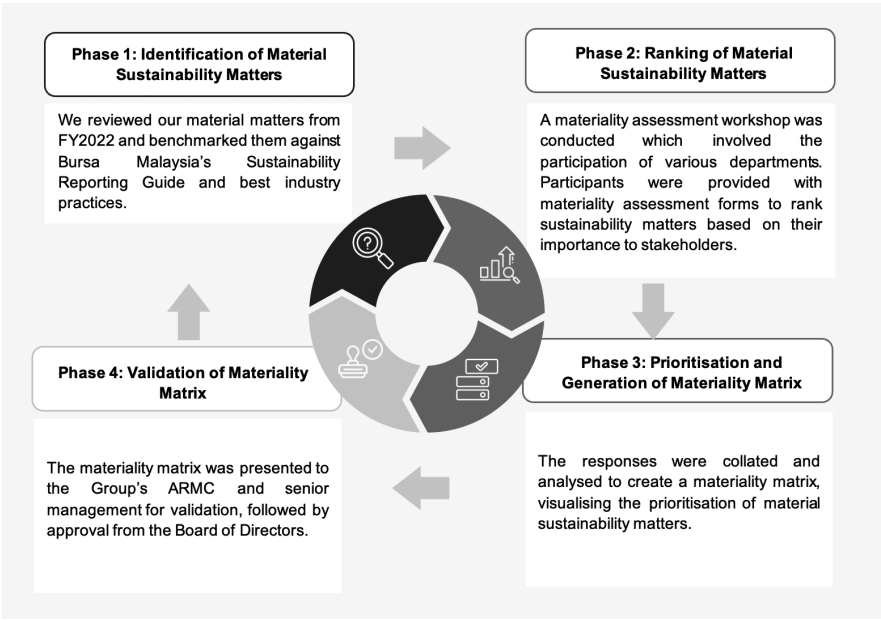
Sustainability Statement (Cont'd)

RANKING OUR KEY ISSUES

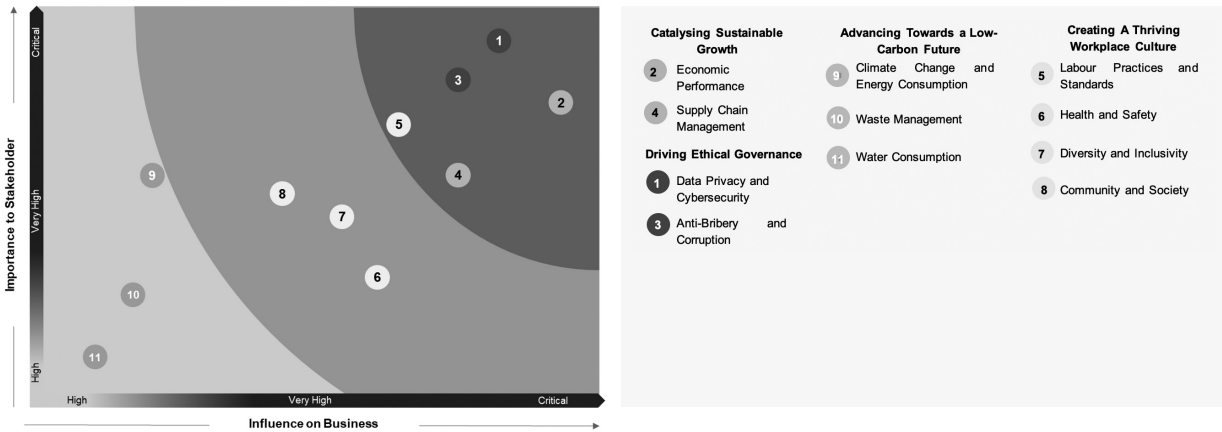
Identifying Material Matters

Materiality assessments are crucial to identifying the most significant matters impacting our business and stakeholders. Insights gleaned from these assessments allow us to understand the impact of our operations on the economy, environment and community. They also keep us abreast of the diverse interests of our stakeholders. Identifying these material concerns thus allows us to effectively allocate resources, mitigate risks and capitalise on opportunities.

This year, we conducted a materiality reassessment to ensure our priorities align with recent sustainability trends and the evolving industry landscape.



Generating the Materiality Matrix



The top five material matters in the critical segment were Data Privacy and Cybersecurity, Economic Performance, Anti-Bribery and Corruption, Supply Chain Management and Labour Practices and Standards.

Sustainability Statement (Cont'd)

RANKING OUR KEY ISSUES (CONT'D)

Mapping Our Material Sustainability Matters




We categorise each identified material matter based on its alignment with our sustainability pillars, the adopted UN SDGs and relevant stakeholder groups. This approach helps us understand the intricate connections between various aspects, enabling us to develop targeted actions for a more impactful approach.

Catalysing Sustainable Growth			
Material Sustainability Matters	Our Approach	Stakeholders	UN SDGs
Economic Performance	Focus on sustainable growth by optimising resource efficiency, driving innovation, contributing to the local economy and ensuring financial stability to deliver long-term value to shareholders.		
Supply Chain Management	Maintain responsible supply chains by cultivating ethical partnerships and promoting ESG awareness.		

Driving Ethical Governance			
Material Sustainability Matters	Our Approach	Stakeholders	UN SDGs
Anti-Bribery and Corruption	Uphold high ethical standards by enforcing anti-bribery policies and providing regular compliance training for all employees.		
Data Privacy and Cybersecurity	Safeguard client data with strong cybersecurity measures, compliance with privacy regulations, and enhance systems against emerging threats.		

Sustainability Statement (Cont'd)

RANKING OUR KEY ISSUES (CONT'D)
Mapping Our Material Sustainability Matters (Cont'd)

Advancing Towards a Low-Carbon Future			
Material Sustainability Matters	Our Approach	Stakeholders	UN SDGs
Climate Change and Energy Efficiency	Reduce our carbon footprint by identifying and managing climate-related risks and opportunities.		 
Waste Management	Reduce waste generation through responsible disposal practices, continuously improving sustainable waste management.		
Water Management	Promote sustainable water consumption by implementing water conservation initiatives in offices.		

Creating A Thriving Workplace Culture			
Material Sustainability Matters	Our Approach	Stakeholders	UN SDGs
Health and Safety	Prioritise employee well-being by fostering a supportive work environment, offering regular wellness programmes, and promoting a culture of work-life balance.		   
Labour Practices and Standards	Ensure fair labour practices with safe working conditions, fair compensation, and compliance with labour standards.		
Diversity and Inclusivity	Encourage diversity and inclusion by promoting equal opportunities, fostering respect, and eliminating discrimination in the workplace.		
Community and Society	Foster positive societal impact by actively engaging with local communities to make a meaningful difference in the lives of those we serve.		

ADDRESSING CLIMATE CHANGE

Our Climate Related Disclosure

Recognising that climate change poses a significant global challenge, Innity is committed to assess the environmental impact of our business activities and integrating sustainability into our digital advertising and marketing solutions. This reporting year, we initiated our climate-related disclosure journey and will continue enhancing our climate reporting to meet evolving standards and regulatory requirements, providing transparent insights that inform decisions and strengthen our climate strategy.

Governance

The Board provides strategic oversight of climate-related risks and opportunities, supported by the management team in evaluating and managing climate-related issues. In FY2024, the Board participated in five sustainability training sessions to stay informed on emerging climate challenges.

Oversight and Management of Climate-Related Risks and Opportunities	
Board's Oversight	Management's Role
<ul style="list-style-type: none"> The Board oversees Economic, Environmental, Social and Governance-related risks, including climate risks, within the Group's strategy and risk management The ARMC supports the Board by integrating sustainability into planning and long-term strategy 	<ul style="list-style-type: none"> The SC assists the ARMC manage sustainability and climate risks, track material issues, and reporting progress semi-annually to the Board The SWG implements, monitors, and reports on sustainability performance to the Committee

Strategy

The resilience of the Group's strategy relies on adapting to changing conditions and emerging risks. Aligning the Group's strategy with identified risks and opportunities is key to achieving this.

Transition Risks	
Potential Impacts	Opportunities
Policy and Legal: Effects of current and emerging regulations	
<ul style="list-style-type: none"> Costs incurred from adhering to climate-related laws, regulations, policies or increased reporting requirements across our operating countries 	<ul style="list-style-type: none"> Investing in internal expertise and resources strengthens compliance and minimises potential costs associated with climate-related risks
Technology: Transitioning to lower-emission alternatives	
<ul style="list-style-type: none"> Costs associated with adopting new tools and platforms for the transition to lower-emission technologies Risk of falling behind competitors who have already adopted low-carbon solutions 	<ul style="list-style-type: none"> Adopting low-emission technologies, such as green cloud services, provides us a competitive edge in the market
Market: Adapting to client's behaviour and aligning with investor expectations	
<ul style="list-style-type: none"> Clients are increasingly demanding lower-carbon advertising solutions, driving the need to adopt greener technologies and invest in low-energy platforms. 	<ul style="list-style-type: none"> Developing sustainable marketing solutions, such as carbon-neutral advertising and green media buying practices, attracts environmentally conscious clients and enhances brand reputation

Sustainability Statement (Cont'd)

91

ADDRESSING CLIMATE CHANGE (CONT'D)

Our Climate Related Disclosure (Cont'd)

Transition Risks	
Potential Impacts	Opportunities
Reputational: Increased stakeholder concerns or negative stakeholder feedback	
<ul style="list-style-type: none"> Misrepresenting environmental claims in marketing content can undermine our public trust and credibility Working with non-sustainable organisations may jeopardise our reputation 	<ul style="list-style-type: none"> Investing in employee training on sustainability standards and responsible communication practices ensures credible environmental claims and strengthens our market position Assessing the climate impact of prospective clients, particularly in high-scrutiny industries, enables strategic partnerships and enhances our credibility

Physical Risks	
Potential Impacts	Opportunities
Acute: Exposure to increasingly frequent and severe extreme weather events such as floods, storms and heat waves	
<ul style="list-style-type: none"> Interruption of office operations caused by power outages can lead to data loss and service delays to clients Disruption to outdoor marketing campaigns, which poses health and safety risks for both employees and vendors 	<ul style="list-style-type: none"> Enhancing remote work capabilities allows employees to maintain productivity during outages Establishing a comprehensive business continuity plan enables the quick restoration of business activities during disruptions, ensuring resilience and operational stability Developing and implementing enhanced safety protocols for employees and vendors involved in outdoor campaigns ensures their well-being
Chronic: Exposure to prolonged shifts in climate, including rising average temperatures and shifts in precipitation patterns	
<ul style="list-style-type: none"> Rising office operational costs due to higher energy demands for cooling during increased degree days Rising operational costs for data centres, driven by extreme weather affecting traditional fuel prices, are expected to increase Innity's expenses for procuring cloud computing services 	<ul style="list-style-type: none"> Implementing energy-efficient technologies such as smart thermostats and LED lighting reduces energy costs Adopting a hybrid work model that optimises office space and lowers overall energy consumption Transitioning to sustainable cloud providers utilising renewable energy sources mitigates exposure to fossil fuel price volatility

Risk Management

The Group's Enterprise Risk Management ("ERM") Framework systematically manages all risks, including climate-related risks, by identifying, assessing, and mitigating potential impacts.

The ARMC oversees the process, setting performance targets and policies for the Management Risk Committee ("MRC") to implement. Designated risk owners continuously monitor and review risks to ensure all identified risks remain within the Group's defined risk appetite.

ADDRESSING CLIMATE CHANGE (CONT'D)

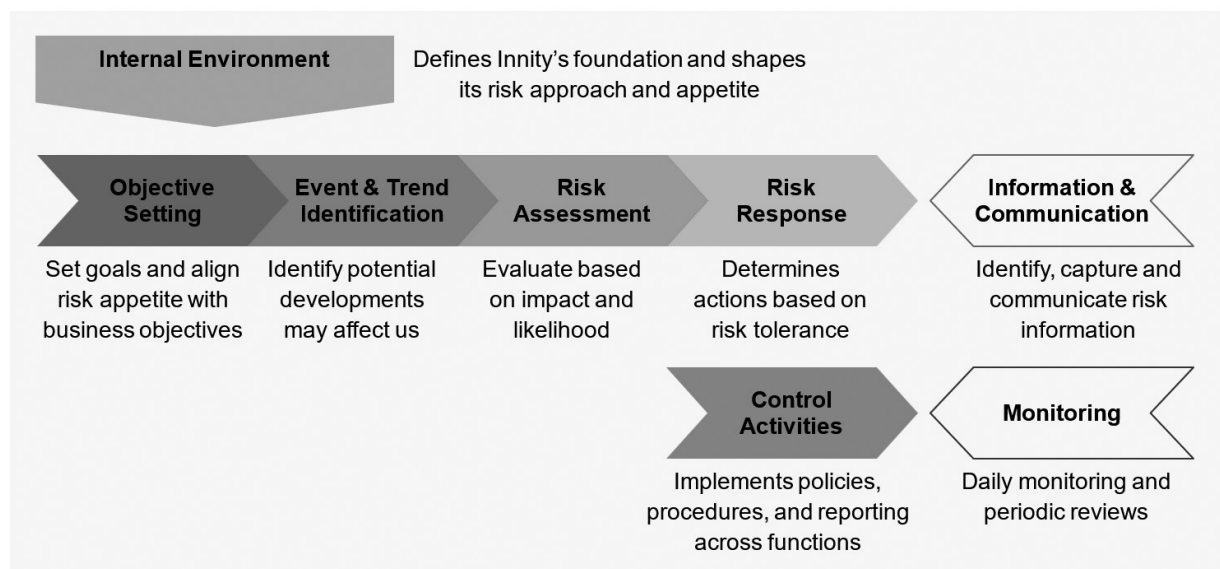
Our Climate Related Disclosure (Cont'd)

Risk Management (Cont'd)

The Group's Enterprise Risk Management ("ERM") Framework systematically manages all risks, including climate-related risks, by identifying, assessing, and mitigating potential impacts.

The ARMC oversees the process, setting performance targets and policies for the Management Risk Committee ("MRC") to implement. Designated risk owners continuously monitor and review risks to ensure all identified risks remain within the Group's defined risk appetite.

Risk Management Process



Metrics and Targets

The Group has compiled data to monitor our climate-related performance using the following metrics:

- Scope 2, and limited Scope 3 emissions (covering business travel, employee commuting, and virtual machines), measured in tonnes of carbon dioxide equivalent ("tCO₂e")
- Energy consumption, measured in gigajoules ("GJ")
- Waste recycled, measured in kilograms ("kg")
- Water consumption, measured in megalitres ("m³")

All GHG emission data is prepared in accordance with the GHG Protocol Corporate Accounting and Reporting Standard. Scope 1 emissions are not applicable to Innity, as the Group neither owns nor has direct control over vehicles or machinery.

Catalysing Sustainable Growth

Strong economic performance is a key driver of sustainable growth in the dynamic digital marketing landscape. In FY2024, we focused on optimising business strategies, enhancing our offerings and fortifying our financial position. These initiatives aim to strengthen our market presence and elevate both operational and economic excellence in the coming financial years.



Material Sustainability Matters

- Economic Performance
- Supply Chain Management

Key Stakeholder Groups



Key Highlights in FY2024

79%

Procurement budget
spent on local suppliers

± 1.56

Median frequency of
advertisement
exposure

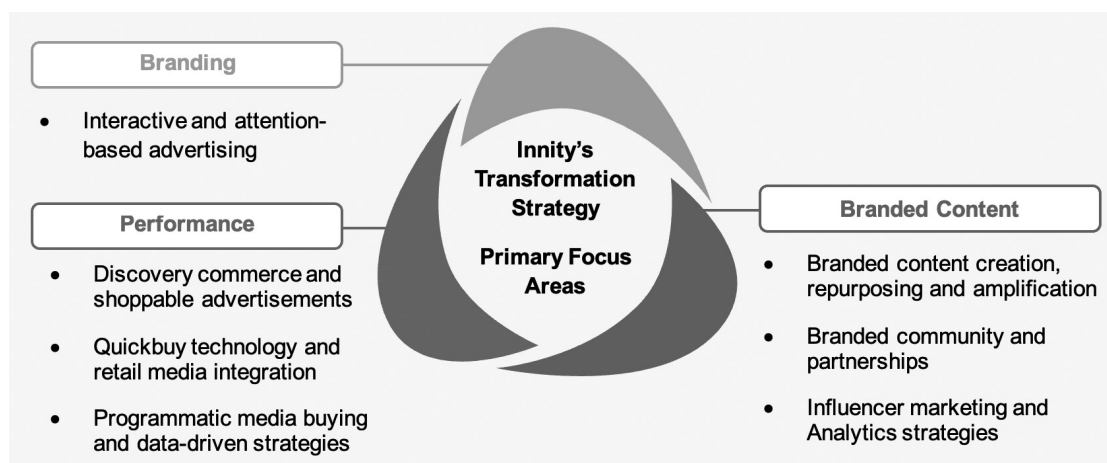
± 683,789

Median reach for
advertisements and
marketing campaigns

CATALYSING SUSTAINABLE GROWTH (CONT'D)

Driving Excellence Through Economic Growth Strategies

Innity's Transformation Strategy focuses on enhancing Innity's advertising offerings and addressing key challenges in the market. The strategy emphasises the development of campaigns that combine branding and performance elements to drive immediate and long-term results for clients.



In FY2024, the Group developed a business plan to strengthen Innity's financial position by analysing financial statements, evaluating key financial KPIs, and conducting a Strengths, Weaknesses, Opportunities, and Threats ("SWOT") analysis to identify areas for improvement and strategic advantages.

Strategic Objectives and Action Plan

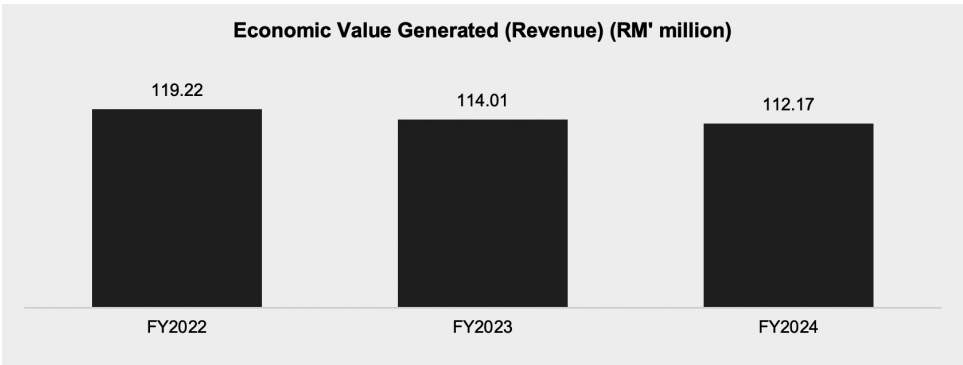
Revenue Enhancement	Cost Reduction
<ul style="list-style-type: none"> Develop strategies to increase market share in existing markets Introduce new products or services that meet market demand Adjust pricing strategies to enhance profitability and competitiveness 	<ul style="list-style-type: none"> Streamline operations to enhance efficiency and reduce waste Negotiate better contract terms with suppliers Implement cost-saving technologies to improve efficiency and reduce costs
Debt Management	Financial Discipline
<ul style="list-style-type: none"> Refinance to lower interest rates on existing debt Optimise inventory management and accounts receivable to enhance cash flow Explore debt restructuring options if necessary 	<ul style="list-style-type: none"> Strengthen financial controls and reporting processes Develop and adhere to detailed budgets Regularly monitor key financial metrics and performance indicators

CATALYSING SUSTAINABLE GROWTH (CONT'D)

Driving Excellence Through Economic Growth Strategies (Cont'd)

Economic Performance

In FY2024, the Group generated a revenue of RM 112.17 million.



Advertising and Marketing Campaign Performance Metrics

Advertising and marketing are central to our operations, fuelling both our business and our clients' success. The metrics below demonstrate our effectiveness in reaching and engaging our target audience, providing an assessment of the impact of the campaigns we create.

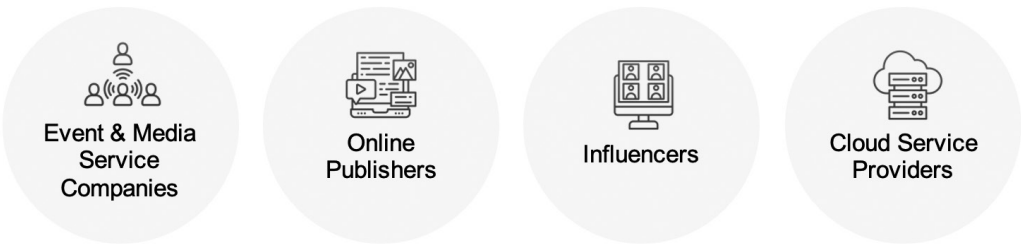
Campaigns Performance Metrics	FY2023	FY2024
Median reach of advertisements and marketing campaigns	Approximately 453,000	Approximately 683,789
Median frequency of advertisements exposures	Approximately 1.80	Approximately 1.56

Supply Chain Management

Our operations depend on a consistent supply of services and resources. By strategically partnering with environmentally conscious vendors that align with our ESG goals, we can integrate sustainability into all aspects of our business, even those indirectly related to our core operations.

Our Vendors

As a digital marketing and media solutions company, Innity collaborates with a diverse range of vendors to meet our operational needs.

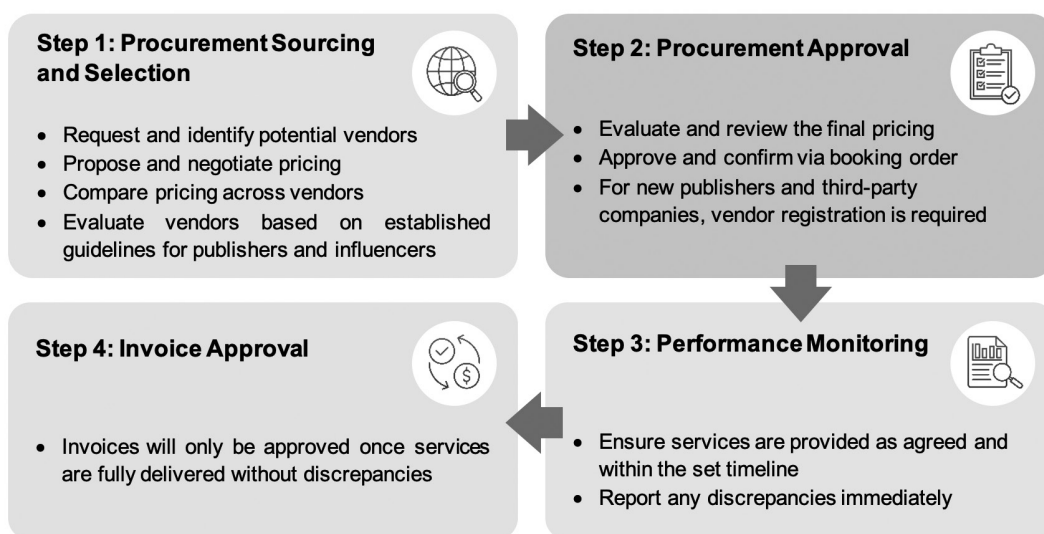


CATALYSING SUSTAINABLE GROWTH (CONT'D)

Supply Chain Management (Cont'd)

Vendor Acquisition Process

This reporting year, we have enhanced our vendor acquisition process to improve vendor management, mitigate risks, ensure compliance, and facilitate audits. The process promotes a culture of integrity, trust, and accountability in all business dealings between Innity and our vendors.



We conduct thorough screening and assessment on our vendors, ensuring that tenders are awarded to the most reputable and qualified candidates. Vendors are evaluated and classified based on their maturity level, subject to annual performance reviews, and assessed against internal risk mitigation criteria. All vendors must comply with Innity's ethical business practices, which include a zero-tolerance policy on corruption, efforts to minimise environmental impact, and the protection of employee and worker rights.

New Vendor Registration

We require all new vendors to complete:

- ✓ New Vendor Registration Form
- ✓ Anti-bribery and corruption declaration form
- ✓ Anti-corruption and conflict of interest questionnaires
- ✓ Procurement Supplier Registration Form (includes environment and social assessment for companies)

Review on Existing Vendors

We conduct reviews of all current vendors to develop a preferred vendor list, streamlining the process of identifying trusted and approved suppliers. This strategy reduces time spent on searching and vetting, resulting in more effective supplier relationships.

Selection Criteria for Preferred Vendors:

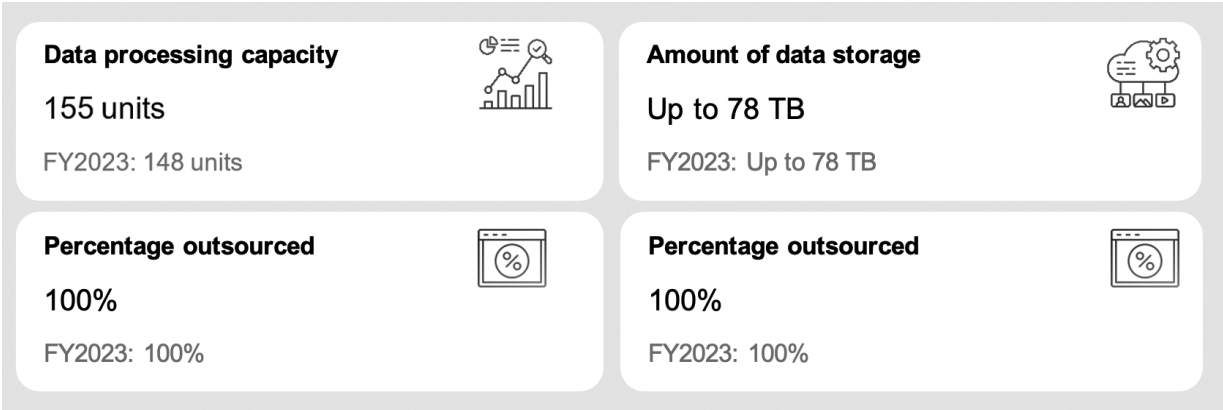
- ✓ **Quality:** Consistently high-quality goods and services
- ✓ **Pricing:** Competitive and fair pricing
- ✓ **Delivery:** Timely and reliable delivery performance

CATALYSING SUSTAINABLE GROWTH (CONT'D)

Supply Chain Management (Cont'd)

Data Management Outsourcing

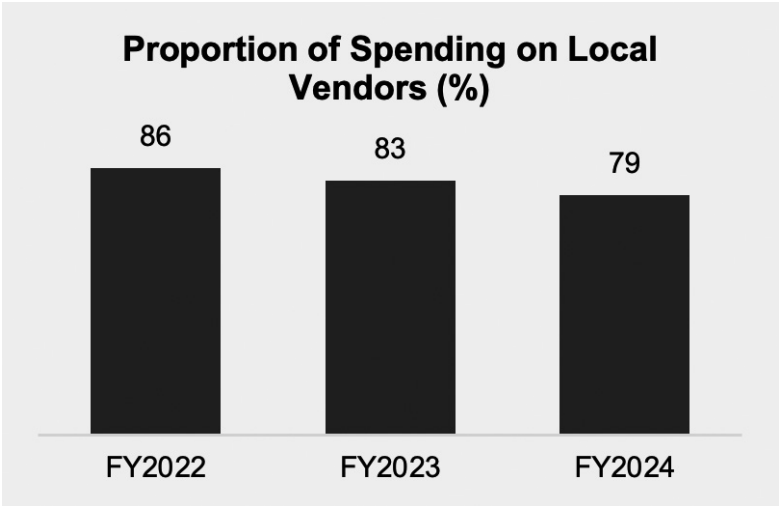
Our data management strategy leverages cloud service providers to effectively address our growing data needs while maintaining a focus on delivering high-quality advertising solutions to our clients. We have outsourced 100% of our data processing and storage requirements, enabling us to manage the large volumes of data generated by our advertising campaigns without relying on in-house infrastructure.



In line with our operational priorities, we prioritise sourcing products and services from local vendors whenever feasible. In FY2024, we spent 79% of our procurement on local vendors.

Notes:

1. The proportion of spending on local vendors excludes expenditures related to cloud service providers.



Driving Ethical Governance

Innity's commitment to responsible governance ensures ethical practices, data privacy, and regulatory compliance, fostering trust with clients and consumers. We manage risks through effective measures, enhancing transparency and supporting long-term sustainability in an ever-evolving digital landscape.



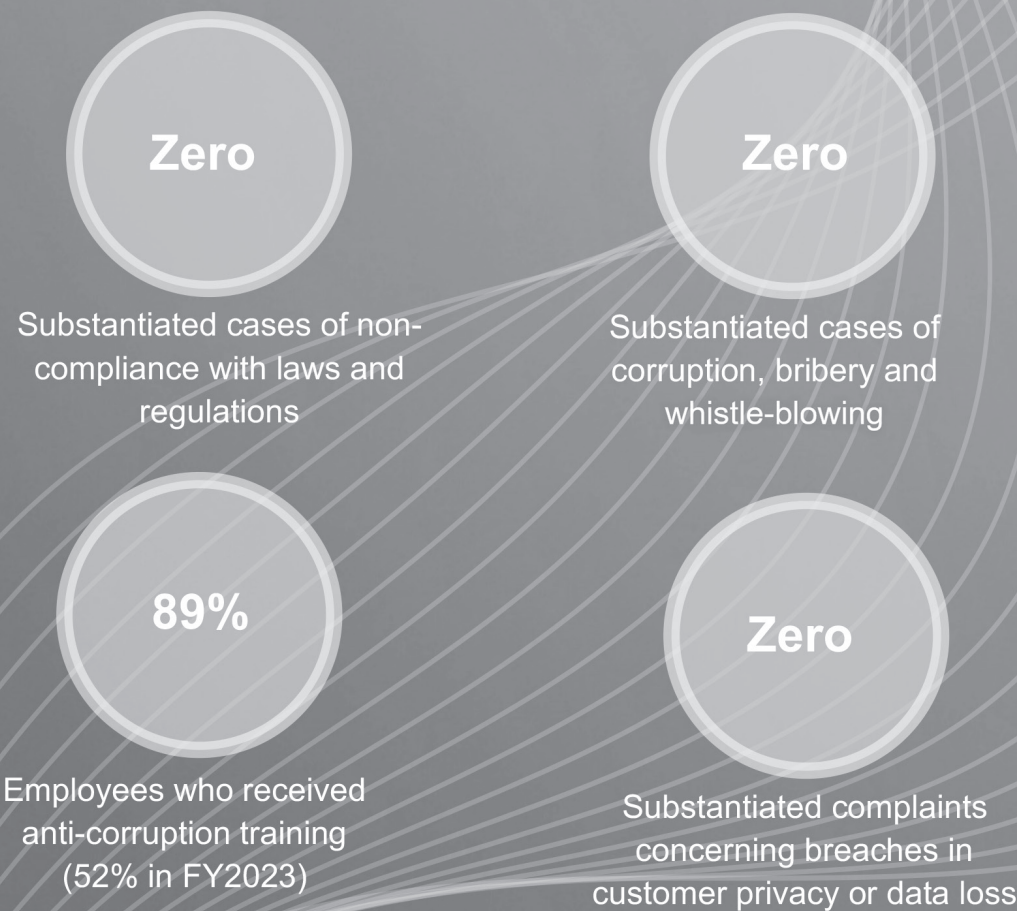
Material Sustainability Matters

- Anti-Bribery and Corruption
- Data Privacy and Cybersecurity

Key Stakeholder Groups



Key Highlights in FY2024



DRIVING ETHICAL GOVERNANCE (CONT'D)

Upholding Professional Conduct and Business Integrity

Sound governance forms the foundation of our operations, enabling us to maintain high standards of conduct and effectively manage risks. Adhering to ethical principles facilitates our compliance with anti-corruption and ethical standards, mitigating potential legal and other associated risks.

Compliance with Regional Laws and Regulations

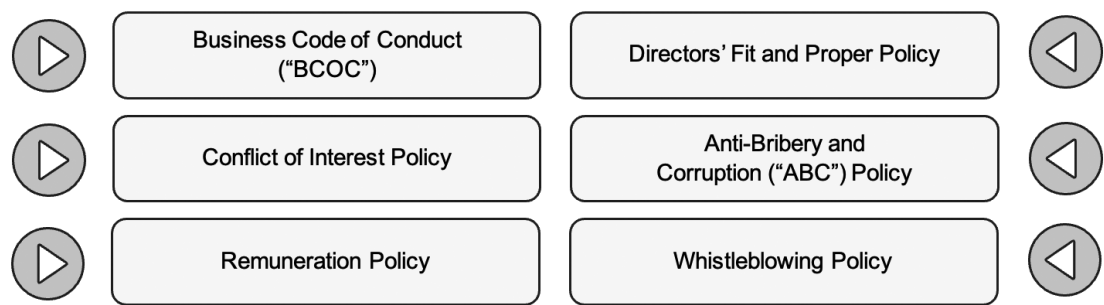
Our subsidiaries across various regions in Asia adhere to all applicable laws and regulations, ensuring that our business practices remain ethical, legal, and aligned with regional requirements. The Group has established an internal system procedure to ensure strict adherence to Bursa Malaysia's AMLR, and compliance obligations in operational locations.

The Group maintained our record of zero reported cases of non-compliance with laws or regulations related to our business operations throughout FY2024.

Corporate Governance Principles and Policies

To promote ethical standards and uphold sound corporate governance, our Board Charter incorporates the Principles and Practices of the Malaysian Code on Corporate Governance ("MCCG"), the AMLR and relevant sections of the Companies Act 2016 regarding Directors' duties and responsibilities. The Charter serves as a guide for defining the Board's roles, functions, operations, and processes. It is reviewed on a regular basis and updated to stay current with regulatory requirements.

To establish the fundamental principles of Innity's corporate governance, the Group has implemented the following policies:



To ensure compliance with Innity's ethical standards and adherence to company policies, all new employees must sign a statement agreeing to the BCOC and complete an induction programme covering the BCOC and other relevant policies. Employees are required to reaffirm their compliance periodically and participate in annual briefings to maintain their understanding of these policies. Policies are communicated during the induction programme and through ongoing training sessions as needed. The BCOC and other corporate policies are available on Innity's website at <https://innity.com/board-charter> to enhance accessibility for our stakeholders and promote transparency.

Anti-Bribery and Corruption

Our ABC Policy reinforces Innity's BCOC by ensuring employees understand their responsibilities in upholding the Group's zero tolerance for bribery and corruption. It provides guidelines for interactions with public officials, managing conflicts of interest, and documenting transactions. To keep pace with evolving industry standards, this policy is regularly reviewed to ensure alignment with the Malaysian Anti-Corruption Commission ("MACC") Act 2009.

DRIVING ETHICAL GOVERNANCE (CONT'D)

Upholding Professional Conduct and Business Integrity (Cont'd)

Anti-Bribery and Corruption (Cont'd)

We extend our anti-bribery and corruption measures to our vendors by requiring them to sign the Anti-Bribery Form to assess their integrity, evaluate compliance, and effectively manage potential risks.

We initiated anti-corruption training for our employees in FY2023 and implemented an annual acknowledgment process. In FY2024, 89% of our employees received anti-corruption training.

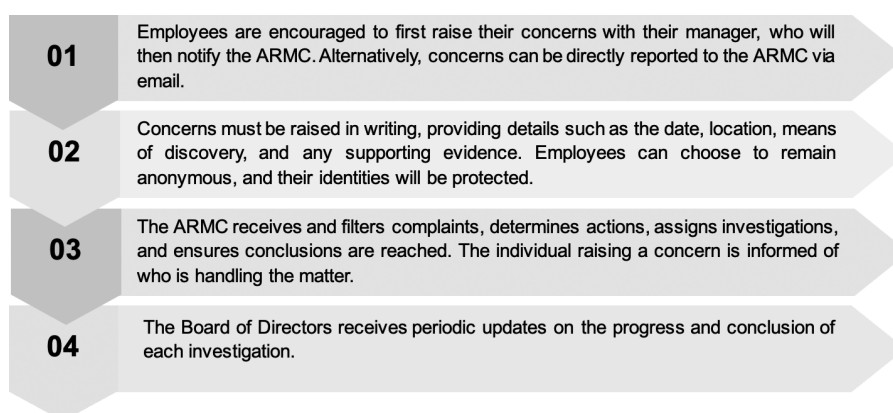
Percentage of Employee Who Received Anti-Corruption Training (%)			
Employee Category	FY2022	FY2023	FY2024
All	0%	52%	89%
Management	N/A	N/A	88%
Executive	N/A	N/A	90%
Non-Executive	N/A	N/A	100%

In FY2024, the Group recorded zero substantiated incidents of bribery and corruption.

	FY2022	FY2023	FY2024
Percentage of operations that underwent corruption risk assessments (%)	0%	0%	0%
Number of substantiated bribery and corruption incidents	0	0	0

Whistle-blowing Policy and Procedures

Our Group's whistle-blowing policy and procedures provides employees and external stakeholders with multiple channels to report concerns, including fraud, corruption, regulatory non-compliance, safety issues, and other misconduct. These secure, confidential mechanisms promote transparency, accountability, and ethical behaviour across the Group.



All reports and investigations are handled with sensitivity and confidentiality to protect the anonymity of whistle-blowers, enabling employees to raise concerns without fear of reprisals while ensuring effective issue resolution. In FY2024, the Group recorded zero whistle-blowing incidents.

	FY2022	FY2023	FY2024
Number of incidents of whistle-blowing	0	0	0

DRIVING ETHICAL GOVERNANCE (CONT'D)

Upholding Professional Conduct and Business Integrity (Cont'd)

Board Composition

Our Board members embody diverse backgrounds, skills, and experiences that enhance the Board's effectiveness in overseeing the Group's objectives. In FY2024, the Board composition included 89% men and 11% women, with 89% of our members aged above 50.



Building Trust with Data Security and Responsible Advertising

Data Privacy and Cybersecurity

Protecting sensitive client data and assets is integral to our digital marketing operations, as such information serves as the cornerstone of successful media campaigns. Prioritising data privacy and cybersecurity safeguards our clients' interests and reinforces our reliability in the interconnected digital landscape.

Our cybersecurity framework is integrated across all our operations and processes, outlining protocols that ensure our compliance with regulatory requirements in each region where we operate. The framework is consistently updated in line with our Privacy Policy Statement which complies with the Personal Data Protection Act ("PDPA") 2010. We further strengthened the cybersecurity framework by attaining the ISO 27001:2022 Information Security Management Systems certification.

Innity conducts comprehensive and regular reviews to assess and enhancing our protocols, ensuring the effectiveness of our data privacy and security controls.

<p>Data Collection and Transparency</p> <p>Follow lawful methods, clearly communicates data usage, and obtains user consent before processing</p>	<p>Access and Control Reviews</p> <p>Restrict data access to authorised personnel, with regular checks to prevent misuse</p>
<p>Data Retention and Disposal Policy</p> <p>Manage the data lifecycle to ensure secure storage and proper deletion when data is no longer needed</p>	<p>Regular System Security Tests</p> <p>Identify vulnerabilities and ensures swift resolution of any issues</p>
<p>Annual Employee Training</p> <p>Focus on privacy and data protection to reinforce employees' responsibility for safeguarding information</p>	<p>Regular Phishing Simulations</p> <p>Enhance employees' ability to detect and respond effectively to phishing threats</p>

DRIVING ETHICAL GOVERNANCE (CONT'D)

Building Trust with Data Security and Responsible Advertising (Cont'd)

In FY2024, our employees received training on Information Security Standards across our operations.



Innity streamlined our administrative processes by implementing a new cloud-based Human Resource Management System ("HRMS") by BIPO, a global human resource solutions provider. Our decision to select BIPO followed a review of their Data Processing Addendum, ensuring their alignment with our Data Privacy Policy.

Customer Privacy Breaches and Data Loss

We have received zero substantiated complaints regarding breaches of customer privacy or data loss over the past three consecutive reporting years.

	FY2022	FY2023	FY2024
Number of substantiated complaints concerning breaches in customer privacy or data loss	0	0	0
Total amount of monetary losses as a result of legal proceedings associated with consumer privacy	N/A	0	0

Advertising Integrity

The Group recorded no monetary losses in FY2023 and FY2024 due to legal proceedings related to false, deceptive, or unfair advertising.

Effectively identifying target audiences ensures maximum advertisement reach and accurate demographic targeting. In FY2023, we introduced methods to align campaigns with clients' target audiences, achieving 100% targeted online advertisement impressions in FY2024.

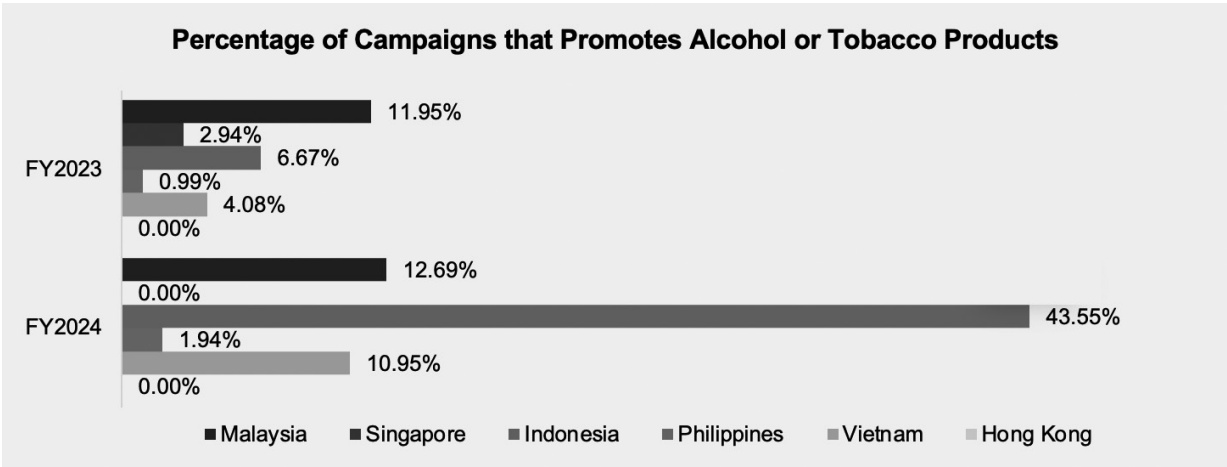
	FY2023	FY2024
Percentage of online advertising impressions that are targeted to custom audiences	100%	100%
Total amount of monetary losses as a result of legal proceedings related to false, deceptive, or unfair advertising	0	0

DRIVING ETHICAL GOVERNANCE (CONT'D)

Building Trust with Data Security and Responsible Advertising (Cont'd)

Advertising Integrity (Cont'd)

To maintain transparency with stakeholders, we continuously monitor and disclose campaigns promoting alcohol or tobacco use. In FY2024, our Indonesian subsidiary have the highest percentage of campaigns promoting these products.



Advancing Towards a Low-Carbon Future

While Innity's operations are comparatively less resource-intensive than those of other industries, we remain aware of our environmental impact, particularly in terms of energy consumption. We strive to integrate environmentally responsible practices within our operations, aiming to minimise our environmental footprint across energy, waste and water usage.



Material Sustainability Matters

- Climate Change and Energy Consumption
- Waste Management
- Water Consumption

Key Stakeholder Groups



Key Highlights in FY2024

365 Kg

Total waste diverted from disposal

**Expanded
Scope 3
emissions
reporting**

Employee Commuting and Business Travel

ADVANCING TOWARDS A LOW-CARBON FUTURE (CONT'D)

Climate Change and Energy Consumption

Innity relies on a range of electronic devices to produce and deliver our suite of media solutions, each hosted across various platforms and collectively contributing to the global carbon footprint. Mindful of the impact of our technology usage, we continue to innovate, adopting sustainable practices wherever possible to curb our carbon emissions.

Guided by our Environmental Policy, we manage the impacts of our business activities through key initiatives aimed at reducing our carbon footprint. These initiatives reflect our ongoing efforts to reduce our carbon footprint and promote sustainable practices within our operations.

Enhancement of the Capital Expenditure Policy

To include elements that prioritise eco labelling on new capital expenditure, such as electronics

Regular Energy Audit

To identify areas for improvement and implement energy-saving measures within our offices

Installation of Energy-Saving LED Lighting

To reduce energy-consumption, operational costs

Flexible Working Schedule

To minimise the energy usage of our office spaces

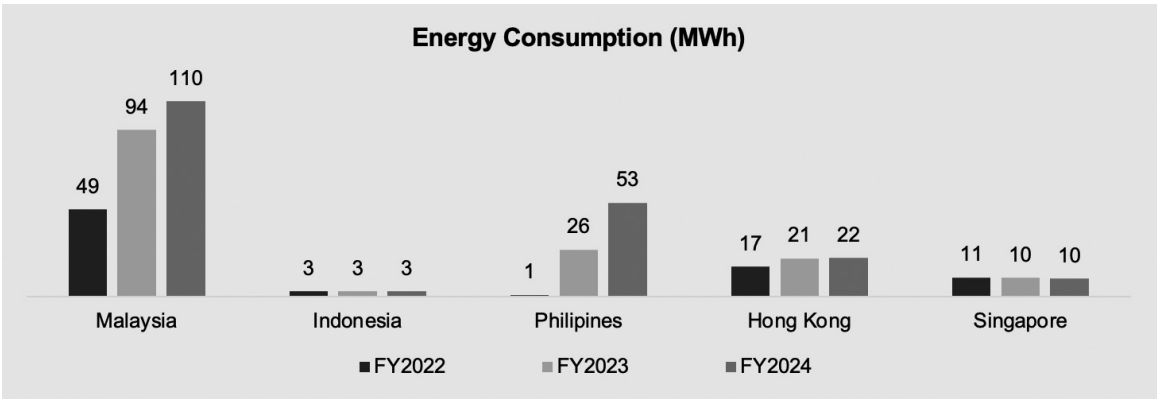
Prioritised Virtual meetings and Video Conferencing

To minimise travel and communication-related emissions

Total Energy Consumption

As our operations are primarily office-based, Innity’s energy consumption is largely derived from electricity usage. In FY2024, our consumption was 197 MWh. The energy intensity for the reporting year totals 1.76 MWh/RM’mil.

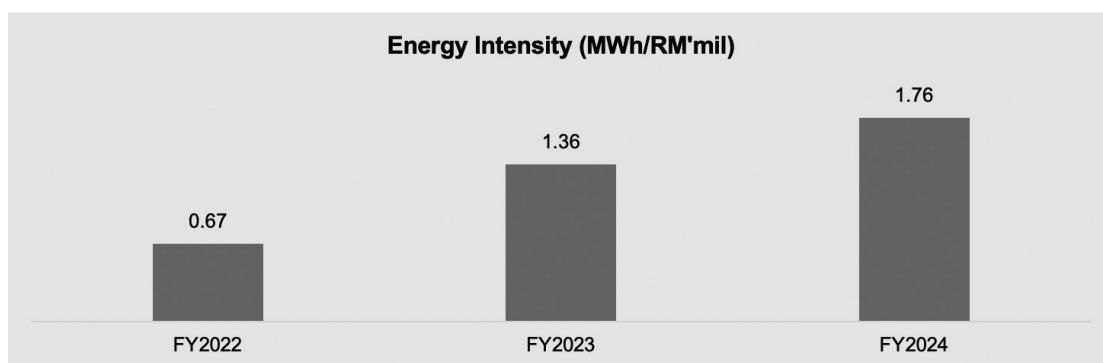
Total Energy Consumption	FY2022	FY2023	FY2024
In MWh	80	155	197
In GJ	287	556	709



ADVANCING TOWARDS A LOW-CARBON FUTURE (CONT'D)

Climate Change and Energy Consumption (Cont'd)

Total Energy Consumption (Cont'd)



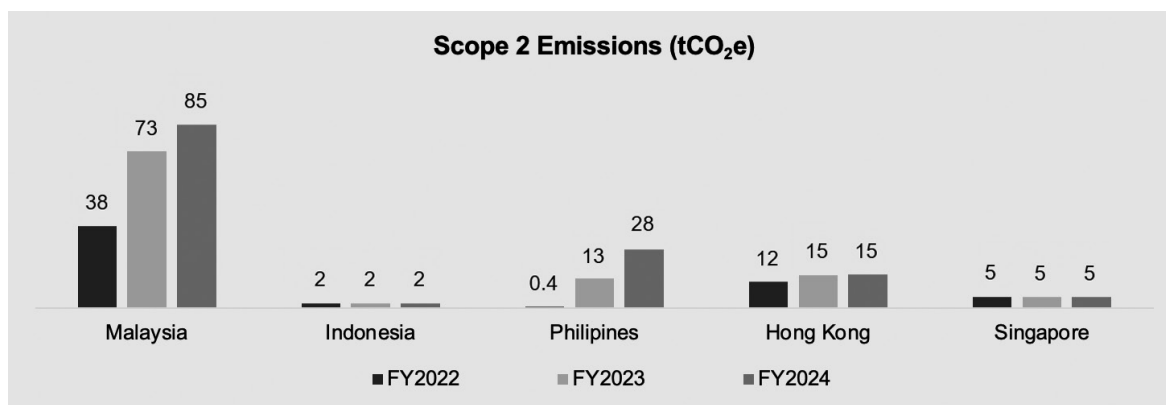
Notes:

1. Conversion of energy consumption from MWh to GJ is utilising conversion factor sourced from the UK Government GHG Conversion Factors for Company Reporting 2022, 2023 and 2024.
2. Electricity consumption data for the Vietnam office is not available, as utility charges are included in the rental with no separate usage data.

GHG Emissions

Innity has maintained zero Scope 1 direct emissions for the past three years, as we do not own any company-operated vehicles or backup generators that utilise fuel. In FY2024, we further expanded our emissions reporting to include our Scope 2 emissions from grid electricity consumption and a broader range of Scope 3 emissions sources. Our current Scope 3 emissions coverage encompasses employee commute and business travel, as well as missions generated by major virtual machine ("VM") services integral to our operations, including Alibaba Cloud, IBM Cloud, and AWS Cloud.

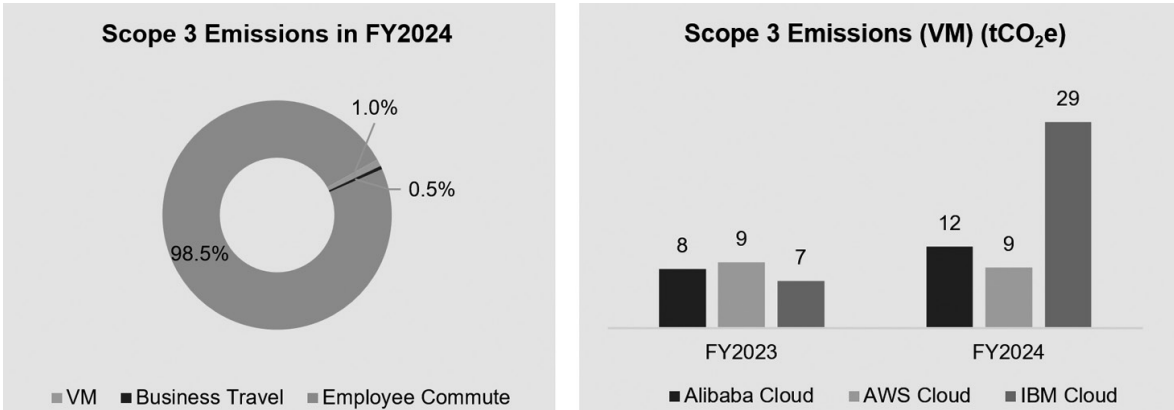
	FY2022	FY2023	FY2024
Scope 1 Emissions (tCO ₂ e)	0	0	0
Scope 2 Emissions (tCO ₂ e)	57	108	135
Scope 3 Emissions (tCO ₂ e)	N/A	24	5,213



ADVANCING TOWARDS A LOW-CARBON FUTURE (CONT'D)

Climate Change and Energy Consumption (Cont'd)

GHG Emissions (Cont'd)



- Notes:**
- 1. Calculation methodology is based on the GHG Protocol Corporate Accounting and Reporting Standards.
 - 2. Scope 2 emissions attributed to the purchase of grid electricity were generated from the combustion of carbon fuels in the electricity generation process.
 - 3. Scope 2 emissions for Malaysia were calculated using emission factors from the Grid Emission Factor ("GEF") provided by the Suruhanjaya Tenaga ("Energy Commission").
 - 4. Scope 2 emissions for Indonesia, Philippines, Singapore, Vietnam were calculated using emission factors from the Institute for Global Environmental Strategies ("IGES") 2024.
 - 5. Scope 2 emissions for Hong Kong were calculated using emission factors from the Hong Kong Electric Sustainability Report 2020 for Hong Kong Island.
 - 6. Scope 3 emissions attributed to business travel and employee commute were calculated using emissions factors from the UK Government GHG Conversion Factors for Company Reporting 2024. FY2023 does not include Scope 3 emissions data from business travel and employee commute.
 - 7. Scope 3 emissions attributed to VM were derived from emissions summaries prepared by cloud service providers.

Waste Management

Given the nature of our industry, Innity relies heavily on electronic components, resulting in the generation of electronic waste (e-waste). Recognising the potential environmental hazards and the high recycling value of the precious metals contained within e-waste, we implemented disposal and recycling initiatives. These protect our environment from hazardous material contamination while aligning with the principles of a circular economy.

Our approach to waste management focuses on embracing the Reduce, Reuse and Recycle ("3R") approach, minimising waste generation through the following strategies and initiatives.

<p>Employee Awareness</p> <p>▶ We raise employee awareness on the significance of sustainable waste management to reduce waste generation.</p>	<p>Waste Segregation</p> <p>▶ We have implemented a waste segregation programme to separate recyclables from non-recyclable materials.</p>	<p>E-Waste Recycling</p> <p>▶ We support the recycling of electronic devices by collaborating with third-party waste management entities.</p>
<p>Digital Initiatives</p> <p>▶ We have implemented an electronic leave and attendance system and promote digital documents to reduce paper use.</p>	<p>Proper Waste Handling</p> <p>▶ We ensure all scheduled waste is properly stored and managed from collection to disposal, facilitated by licensed contractors.</p>	<p>Product Selection</p> <p>▶ We prioritise material selection and product design that emphasises longevity, durability, reparability, modularity, disassembly, and recyclability.</p>

ADVANCING TOWARDS A LOW-CARBON FUTURE (CONT'D)

Waste Management (Cont'd)

The waste generated from our offices consists mainly of non-hazardous materials such as paper and plastics, which are collected by the local municipality for disposal at approved sites. Due to our hybrid work model, where employees spend around 60% of their working days in the office, the overall waste volume remains minimal.

Recognising the importance of responsible waste management, we initiated tracking our recycled e-waste data in FY2024. During this period, a total of 365 kg of e-waste was recycled at our office in Indonesia.



365 Kg
Total waste diverted
from disposal

Water Consumption

Beyond environmental responsibility, water management represents a strategic cost-saving initiative that can elevate our brand perception among stakeholders. We employ water conservation methods that minimise wasteful consumption, ensuring the responsible management of this essential resource.

Our key water management initiatives include the following.

Employee Awareness

- ▶ Educating employees on the importance of water conservation and encouraging mindful water usage in their daily activities

Regular Maintenance

- ▶ Regularly inspecting and promptly fixing any leaks in plumbing or water fixtures within the office to prevent significant water wastage

Water-Efficient Appliances

- ▶ Selecting water-efficient appliances, such as water dispensers and coffee makers, for office kitchens and break areas

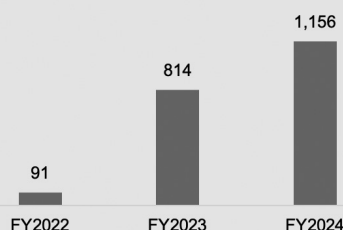
Metering and Monitoring

- ▶ Implementing water metering and monitoring systems to track water usage patterns and identify areas for improvement

Flexible Work Policies

- ▶ Implementation of remote or hybrid work policy to reduce water usage at our offices

Total Water Consumption (m³)



In FY2024, our offices collectively utilised 1,156 m³ of water.

Notes:

- Water consumption data for the Vietnam office is not available, as utility charges are included in the rental with no separate usage data.
- Water consumption data for FY2022 is unavailable for our Singapore offices.
- Water consumption data for Singapore is available starting from July 2023.

Creating A Thriving Workplace Culture

Innity places people and communities at the heart of our operations, prioritising their well-being while fostering a motivating workplace culture that inspires exceptional service and product quality, consistently meeting client expectations.



Material Sustainability Matters

- Labour Practices and Standards
- Diversity and Inclusion
- Health and Safety
- Community and Society

Key Stakeholder Groups



Key Highlights in FY2024



CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Labour Practices and Standards

Employee growth is crucial to organisational advancement. As a responsible employer, Innity is committed to upholding human rights and prioritising the well-being of our workforce to enhance our business resilience. We strictly adhere to all relevant employment laws, labour standards and local regulations, ensuring fair treatment, non-discrimination and a safe working environment for our diverse workforce.



Comprehensive policies, including minimum wages and benefits, are detailed in the Employee Handbook, accessible through our HR Platform portal and intranet.



Robust human resources policies are implemented and regularly reviewed to maintain compliance with labour regulations and uphold employee rights.



Training and development programmes are provided to keep staff updated with technological advancements, ensuring their competence and alignment with the Group's business objectives.

We are pleased to report that zero complaints concerning human rights violations have been recorded over the past three years.

Employee Compensation and Benefits

Beyond our adherence to labour laws and regulations, we offer both core and flexible benefits to our employees in Malaysia to enhance our employee satisfaction and overall well-being. Our compensation packages undergo regular review and benchmarking to ensure they remain competitive within the industry.

Core Benefits	Flexible Benefits
<ul style="list-style-type: none"> Retirement provision Disability and invalidity coverage Leave entitlements (Annual, Medical, Maternity, Paternity, Marriage, Compassionate, Sabbatical) Insurance coverage for medical, life and personal accident 	<ul style="list-style-type: none"> Allowances for lifestyle, health & wellness products and services Monetary benefits for marriage, parental leave, and bereavement support

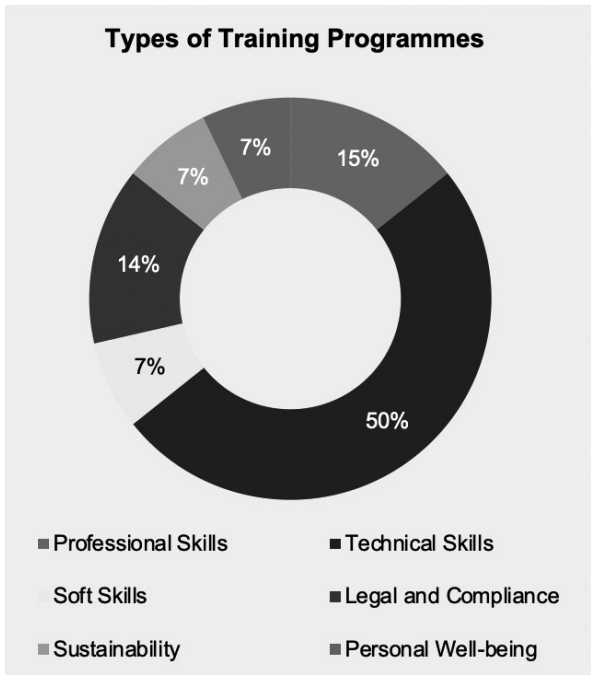
In FY2024, one male and four female employees utilised our parental leave entitlements. Of these, four employees returned to work upon completion of their leave, resulting in a return-to-work rate of 80%.

	FY2022		FY2023		FY2024	
	Men	Women	Men	Women	Men	Women
Number of employees who took parental leave	0	2	2	7	1	4
Number of employees who returned after parental leave	0	2	2	6	1	3
Number of employees who returned to work after parental leave and remained employed 12 months later.	0	2	1	3	1	1

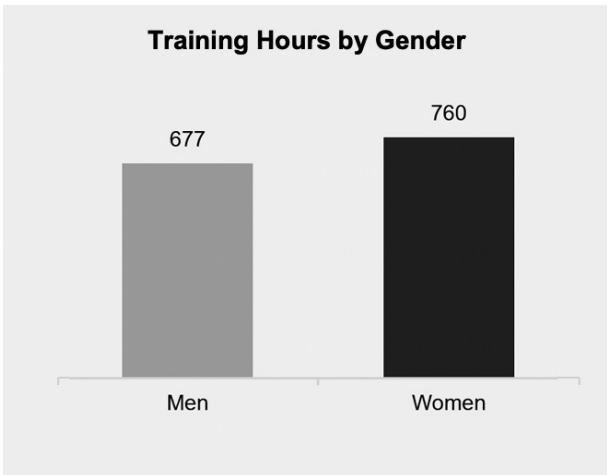
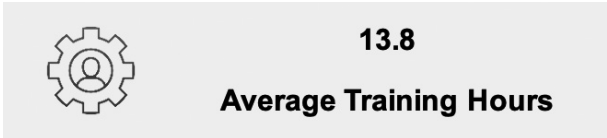
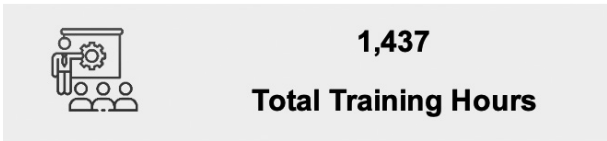
CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Labour Practices and Standards (Cont'd)

Employee Training Programmes



The Group continued to invest in employee growth and development throughout FY2024. We provided a diverse suite of training programmes designed to equip our teams with the knowledge and skills necessary to excel in a fast-evolving business landscape. We aim to foster a culture of continuous learning, innovation and personal advancement.



CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Labour Practices and Standards (Cont'd)

Employee Engagement

We are cognisant that every employee is vital in fostering a culture of innovation that allows a company to thrive. Throughout FY2024, our employee engagement programmes focused on acknowledging and appreciating the invaluable contributions of our dedicated teams. These initiatives built a strong sense of solidarity and promote both personal and professional growth within a collaborative and inclusive work environment.



Health & Wellness Talk



Company Trip



Annual New Year Celebration Dinner 2024



Employee Appreciation Day 2024

Performance Appraisal

Annual appraisals and performance reviews play a vital role in evaluating employee performance and fostering professional growth. In FY2024, 89% of our employees have undergone the appraisal process, highlighting our commitment to continuous improvement and engagement.

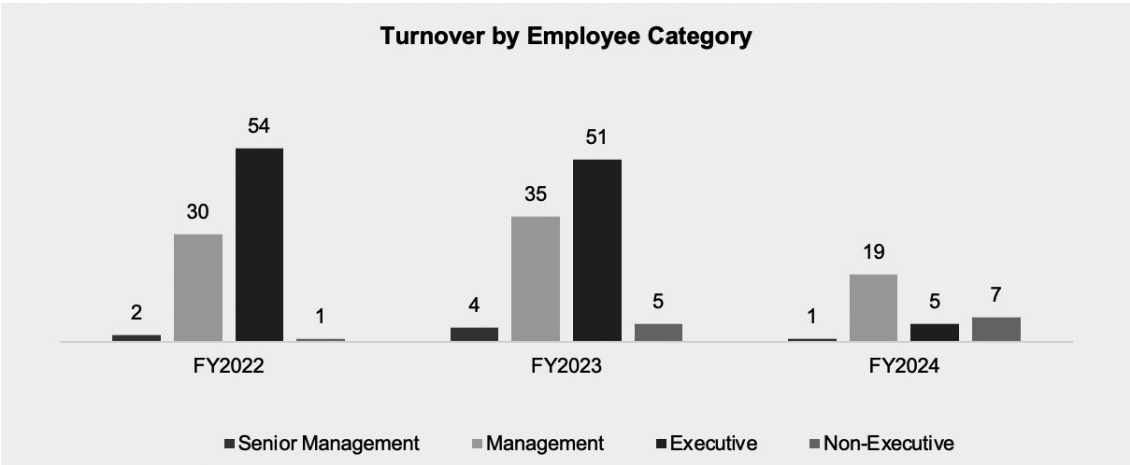
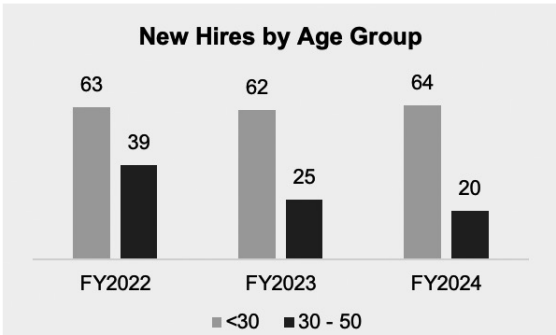
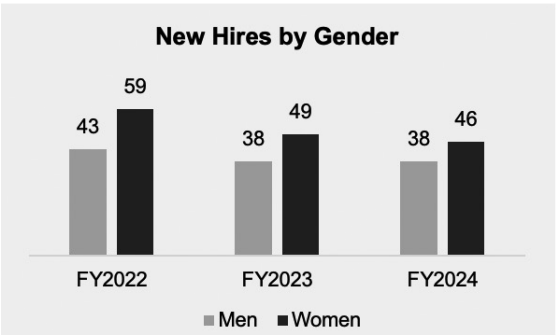
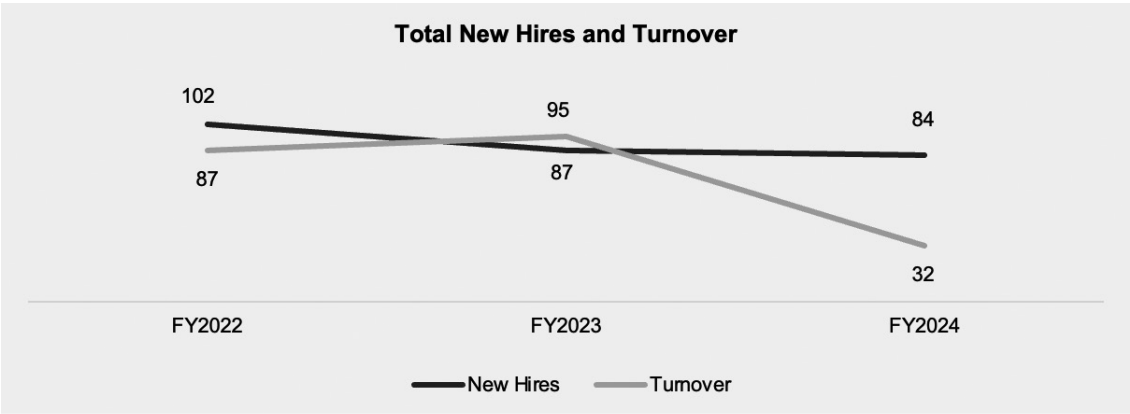
CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Labour Practices and Standards (Cont'd)

Employee Recruitment

In FY2024, the Group welcomed 84 new hires and saw 32 turnovers, leading to a new hire rate of 28% and a turnover rate of 11%.

New Hires Rate	28%	FY2022: 31%
	FY2024	FY2023: 27%
Turnover Rate	11%	FY2022: 27%
	FY2024	FY2023: 29%



CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Diversity and Inclusion

Innity recognises that a diverse workforce enriches our ability to adapt to evolving market conditions by providing a broad spectrum of perspectives. By building inclusive teams with diverse individuals, we create an environment that empowers our employees' innovative spirit and encourages a wealth of ideas.

Our Diversity Policy emphasises the importance of diversity at all levels, from the boardroom to senior management. This approach supports our strategic objectives, sustainable growth and effective corporate governance.

Key Procedures in our Diversity Policy



Merit-based Board appointments to ensure diverse representation



Career advancement decisions are made based on merit, skills and performance



Equal consideration is given to all candidates, regardless of age, gender, or ethnicity



Regular reviews of workplace diversity covering gender, age and ethnicity

Anti-Discrimination

Our Business Code of Conduct & Diversity Policy strictly prohibits all forms of discrimination. We adhere to a hiring and promotion process that disregards race, colour, religion, national origin, gender, sexual orientation, marital status, age, disability, or any other protected category under the law. Innity accommodates employees' disabilities whenever feasible and respects their religious beliefs, fostering a workplace that prioritises safety, security, and productivity.

TEAMWORK



Build a positive team and family spirit.

Our commitment to diversity and inclusion is a cornerstone of our company culture, aligning with Innity's core value of "Teamwork." Embracing diverse viewpoints fuels creativity within our teams. Thus, we cultivate a culture of respect and inclusion, empowering our employees to express concerns, contribute ideas and thrive in an environment that values their rights.

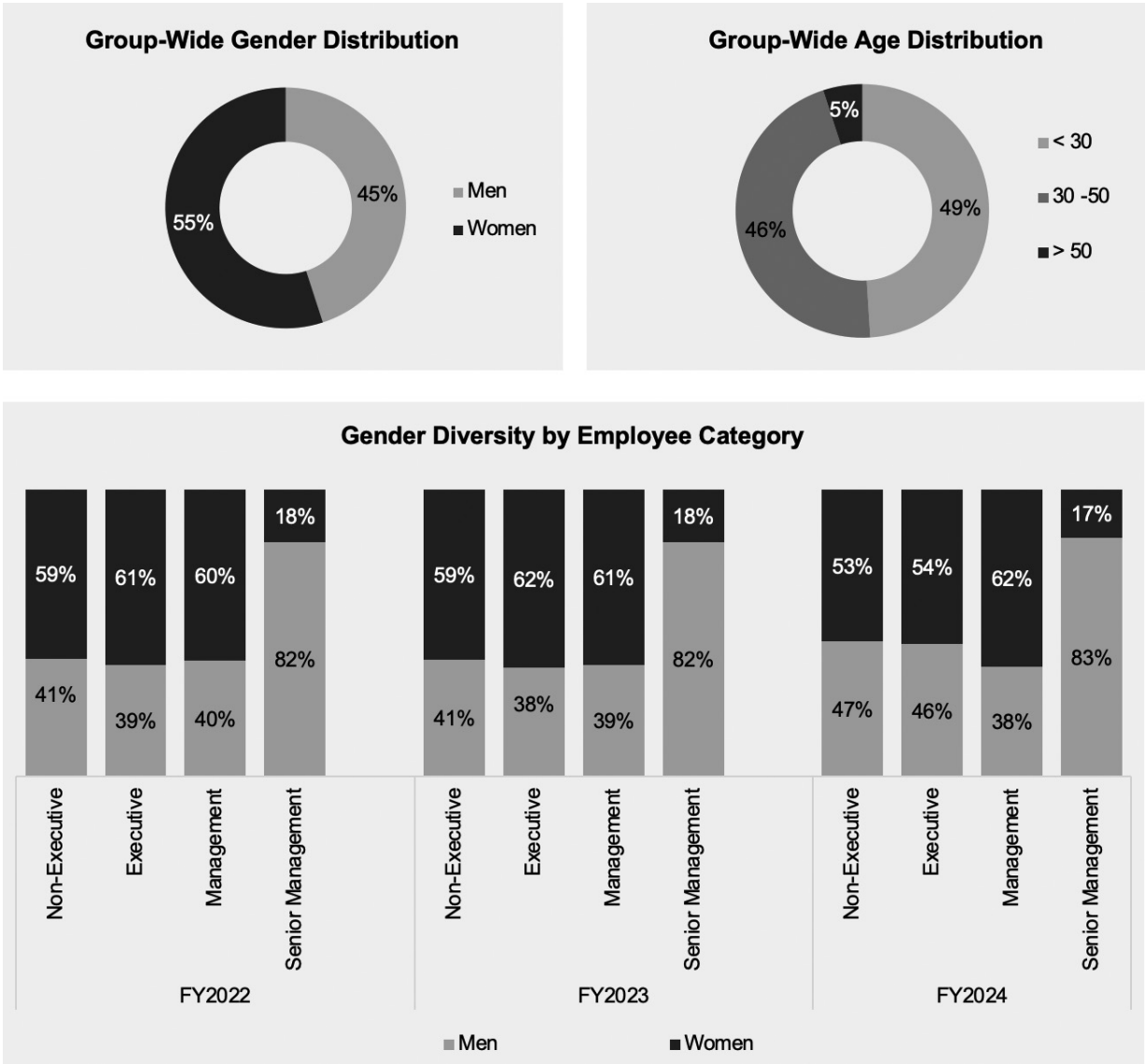
As a result, we are proud to announce zero reported cases of discrimination in FY2024.

CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Diversity and Inclusion (Cont'd)

Workforce Diversity

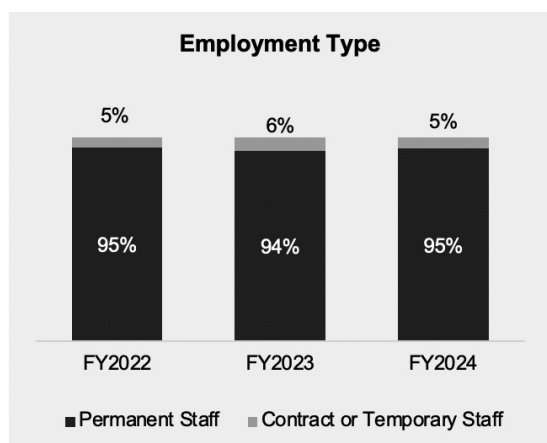
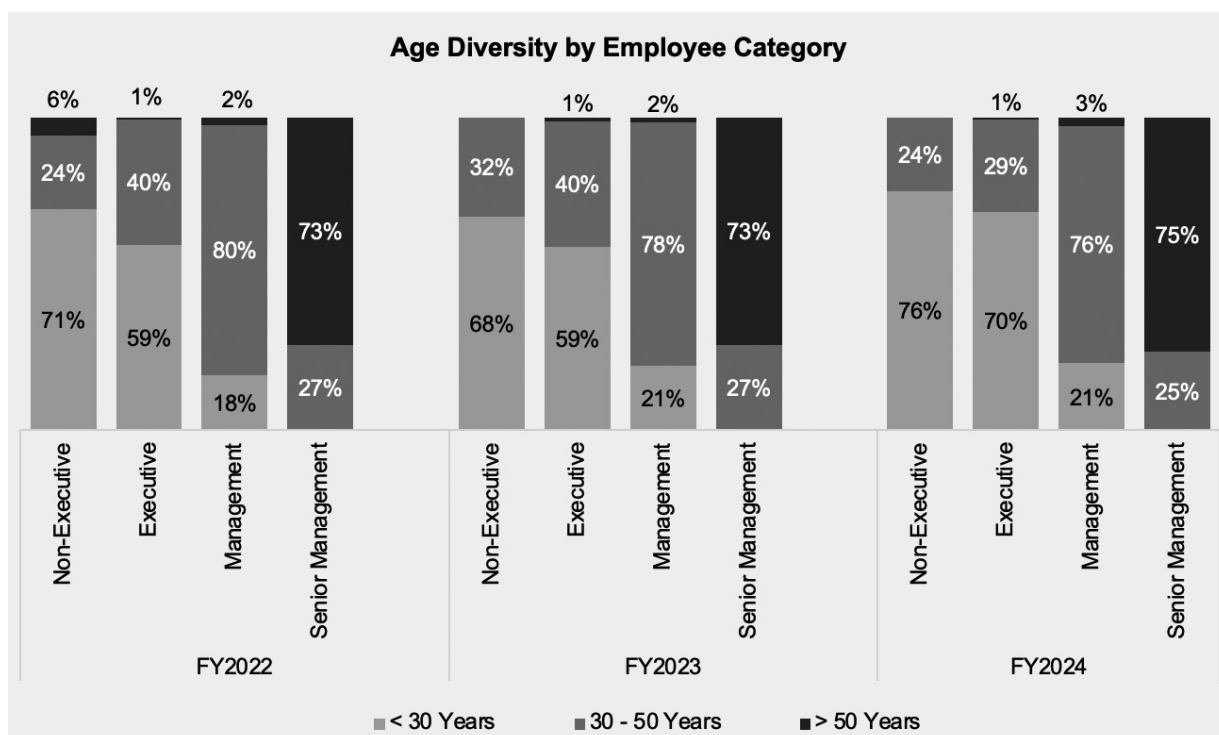
Diversity is one of our key strengths, bringing together a range of perspectives and skills that enhance our capabilities. Our workforce spans multiple countries and encompasses a rich diversity of ethnic backgrounds. This year, we are proud to maintain a women representation exceeding 50%. A significant portion of our employees are aged between 30 to 50, with those over 50 constituting a smaller segment of our team.



CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Diversity and Inclusion

Workforce Diversity (Cont'd)



95% of our workforce holds permanent positions, while 5% are employed under contract or temporary terms. The contract and temporary staff category encompasses interns, part-time staff and seasonal employees.

CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Health and Safety

Placing emphasis on health and safety is essential for protecting employees, complying with regulations, and maintaining our reputation. Innity acknowledges our responsibility to safeguard employees from safety and health risks, particularly during outdoor campaigns, and has implemented workplace safety standards.

Group Health and Safety Policy

The policy ensures safe business operations through various measures and controls implemented at all workforce levels.

- ✓ **Risk Management:** Implement specific processes to identify hazards, reduce risks, and improve health and safety management across all areas.
- ✓ **Reporting Culture:** Foster a reporting culture where workers can report incidents without fear of reprisal. An incident reporting line is available for management’s attention.

This year, we conducted an Occupational Safety and Health (Amendment) Act 2022 (“OSHA”) related training that highlighted the importance of workplace safety and aims to protect the welfare of all individuals from associated risks. It outlines the rights and responsibilities of both employers and employees in maintaining a safe work environment.

The training materials for this OSHA-related training were circulated to all employees, who must confirm their understanding of its contents by acknowledging a Health and Safety Declaration Form.



Medical Care: We provide extensive medical care to support our employees’ well-being.



Health and Safety Trainings: We provide health and safety training during recruitment, on-the-job and through regular refreshers. Our programmes cover emergency response, hazard identification and risk management, and are regularly reviewed for relevance and effectiveness.

Fire Drill

On 7 May 2024, a fire drill was conducted at our Malaysian office to enhance safety awareness and ensure preparedness in the event of an emergency. This drill provided employees with the opportunity to practice evacuation procedures and familiarise themselves with emergency exits and safety protocols.

Calm In Chaos: Mindfulness Strategies for Stressful Times

Beyond supporting the physical well-being of our employees, we recognise the importance of their emotional health. As part of our ongoing commitment on employee health and wellness, we conducted an informative training session on stress management on 25-26 June 2024. The programme is designed to help our employees achieve and maintain good health and well-being.

CREATING A THRIVING WORKPLACE CULTURE (CONT'D)

Health and Safety (Cont'd)

Since its introduction in FY2023, the Group has been monitoring employee participation in health and safety training. In the current reporting period, 249 of our employees received training on health and safety standards.

	FY2022	FY2023	FY2024
Number of employees trained on health and safety standards	N/A	154	249

Throughout FY2024, our employees across the Group collectively recorded a total of 22,880 workhours, with zero work-related injuries and fatalities.

Health and Safety Performance			
Indicator	FY2022	FY2023	FY2024
Total Hours Worked	20,800	20,800	22,880
No. of Fatalities	0	0	0
No. of Lost Time Injuries	0	0	0
Lost Time Incident Rate ("LTIR")	0	0	0

Notes:

1. LTIR is calculated as per Bursa Sustainability Reporting Guideline, per 200,000 hours worked per year.

Community and Society

Innity is dedicated to nurturing positive relationships between businesses and communities, prioritising social inclusion and long-lasting positive impacts. Through proactive community engagement, Innity seeks to be a responsible corporate citizen.

Our community programmes are designed to generate mutually beneficial outcomes for both the Group and the community. To facilitate our CSR activities, we have designated the Content Marketing Department as the responsible unit for overseeing these initiatives.



On 1st November 2024, we collaborated with Play Unlimited Malaysia to donate preloved toys to Re:Play Toy Hub, supporting the mission to recycle, repurpose, and redistribute toys. This initiative helps provide children in marginalised communities with greater access to play and learning opportunities, giving toys a second life while bringing joy to those in need.

Sustainability Statement (Cont'd)

119

OUR VISION FOR A RESILIENT AND SUSTAINABLE TOMORROW

At Innity, our sustainability strategy is evidenced in our efforts to deliver innovative digital solutions while minimising our environmental impact, aiming to foster sustainable growth and delivering positive outcomes to the communities we serve.

By integrating sustainability practices, we create lasting positive impacts for our clients, communities and the environment. Our dual focus on profitability and responsibility positions us as a responsible digital marketing solutions provider, one that values both economic growth and environmental stewardship.

As we navigate an ever-changing social and economic landscape, our sustainability commitments provide the resilience needed to excel in a competitive market and foster an environment where innovation flourishes. Through our ongoing efforts, Innity remains steadfast in contributing towards a sustainable and prosperous tomorrow for all.

PERFORMANCE DATA TABLE

Governance

Indicator	Unit	FY2022	FY2023	FY2024
Anti-Corruption				
Bursa C1(a) Percentage of employees who have received training on anti-corruption by employee category				
• Management	%	N/A	N/A	88
• Executive	%	N/A	N/A	90
• Non-Executive	%	N/A	N/A	100
Bursa C1(b) Percentage of operations assessed for corruption related risks	%	0	0	0
Bursa C1(c) Confirmed incidents of corruption and actions taken	Number	0	0	0
Data Privacy and Cybersecurity				
Bursa C8(a) Number of substantiated complaints concerning breaches of customer privacy or losses of customer data	Number	0	0	0

Environment

Indicator	Unit	FY2022	FY2023	FY2024
Energy Management				
Bursa C4(a) Total energy consumption	GJ	287	556	709
Bursa C4(a) Total energy consumption	Mwh	80	155	197
Bursa C11(a) Scope 1 emissions in tonnes of CO ₂ e	tCO ₂ e	0	0	0
Bursa C11(b) Scope 2 emissions in tonnes of CO ₂ e	tCO ₂ e	57	108	135
Bursa C11(c) Scope 3 emissions in tonnes of CO ₂ e (at least for business travel and employee commuting)	tCO ₂ e	N/A	24	5,213
Waste Management				
Bursa C10(a) Total waste generated	Metric tonnes	N/A	N/A	N/A
Bursa C10(a)(i) Total waste diverted from disposal	Metric tonnes	N/A	0.015	0.365
Bursa C10(a)(ii) Total waste directed to disposal	Metric tonnes	N/A	N/A	N/A
Water Consumption				
Bursa C9(a) Total volume of water used	Litre	91	814	1,156

Sustainability Statement (Cont'd)

121

PERFORMANCE DATA TABLE (CONT'D)

Social

Indicator	Unit	FY2022	FY2023	FY2024
Occupational Health and Safety				
Bursa C5(a) Number of work-related fatalities	Number	0	0	0
Bursa C5(b) Lost time incident rate ("LTIR")		0	0	0
Bursa C5(c) Number of employees trained on health and safety standards	Number	N/A	154	249
Labour Practices and Standards				
Bursa C6(d) Number of substantiated complaints concerning human rights violation	Number	0	0	0
Talent Attraction and Development				
Bursa C6(a) Total hours of training by employee category				
• Senior Management	Hours	N/A	N/A	56
• Management	Hours	N/A	N/A	484
• Executive	Hours	N/A	N/A	898
• Non-Executive	Hours	N/A	N/A	0
Bursa C6(c) Total number of employee turnover by employee category				
• Senior Management	Number	2	4	1
• Management	Number	30	35	19
• Executive	Number	54	51	5
• Non-Executive	Number	1	5	7
Diversity and Inclusion				
Bursa C3(a) Percentage of employees by gender and age group, for each employee category				
Gender group by employee category				
• Senior Management (Men)	%	82	82	83
• Senior Management (Women)	%	18	18	17
• Management (Men)	%	40	39	38
• Management (Women)	%	60	61	62
• Executive (Men)	%	39	38	46
• Executive (Women)	%	61	62	54
• Non-Executive (Men)	%	41	41	47
• Non-Executive (Women)	%	59	59	53

PERFORMANCE DATA TABLE (CONT'D)

Social (Cont'd)

Indicator	Unit	FY2022	FY2023	FY2024
Age group by employee category				
• Senior Management (<30)	%	0	0	0
• Senior Management (30-50)	%	27	27	25
• Senior Management (>50)	%	73	73	75
• Management (<30)	%	18	21	21
• Management (30-50)	%	80	78	76
• Management (>50)	%	2	2	3
• Executive (<30)	%	59	59	70
• Executive (30-50)	%	40	40	29
• Executive (>50)	%	1	1	1
• Non-Executive (<30)	%	71	68	76
• Non-Executive (30-50)	%	24	32	24
• Non-Executive (>50)	%	6	0	0
Bursa C3(b) Percentage of directors by gender and age				
• Men	%	89	89	89
• Women	%	11	11	11
• <30	%	0	0	0
• 30-50	%	22	22	11
• >50	%	78	78	89
Bursa C6(b) Percentage of employees that are contractors or temporary staff				
• Permanent	%	95	94	95
• Contract	%	5	6	5
Supply Chain Management				
Bursa C7(a) Proportion of spending on local suppliers	%	86	83	79
Community Engagement				
Bursa C2(a) Total amount invested in the community where the target beneficiaries are external to the listed issuer	RM	0	0	0
Bursa C2(b) Total number of beneficiaries of the investment in communities	Number	0	0	0

Notes:

- The summary performance table generated from the Bursa Malaysia ESG Reporting Platform will be disclosed in our Sustainability Statement for the financial year ending 31 December 2025.

Sustainability Statement (Cont'd)

SASB INDEX

Service Sector: Advertising and Marketing.

Topic	Code	Description	FY2024 Disclosure
Data Privacy	SV-AD-220a.1	Discussion of policies and practices relating to behavioural advertising and consumer privacy.	Data Privacy and Cybersecurity, page 101
	SV-AD-220a.2	Percentage of online advertising impressions that are targeted to custom audiences.	Advertising Integrity, page 102
	SV-AD-220a.3	Total amount of monetary losses as a result of legal proceedings associated with consumer privacy.	Customer Privacy Breaches and Data Loss, page 102
Advertising Integrity	SV-AD-270a.1	Total amount of monetary losses as a result of legal proceedings associated with false, deceptive, or unfair advertising.	Advertising Integrity, page 102
	SV-AD-270a.2	Percentage of campaigns reviewed for adherence with the Advertising Self-Regulatory Council (ASRC) procedures, percentage of those in compliance.	Not Applicable
	SV-AD-270a.3	Percentage of campaign that promote alcohol or tobacco products.	Advertising Integrity, page 103
Workforce Diversity & Inclusion	SV-AD-330a.1	Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals, and (3) all other employees.	Workforce Diversity, page 115 - 116
Activity Metric	SV-AD-000.A	Median reach of advertisements and marketing campaigns.	Advertising and Marketing Campaign Performance Metrics, page 95
	SV-AD-000.B	Number of exposures to advertisements or marketing campaigns.	Not Applicable
	SV-AD-000.C	Median frequency of exposures.	Advertising and Marketing Campaign Performance Metrics, page 95
	SV-AD-000.D	Number of employees.	This information is undisclosed due to proprietary reasons.

GRI CONTENT INDEX

Statement of use	Innity Corporation Berhad has reported the information cited in this GRI content index for the period 1 January 2024 to 31 December 2024 with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI STANDARD	DISCLOSURE	LOCATION (PAGE)
GRI 2: General Disclosures 2021	2-1 Organisational details	77
	2-2 Entities included in the organisation's sustainability reporting	77
	2-3 Reporting period, frequency and contact point	77
	2-5 External assurance	-
	2-6 Activities, value chain and other business relationships	77
	2-7 Employees	115-116
	2-8 Workers who are not employees	-
	2-9 Governance structure and composition	85
	2-10 Nomination and selection of the highest governance body	65
	2-11 Chair of the highest governance body	133
	2-12 Role of the highest governance body in overseeing the management of impacts	8
	2-13 Delegation of responsibility for managing impacts	90
	2-14 Role of the highest governance body in sustainability reporting	90
	2-16 Communication of critical concerns	85
	2-17 Collective knowledge of the highest governance body	85
	2-18 Evaluation of the performance of the highest governance body	90
	2-19 Remuneration policies	70
	2-20 Process to determine remuneration	70
	2-22 Statement on sustainable development strategy	81
	2-23 Policy commitments	82
	2-24 Embedding policy commitments	82
	2-25 Processes to remediate negative impacts	-
	2-26 Mechanisms for seeking advice and raising concerns	100
	2-27 Compliance with laws and regulations	99
	2-28 Membership associations	78
	2-29 Approach to stakeholder engagement	85-86
	2-30 Collective bargaining agreements	-
GRI 3: Material Topics 2021	3-1 Process to determine material topics	87
	3-2 List of material topics	88-89
	3-3 Management of material topics	93-118
GRI 201: Economic Performance 2016	201-2 Financial implications and other risks and opportunities due to climate change	90-91
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	97

Sustainability Statement (Cont'd)

125

GRI CONTENT INDEX (CONT'D)

GRI STANDARD	DISCLOSURE	LOCATION (PAGE)
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption	100
	205-2 Communication and training about anti-corruption policies and procedures	99-100
	205-3 Confirmed incidents of corruption and actions taken	100
GRI 301: Materials 2016	301-1 Materials used by weight or volume	-
	301-2 Recycled input materials used	-
GRI 302: Energy 2016	302-1 Energy consumption within the organisation	105
	302-2 Energy consumption outside of the organisation	-
	302-3 Energy intensity	106
	302-4 Reduction of energy consumption	-
	302-5 Reductions in energy requirements of products and services	-
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	108
	303-2 Management of water discharge-related impacts	-
	303-3 Water withdrawal	-
	303-4 Water discharge	-
	303-5 Water consumption	108
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	106
	305-2 Energy indirect (Scope 2) GHG emissions	106
	305-3 Other indirect (Scope 3) GHG emissions	106-107
	305-4 GHG emissions intensity	-
	305-5 Reduction of GHG emissions	-
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	107-108
	306-2 Management of significant waste-related impacts	-
	306-3 Waste generated	-
	306-4 Waste diverted from disposal	108
	306-5 Waste directed to disposal	-
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	113
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	110
	401-3 Parental leave	110

GRI CONTENT INDEX (CONT'D)

GRI STANDARD	DISCLOSURE	LOCATION (PAGE)
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	117
	403-2 Hazard identification, risk assessment, and incident investigation	-
	403-3 Occupational health services	117
	403-4 Worker participation, consultation, and communication on occupational health and safety	117
	403-5 Worker training on occupational health and safety	117-118
	403-6 Promotion of worker health	117
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	-
	403-8 Workers covered by an occupational health and safety management system	-
	403-9 Work-related injuries	118
	403-10 Work-related ill health	-
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	111
	404-2 Programmes for upgrading employee skills and transition assistance programs	111
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	101
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	114
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	-
GRI 408: Child Labour 2016	408-1 Operations and suppliers at significant risk for incidents of child labour	-
GRI 409: Forced or Compulsory Labour 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labour	-
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programmes	118
	413-2 Operations with significant actual and potential negative impacts on local communities	-
GRI 417: Marketing and Labelling 2016	417-2 Incidents of non-compliance concerning product and service information and labelling	102
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	102

ADDITIONAL COMPLIANCE INFORMATION

127

1. Share Buyback

During the financial year, the Company did not enter into any share buyback transaction.

2. Options, Warrants or Convertible Securities

During the financial year, no option, warrants or convertible securities were issued by the Company.

3. Depository Receipt Programme

The Company did not sponsor any Depository Receipt Programme for the financial year ended 31 December 2024.

4. Sanctions and/or Penalties

During the financial year, there were no sanctions and/or penalties imposed on the Company and its subsidiaries, directors or management by the relevant regulatory bodies.

5. Non-Audit Fees

There was an amount of RM22,000 paid to the Company's auditors Messrs. BDO PLT during the financial year ended 31 December 2024 on the review of Statement of Risk Management and Internal Control and Group Reporting package.

6. Profit Guarantee

There were no profit guarantees given by the Group and the Company during the financial year ended 31 December 2024.

7. Variation of Results

For the financial year ended 31 December 2024, there was a 4% variances between the audited financial statements compared against the unaudited results previously announced. This variances is pertaining to the impairment of an associate company long overdue amount.

8. Material Contracts

There were no material contracts entered into by the Company and its subsidiaries which involved the Directors and substantial shareholders' interest during the financial year ended 31 December 2024.

9. Innity Corporation Berhad's Employee's Share Scheme ("ESS")

The ESS which was approved by the shareholders at the Extraordinary General Meeting held on 1 July 2015 governed by the ESS By-Laws, is the only ESS in existence during the financial year. The ESS was implemented on 4 June 2018, which is in force for a period of five (5) years until 3 June 2023. On 24 May 2023, the Board had resolved to extend the time frame of the ESS for a further period of five years, until 3 June 2028.

Since the implementation of the ESS until end of the financial year, a total of 1,000,000 shares award had been granted to a Senior Management of the Group. The entire 1,000,000 shares award had been exercised since the implementation of the ESS until the five-year validity period of the ESS on 3 June 2023.

9. Innity Corporation Berhad's Employee's Share Scheme ("ESS") (Cont'd)

Share granted to the Senior Management

	Since the commencement of the ESS on 4 June 2018	Maximum allocation to Senior Management
Aggregate maximum allocation in percentage	18.0%	80%
Actual percentage granted	0.7%	5%

10. Recurrent Related Party Transaction

The Company had on 8 April 2025 announced to Bursa Malaysia Securities Berhad ("Bursa Securities") that the Company will be seeking its shareholders' approval for Proposed Renewal of Shareholders' Mandate for Recurrent Related Party Transactions ("RRPT") of a Revenue Or Trading Nature entered/to be entered into from forthcoming AGM until the next AGM.

The Company will, at the forthcoming AGM, seek shareholders' approval for the Proposal entered into from forthcoming AGM until the next AGM.

The related parties are as follows:

- JcbNext Berhad ("JCBNEXT") and D.A. Consortium Inc ("DAC"), are substantial shareholders with direct holding of 20.982% and 24.917% equity interest respectively in the Company.
- Autoworld.com.my Sdn. Bhd. is the wholly-owned subsidiary of JCBNEXT.
- JCBNEXT has a direct holding of 14.29% equity interest in 104 Corporation Ltd. ("104 Corporation").
- Hakuodo DY Group consists of subsidiaries and associate companies of Hakuodo DY Holdings Inc ("Hakuodo DY Holdings"). Hakuodo DY Holdings is the ultimate holding company of D.A.Consortium Inc. ("DAC"), by virtue of its 100% indirect equity interest in DAC, through 90.75% equity interest in Hakuodo DY One Inc. ("Hakuodo DY One") (formerly known as D.A.Consortium Holdings Inc) and 9.25% in Hakuodo DY Media Partners.
- Myanmar Marketing and Research Development Co., Ltd ("MMRD") has a direct shareholding of 35% equity interest, representing 31,500 shares in Innity Myanmar Co., Ltd
- Innity Sdn. Bhd.'s ("ISB") wholly-owned subsidiary, Innity Limited ("Innity Ltd") has a direct shareholding of 49% equity interest, representing 9,800 shares in Innity Digital Media Thailand Co., Ltd ("Innity Thailand").
- ISB is a wholly-owned subsidiary of INNITY.

Additional Compliance Information (Cont'd)

10. Recurrent Related Party Transaction (Cont'd)

The RRPTs entered into by the Group during the financial year ended 31 December 2024 were as follows:

Related Party	Nature of Recurrent Transactions	Interested Related Parties	Actual Value Transacted for the Financial Year (RM)
Hakuhodo DY Group	Provision of advertising and publicity related services	Major shareholder DAC Corporations connected with major shareholder Hakuhodo DY One Hakuhodo DY Holdings Hakuhodo DY Media Partners Director Michihiko Suganuma Mina Kitamura	339,064
Innity Thailand	Provision of advertising and publicity related services	Director Looa Hong Tuan	13,249
	Purchase of advertising and publicity related services		219,316
	Management fees in relation to backend support staff costs chargeback which include Corporate Strategy, Finance, Business Development, Operation and Creative team based on time allocation of each individual		334,124
	Royalty fees		102,594

STATEMENT OF RESPONSIBILITY BY DIRECTORS

STATEMENT OF RESPONSIBILITY BY DIRECTORS

In respect of preparation of the Audited Financial Statements

The Directors are responsible for ensuring that the audited financial statements of the Group and the Company are drawn up in accordance with applicable Malaysian Financial Reporting Standards and the provision of the Companies Act 2016.

The Directors are also responsible for ensuring that the audited financial statements of both the Group and the Company are prepared with reasonable accuracy from their respective accounting records so as to give a true and fair view of the financial position of the Group and the Company as of 31 December 2024, as well as their financial performance and cash flows for the year then ended.

In preparing the audited financial statements, the Directors have:

- a. adopted appropriate accounting policies and applied them consistently;
- b. made judgements and estimates that are reasonable and prudent; and
- c. prepared the financial statements on a going concern basis.

The Directors also have a general responsibility to take reasonable steps to safeguard the assets of the Group and of the Company to prevent and detect fraud and other irregularities.

REPORT AND FINANCIAL STATEMENT

01	Director's Report	132
	Statement by Directors	138
	Statutory Declaration	138
	Independent Auditors' Report	139
	Statements of Financial Position	143
02	Statements of Profit or Loss	144
	Statements of Comprehensive Income	145
	Statements of Changes in Equity	146
	Statements of Cash Flows	148
	Notes to the Financial Statements	151

DIRECTOR'S REPORT

DIRECTORS' REPORT

The Directors hereby submit their report and the audited financial statements of the Group and of the Company for the financial year ended 31 December 2024.

PRINCIPAL ACTIVITIES

The Company is principally involved in investment holding. The Group's subsidiaries and associate are involved in the business of online advertising solutions, computer and mobile software applications development, operation of promotional and sales event information website, software production and development of content and influencer marketing. The other information relating to the subsidiaries and associate are disclosed in Note 8(b) and Note 9(b) to the financial statements respectively.

There have been no significant changes in the nature of the principal activities of the Group and of the Company during the financial year.

RESULTS

	Group RM	Company RM
Loss for the financial year	9,698,148	1,410,214
Attributable to:		
Owners of the parent	7,606,694	1,410,214
Non-controlling interests	2,091,454	-
	9,698,148	1,410,214

DIVIDEND

No dividend has been paid, declared or proposed by the Company since the end of the previous financial year. The Directors do not recommend the payment of any dividend in respect of the current financial year.

RESERVES AND PROVISIONS

There were no material transfers to or from reserves or provisions during the financial year other than those presented in the statements of changes in equity.

ISSUE OF SHARES AND DEBENTURES

The Company did not issue any new shares or debentures during the financial year.

EMPLOYEES' SHARE SCHEME

The Company implemented an Employees' Share Scheme ("ESS"), which is in force for a period of five (5) years until 3 June 2023 ("the scheme period"). On 24 May 2023, the Board had resolved to extend the time frame of the ESS for a further period of five (5) years, until 3 June 2028. The main features of the ESS are as follows:

- a) The ESS is made available to Senior Management and full-time Executive Directors who are confirmed employees of the Company and its subsidiaries as defined in the Companies Act 2016 in Malaysia, as amended from time to time, and any re-enactment thereof;
- b) The total number of shares offered under the ESS shall not, in aggregate, exceed 5% of the issued and paid-up share capital of the Company at any time during the existence of the ESS;
- c) The Participant will not be required to pay for the new ESS Shares that may be issued and allotted to them and/or the existing Company Shares to be transferred to them pursuant to the Proposed ESS;
- d) The actual number of shares, which may be offered to any eligible employee shall be at the discretion of the ESS Committee provided that the number of shares offered are not less than 100 shares and in multiples of 100 shares and are subject to the following:
 - i) not more than 80% of the shares available under the ESS shall be allocated in aggregate to the Senior Management of the Company and its subsidiaries; and
 - ii) not more than 10% of the total number of ESS Shares shall be allocated to a Participant, who, either singly or collectively through persons connected with the Participant, holds twenty percent (20%) or more of our issued and paid-up share capital.
- e) A share award granted under the ESS may be exercised by the grantee upon achieving the vesting conditions set by the ESS Committee; and
- f) The shares shall on issue and allotment rank pari passu in all respects with the then existing issued shares of the Company.

No shares have been issued during the financial year by virtue of the exercise of any option to take up unissued shares of the Company. As at the end of the financial year, there were no unissued shares of the Company under options.

Since the implementation of the ESS until its expiry on 3 June 2023, a total of 1,000,000 shares award had been granted to Senior Management of the Group. The entire 1,000,000 shares award had been exercised since the implementation of the ESS until its expiry.

There were no share award granted to the Executive Directors of the Company and its subsidiaries during the financial year. Since the implementation of the ESS until its expiry, none of the Executive Directors of the Company and its subsidiaries had been granted any share award under the ESS.

Director's Report (Cont'd)

DIRECTORS

The Directors who have held office during the financial year and up to the date of this report are as follows:

Innity Corporation Berhad

Phang Chee Leong*

Looa Hong Tuan*

Wong Kok Woh*

Seah Kum Loong*

Michihiko Suganuma

Cheong Chee Yun

Gregory Charles Poarch

Fung Kam Foo

Norliza Binti Rasool Khan

Liong Wei Li (Alternate Director to Gregory Charles Poarch)

Mina Kitamura (Alternate Director to Michihiko Suganuma)

Rieko Yoshikawa (Alternate Director to Michihiko Suganuma)

(Appointed on 28 March 2025)

(Resigned on 28 March 2025)

**These Directors are also Directors of the subsidiaries of the Company.*

Subsidiaries of Innity Corporation Berhad (excluding those Directors listed above)

Gabriel Joaquin D. Zosa II

Simon Ong

U Moe Kyaw

Nadya Rosalia Hanum S

Celine Mariel J.Gaspar

Ina Patricia C. Erjas

DIRECTORS' INTEREST

The Directors holding office at the end of the financial year and their beneficial interests in ordinary shares of the Company and of its related corporations during the financial year ended 31 December 2024 as recorded in the Register of Directors' Shareholdings kept by the Company under Section 59 of the Companies Act 2016 in Malaysia were as follows:

Shares in the Company	Number of ordinary shares			
	Balance as at 1.1.2024	Bought	Sold	Balance as at 31.12.2024
Direct interest				
Phang Chee Leong	13,298,372	-	-	13,298,372
Looa Hong Tuan	12,374,685	-	-	12,374,685
Wong Kok Woh	7,299,086	-	-	7,299,086
Seah Kum Loong	6,817,292	-	-	6,817,292

None of the other Directors holding office at the end of the financial year held any interest in the ordinary shares of the Company and of its related corporations during the financial year.

Director's Report (Cont'd)

135

DIRECTORS' BENEFITS

Since the end of the previous financial year, none of the Directors have received or become entitled to receive any benefit (other than those benefits included in the aggregate amount of remuneration received and receivable by the Directors as shown in the financial statements) by reason of a contract made by the Company or a related corporation with the Director or with a firm of which the Director is a member, or with a company in which the Director has a substantial financial interest, except for certain Directors who received remuneration from the subsidiaries as Directors of the subsidiaries.

There were no arrangements made during and at the end of the financial year, to which the Company is a party, which had the object of enabling the Directors to acquire benefits by means of the acquisition of shares in or debentures of the Company or any other body corporate.

DIRECTORS' REMUNERATION

The Directors' remuneration of the Group and of the Company for the financial year ended 31 December 2024 were as follows:

	Group RM	Company RM
Salaries, bonuses, allowances and other emoluments	2,046,152	10,500
Defined contribution plan	218,170	-
Directors' fees	581,094	184,800
	2,845,416	195,300

INDEMNITY AND INSURANCE FOR DIRECTORS, OFFICERS AND AUDITORS

The Group and the Company effected Directors' and officers' liability insurance during the financial year to protect the Directors and officers of the Group and of the Company against potential costs and liabilities arising from claims brought against the Directors and officers.

During the financial year, the total amount of insurance premium paid for the Directors and the officers of the Group and of the Company is RM10,000.

There were no indemnity given to or insurance effected for the auditors of the Group and of the Company during the financial year.

OTHER STATUTORY INFORMATION REGARDING THE GROUP AND THE COMPANY

i) As At The End Of The Financial Year

- a. Before the financial statements of the Group and of the Company were prepared, the Directors took reasonable steps:
 - i. to ascertain that proper action had been taken in relation to the writing off of bad debts and the making of provision for doubtful debts and had satisfied themselves that all known bad debts had been written off and that adequate provision had been made for doubtful debts; and
 - ii. to ensure that any current assets other than debts, which were unlikely to realise their book values in the ordinary course of business have been written down to their estimated realisable values.
- b. In the opinion of the Directors, the results of the operations of the Group and of the Company during the financial year have not been substantially affected by any item, transaction or event of a material and unusual nature.

ii) From The End Of The Financial Year To The Date Of This Report

- c. The Directors are not aware of any circumstances:
 - i. which would render the amount written off for bad debts or the amount of the provision for doubtful debts in the financial statements of the Group and of the Company inadequate to any material extent;
 - ii. which would render the values attributed to current assets in the financial statements of the Group and of the Company misleading; and
 - iii. which have arisen which would render adherence to the existing method of valuation of assets or liabilities of the Group and of the Company misleading or inappropriate.
- d. In the opinion of the Directors:
 - i. there has not arisen any item, transaction or event of a material and unusual nature likely to affect substantially the results of the operations of the Group and of the Company for the financial year in which this report is made; and
 - ii. no contingent or other liability has become enforceable, or is likely to become enforceable, within the period of twelve (12) months after the end of the financial year which will or may affect the ability of the Group and of the Company to meet their obligations as and when they fall due.

iii) As At The Date Of This Report

- e. There are no charges on the assets of the Group and of the Company which have arisen since the end of the financial year to secure the liabilities of any other person.
- f. There are no contingent liabilities of the Group and of the Company which have arisen since the end of the financial year.
- g. The Directors are not aware of any circumstances not otherwise dealt with in this report or the financial statements which would render any amount stated in the financial statements of the Group and of the Company misleading.

Director’s Report (Cont’d)

AUDITORS

The auditors, BDO PLT (201906000013 (LLP0018825-LCA) & AF 0206), have expressed their willingness to continue in office.

Auditors' remuneration of the Group and of the Company for the financial year ended 31 December 2024 were as follows:

	Group RM	Company RM
Statutory audit	442,614	100,000
Assurance related services	16,000	16,000
	458,614	116,000

Signed on behalf of the Board in accordance with a resolution of the Directors.

Phang Chee Leong
Director

Looa Hong Tuan
Director

Kuala Lumpur
9 April 2025

STATEMENT BY DIRECTORS

STATEMENT BY DIRECTORS PURSUANT TO SECTION 251(2) OF THE COMPANIES ACT 2016

In the opinion of the Directors, the financial statements set out on page 143 to page 203 have been drawn up in accordance with Malaysian Financial Reporting Standards, IFRS Accounting Standards and the provisions of the Companies Act 2016 in Malaysia so as to give a true and fair view of the financial position of the Group and of the Company as at 31 December 2024 and of the financial performance and cash flows of the Group and of the Company for the financial year then ended.

Signed on behalf of the Board in accordance with a resolution of the Directors.

Phang Chee Leong
Director

Looa Hong Tuan
Director

Kuala Lumpur
9 April 2025

STATUTORY DECLARATION

STATUTORY DECLARATION PURSUANT TO SECTION 251(1)(b) OF THE COMPANIES ACT 2016

I, Yap Soon Kim (CA 23399), being the officer primarily responsible for the financial management of Innity Corporation Berhad, do solemnly and sincerely declare that the financial statements set out on page 143 to page 203 are, to the best of my knowledge and belief, correct and I make this solemn declaration conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declarations Act, 1960.

Subscribed and solemnly
declared by the abovenamed
at Kuala Lumpur this
on 9 April 2025

Yap Soon Kim

Before me,
Commissioner for Oaths
Kuala Lumpur

INDEPENDENT AUDITORS' REPORT

139

REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

Opinion

We have audited the financial statements of Innity Corporation Berhad, which comprise the statements of financial position as at 31 December 2024, and the statements of profit or loss, statements of comprehensive income, statements of changes in equity and statements of cash flows of the Group and of the Company for the financial year then ended, and notes to the financial statements, including material accounting policy information, as set out on pages 143 to 203.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Group and of the Company as at 31 December 2024, and of their financial performance and their cash flows for the financial year then ended in accordance with Malaysian Financial Reporting Standards ("MFRSs"), IFRS Accounting Standards and the requirements of the Companies Act 2016 in Malaysia.

Basis for Opinion

We conducted our audit in accordance with approved standards on auditing in Malaysia and International Standards on Auditing ("ISAs"). Our responsibilities under those standards are further described in the *Auditors' Responsibilities for the Audit of the Financial Statements* section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence and Other Ethical Responsibilities

We are independent of the Group and of the Company in accordance with the (*By-Laws on Professional Ethics, Conduct and Practice*) of the Malaysian Institute of Accountants ("By-Laws") and the International Ethics Standards Board for Accountants' (*International Code of Ethics for Professional Accountants (including International Independence Standards)*) ("IESBA Code"), and we have fulfilled our other ethical responsibilities in accordance with the By-Laws and the IESBA Code.

Key Audit Matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial statements of the Group and of the Company for the current year. These matters were addressed in the context of our audit of the financial statements of the Group and of the Company as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Impairment of Trade Receivables

As at 31 December 2024, the gross trade receivables of the Group were RM36,881,416 and the associated impairment losses of trade receivables were RM2,444,988, as disclosed in Note 13 to the financial statements.

The Group has recognised net impairment losses on trade receivables amounted to RM344,165 during the financial year.

We determined this to be a key audit matter because it requires management to exercise significant judgements in determining the probability of default by trade receivables and appropriate forward looking information to assess the expected credit loss allowances.

Key Audit Matters (Cont'd)

Impairment of Trade Receivables (Cont'd)

Our audit procedures, with the involvement of components auditors, included the following:

- i. Recomputed the probability of default using historical data and forward looking information adjustment;
- ii. Recomputed the correlation coefficient between forward looking information used by the Group and historical losses to determine the appropriateness of the forward looking information used;
- iii. Inquiries of management to assess the rationale underlying the relationship between the forward-looking information and expected credit losses; and
- iv. Evaluated management's assessment and explanation on the individually significant trade receivables that were past due as at 31 December 2024 with reference to supporting evidences.

We have determined that there are no key audit matters to communicate in our report in respect to the audit of the financial statements of the Company.

Information Other than the Financial Statements and Auditors' Report Thereon

The Directors of the Company are responsible for the other information. The other information comprises the information included in the annual report, but does not include the financial statements of the Group and of the Company and our auditors' report thereon.

Our opinion on the financial statements of the Group and of the Company does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements of the Group and of the Company, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements of the Group and of the Company or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Statements

The Directors of the Company are responsible for the preparation of financial statements of the Group and of the Company that give a true and fair view in accordance with MFRSs, IFRS Accounting Standards and the requirements of the Companies Act 2016 in Malaysia. The Directors are also responsible for such internal control as the Directors determine is necessary to enable the preparation of financial statements of the Group and of the Company that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements of the Group and of the Company, the Directors are responsible for assessing the ability of the Group and of the Company to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Group or the Company or to cease operations, or have no realistic alternative but to do so.

Independent Auditors' Report (Cont'd)

141

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements of the Group and of the Company as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with approved standards on auditing in Malaysia and ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with approved standards on auditing in Malaysia and ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- a. Identify and assess the risks of material misstatement of the financial statements of the Group and of the Company, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- b. Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control of the Group and of the Company.
- c. Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- d. Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Group or of the Company to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements of the Group and of the Company or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Group or the Company to cease to continue as a going concern.
- e. Evaluate the overall presentation, structure and content of the financial statements of the Group and of the Company, including the disclosures, and whether the financial statements of the Group and of the Company represent the underlying transactions and events in a manner that achieves fair presentation.
- f. Plan and perform the group audit to obtain sufficient appropriate audit evidence regarding the financial information of the entities or business units within the Group as a basis for forming an opinion on the financial statements of the Group. We are responsible for the direction, supervision and review of the audit work performed for purposes of the group audit. We remain solely responsible for our audit opinion.

We communicate with the Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the Directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, actions taken to eliminate threats or safeguards applied.

Auditors' Responsibilities for the Audit of the Financial Statements (Cont'd)

From the matters communicated with the Directors, we determine those matters that were of most significance in the audit of the financial statements of the Group and of the Company for the current year and are therefore the key audit matters. We describe these matters in our auditors' report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on Other Legal and Regulatory Requirements

In accordance with the requirements of the Companies Act 2016 in Malaysia, we report that the subsidiaries of which we have not acted as auditors, are disclosed in Note 8 to the financial statements

Other Matters

This report is made solely to the members of the Company, as a body, in accordance with Section 266 of the Companies Act 2016 in Malaysia and for no other purpose. We do not assume responsibility to any other person for the content of this report.

BDO PLT

201906000013 (LLP0018825-LCA) & AF 0206
Chartered Accountants

Brendan Francis Lim Jern Zhen

03591/09/2025 J
Chartered Accountant

Kuala Lumpur
9 April 2025

STATEMENTS OF FINANCIAL POSITION

As at 31 December 2024

143

	Note	Group		Company	
		2024 RM	2023 RM	2024 RM	2023 RM
ASSETS					
Non-current assets					
Property, plant and equipment	5	1,744,982	1,932,524	-	-
Right-of-use assets	6	3,234,421	3,995,719	31,166	-
Intangible assets	7	5,062,224	4,756,306	-	-
Investments in subsidiaries	8	-	-	15,335,819	15,335,819
Investments in an associate	9	-	255,433	-	-
Deferred tax assets	11	711,276	824,130	-	-
		10,752,903	11,764,112	15,366,985	15,335,819
Current assets					
Inventories	12	226	11,933	-	-
Trade receivables	13	34,436,428	30,476,492	-	-
Other receivables, deposits, contract assets and prepayments	14	6,077,660	6,133,257	1,023,846	1,724,974
Current tax assets		746,318	587,455	-	-
Cash and bank balances	15	18,058,113	32,780,826	239,101	238,197
		59,318,745	69,989,963	1,262,947	1,963,171
TOTAL ASSETS		70,071,648	81,754,075	16,629,932	17,298,990
EQUITY					
Share capital	16	19,477,031	19,477,031	19,477,031	19,477,031
Reserves	17	12,405,654	19,677,933	(5,197,693)	(3,787,479)
Equity attributable to owners of the Company		31,822,685	39,154,964	14,279,338	15,689,552
Non-controlling interests		(2,250,592)	263,026	-	-
TOTAL EQUITY		29,632,093	39,417,990	14,279,338	15,689,552
LIABILITIES					
Non-current liabilities					
Other payables, contract liabilities and accruals	20	-	-	1,235,648	1,059,454
Deferred tax liabilities	11	1,140,239	1,168,135	-	-
Lease liabilities	6	701,283	1,462,490	-	-
Retirement benefit obligations	18	350,140	513,232	-	-
Borrowings	21	213,622	245,788	-	-
		2,405,284	3,389,645	1,235,648	1,059,454
Current liabilities					
Trade payables	19	21,931,577	21,003,543	-	-
Other payables, contract liabilities and accruals	20	11,243,323	14,746,795	1,082,643	549,984
Lease liabilities	6	1,644,101	1,632,160	32,303	-
Borrowings	21	3,110,733	1,400,514	-	-
Current tax liabilities		104,537	163,428	-	-
		38,034,271	38,946,440	1,114,946	549,984
TOTAL LIABILITIES		40,439,555	42,336,085	2,350,594	1,609,438
TOTAL EQUITY AND LIABILITIES		70,071,648	81,754,075	16,629,932	17,298,990

The accompanying notes form an integral part of these financial statements.

STATEMENTS OF PROFIT OR LOSS

For the Financial Year Ended 31 December 2024

	Note	Group		Company	
		2024 RM	2023 RM	2024 RM	2023 RM
Revenue	22	112,167,935	114,012,489	5,013,473	4,864,417
Other operating income		589,196	1,103,565	142,004	159,949
Direct costs		(64,111,213)	(61,289,958)	(4,093,008)	(3,769,572)
Staff costs	23	(43,669,747)	(43,358,442)	(468,127)	(661,362)
Depreciation	5,6	(2,358,067)	(2,238,388)	(31,164)	(31,572)
Amortisation of development expenditure	7	(1,528,727)	(1,472,748)	-	-
Net (losses)/gains on impairment of financial assets	25	(948,118)	406,470	(1,415,804)	(66,649)
Other operating expenses		(8,648,233)	(7,220,802)	(458,012)	(294,826)
(Loss)/Profit from operations	25	(8,506,974)	(57,814)	(1,310,638)	200,385
Finance costs	26	(284,858)	(226,345)	(99,576)	(37,230)
Share of loss in equity accounted associate, net of tax		(249,504)	(426,348)	-	-
(Loss)/Profit before tax		(9,041,336)	(710,507)	(1,410,214)	163,155
Income tax expense	27	(656,812)	(1,458,718)	-	-
(Loss)/Profit for the financial year		(9,698,148)	(2,169,225)	(1,410,214)	163,155
(Loss)/Profit attributable to:					
Owners of the Company		(7,606,694)	(1,101,087)	(1,410,214)	163,155
Non-controlling interests		(2,091,454)	(1,068,138)	-	-
		(9,698,148)	(2,169,225)	(1,410,214)	163,155
Loss per ordinary share attributable to owners of the Company (sen)					
Basic and diluted	28	(5.46)	(0.79)		

STATEMENTS OF COMPREHENSIVE INCOME

For the Financial Year Ended 31 December 2024 (Cont'd)

145

	Note	Group		Company	
		2024 RM	2023 RM	2024 RM	2023 RM
(Loss)/Profit for the financial year		(9,698,148)	(2,169,225)	(1,410,214)	163,155
Other comprehensive income/(loss) for the year, net of tax					
<u>Items that may be reclassified subsequently to profit or loss</u>					
Foreign currency translation	27(d)	266,796	740,635	-	-
<u>Items that will not be reclassified subsequently to profit or loss</u>					
Remeasurement of retirement benefit obligations	27(d)	196,228	(1,874)	-	-
Total other comprehensive income for the year, net of tax		463,024	738,761	-	-
Total comprehensive (loss)/income		(9,235,124)	(1,430,464)	(1,410,214)	163,155
Total comprehensive (loss)/income attributable to:					
Owners of the Company		(7,355,306)	(395,881)	(1,410,214)	163,155
Non-controlling interests		(1,879,818)	(1,034,583)	-	-
		(9,235,124)	(1,430,464)	(1,410,214)	163,155

STATEMENTS OF CHANGES IN EQUITY

For the Financial Year Ended 31 December 2024 (Cont'd)

Group	----- Non-distributable -----					Distributable					Total equity
	Share capital capital (Note 16)	Reverse acquisition reserve (Note 17)	Foreign currency translation reserve (Note 17)	Retained profits (Note 17)	Total attributable to Owners of the Company	Non- controlling interests					
	RM	RM	RM	RM	RM	RM					
At 1 January 2023	19,477,031	(2,512,173)	736,807	21,849,180	39,550,845	1,342,322	40,893,167				
Loss for the financial year	-	-	-	(1,101,087)	(1,101,087)	(1,068,138)	(2,169,225)				
Other comprehensive income/(loss)	-	-	706,189	(983)	705,206	33,555	738,761				
Total comprehensive income/(loss)	-	-	706,189	(1,102,070)	(395,881)	(1,034,583)	(1,430,464)				
Dividends paid to non-controlling interests	-	-	-	-	-	(44,713)	(44,713)				
Total transaction with Owners and changes in ownership interests	-	-	-	-	-	(44,713)	(44,713)				
At 31 December 2023/1 January 2024	19,477,031	(2,512,173)	1,442,996	20,747,110	39,154,964	263,026	39,417,990				
Loss for the financial year	-	-	-	(7,606,694)	(7,606,694)	(2,091,454)	(9,698,148)				
Other comprehensive income	-	-	90,785	160,603	251,388	211,636	463,024				
Total comprehensive income/(loss)	-	-	90,785	(7,446,091)	(7,355,306)	(1,879,818)	(9,235,124)				
Dividends paid to non-controlling interests	-	-	-	-	-	(351,773)	(351,773)				
Acquisitions of additional interests in a subsidiary company from NCI	-	-	-	83,027	83,027	(282,027)	(199,000)				
Total transaction with Owners and changes in ownership interests	-	-	-	83,027	83,027	(633,800)	(550,773)				
At 31 December 2024	19,477,031	(2,512,173)	1,533,781	13,384,046	31,882,685	(2,250,592)	29,632,093				

Statements of Changes in Equity

For the Financial Year Ended 31 December 2024 (Cont'd)

147

Company	-----Non-distributable-----		
	Share capital (Note 16)	Accumulated losses (Note 17)	Total equity
	RM	RM	RM
At 1 January 2023	19,477,031	(3,950,634)	15,526,397
Profit for the financial year/Total comprehensive income	-	163,155	163,155
At 31 December 2023/1 January 2024	19,477,031	(3,787,479)	15,689,552
Profit for the financial year/Total comprehensive income	-	(1,410,214)	(1,410,214)
At 31 December 2024	19,477,031	(5,197,693)	14,279,338

The accompanying notes form an integral part of these financial statements.

STATEMENTS OF CASH FLOWS

For the Financial Year Ended 31 December 2024 (Cont'd)

		Group		Company	
	Note	2024 RM	2023 RM	2024 RM	2023 RM
CASH FLOWS FROM OPERATING ACTIVITIES					
(Loss)/Profit before tax		(9,041,336)	(710,507)	(1,410,214)	163,155
Adjustments for:					
Amortisation of development expenditure	7	1,528,727	1,472,748	-	-
Bad debts written off		39,466	-	-	-
Depreciation	5,6	2,358,067	2,238,388	31,164	31,572
Dividend income from a subsidiary		-	-	(400,000)	(600,000)
Fair value adjustments	25	-	-	(95,681)	(133,895)
Gain on disposal of property, plant and equipment		(2,649)	-	-	-
Gain on lease modification	6(g)	(12,464)	(19,448)	-	-
(Reversal)/ Impairment losses on financial assets, net		948,118	(406,470)	1,415,804	66,649
Interest expense	26	284,858	226,345	99,576	37,230
Interest income	25	(327,409)	(224,768)	(44,403)	(26,054)
Inventories written off	12	3,294	-	-	-
Property, plant and equipment written off	25	1,143	1,373	-	-
Retirement benefits	18	157,826	46,356	-	-
Share of loss in equity-accounted associate		249,504	426,348	-	-
Net unrealised loss/(gain) on foreign exchange	25	1,091,253	(255,779)	-	-
Operating (loss)/profit before working capital changes					
		(2,721,602)	2,794,586	(403,754)	(461,343)
Decrease in inventories		8,413	22,572	-	-
(Increase)/Decrease in trade and other receivables		(6,256,316)	(2,287,439)	5,880	(6,182)
(Decrease)/Increase in trade and other payables		(1,188,626)	1,462,685	(162,714)	(3,787)
Cash (used in)/generated from operations					
		(10,158,131)	1,992,404	(560,588)	(471,312)
Dividend received		-	-	400,000	600,000
Income tax paid		(976,150)	(1,329,604)	-	-
Income tax refunded		98,970	123,395	-	-
Retirement benefit paid		(63,027)	-	-	-
Net cash (used in)/from operating activities					
		(11,098,338)	786,195	(160,588)	128,688

The accompanying notes form an integral part of these financial statements.

Statements of Cash Flows

For the Financial Year Ended 31 December 2024 (Cont'd)

149

		Group		Company		
	Note	2024 RM	2023 RM	2024 RM	2023 RM	
CASH FLOWS FROM INVESTING ACTIVITIES						
Development expenditure paid	7	(1,834,645)	(1,778,974)	-	-	
Withdrawals/(Placements) of fixed deposits:						
- pledged to licensed banks		(82,072)	44,675	-	-	
- with maturity period more than three (3) months		5,784,259	(4,874,379)	-	-	
Interest received		327,409	224,768	44,403	26,054	
Acquisition of non-controlling interest	8(c)	(199,000)	-	-	-	
Proceeds from disposal of plant and equipment		11,664	-	-	-	
Purchase of property, plant and equipment	5	(434,481)	(1,424,426)	-	-	
Additions of right-of-use assets	6(i)	-	(33,176)	-	-	
Advances to an associate		(602,976)	(260,210)	(293,853)	(88,039)	
Repayments from/(Advances to) subsidiaries		-	-	540,545	(179,460)	
Net cash from/(used in) investing activities		2,970,158	(8,101,722)	291,095	(241,445)	
CASH FLOWS FROM FINANCING ACTIVITIES						
Dividends paid to non-controlling interests		(351,773)	(44,713)	-	-	
Interest paid		(123,215)	(47,691)	(96,003)	(36,152)	
Repayments of loan		(32,215)	(30,870)	-	-	
Payment of lease liabilities	6	(1,929,150)	(1,730,130)	(33,600)	(33,600)	
Net cash used in financing activities		(2,436,353)	(1,853,404)	(129,603)	(69,752)	
Net (decrease)/increase in cash and cash equivalents		(10,564,533)	(9,168,931)	904	(182,509)	
Effects of exchange rate fluctuations on cash and cash equivalents		(166,261)	313,848	-	-	
Cash and cash equivalents at the beginning of financial year		20,571,922	29,427,005	238,197	420,706	
Cash and cash equivalents at the end of financial year		15	9,841,128	20,571,922	239,101	238,197

The accompanying notes form an integral part of these financial statements.

Statements of Cash Flows

For the Financial Year Ended 31 December 2024 (Cont'd)

Reconciliation of liabilities arising from financing activities:

Group	Group		Company
	Lease Liabilities Note 6 RM	Term loans Note 21 RM	Lease Liabilities Note 6 RM
At 1 January 2023	2,722,218	309,993	32,522
Cash flows	(1,730,130)	(47,348)	(33,600)
Non-cash flows:			
- Acquisition of right-of-use assets	2,019,079	-	-
- Effect of foreign exchange	97,134	-	-
- Lease modification	(192,305)	-	-
- Interest expense	178,654	16,478	1,078
At 31 December 2023/1 January 2024	3,094,650	279,123	-
Cash flows	(1,929,150)	(45,648)	(33,600)
Non-cash flows:			
- Acquisition of right-of-use assets	799,873	-	62,330
- Effect of foreign exchange	(106,616)	-	-
- Lease modification	324,984	-	-
- Interest expense	161,643	13,433	3,573
At 31 December 2024	2,345,384	246,908	32,303

The accompanying notes form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2024

151

1. CORPORATE INFORMATION

Innity Corporation Berhad ("the Company") is a public limited liability company, incorporated and domiciled in Malaysia, and is listed on the ACE Market of Bursa Malaysia Securities Berhad.

The registered office of the Company is located at Unit 30-1, Level 30, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur. The principal place of business of the Company is located at C501 & C502, Block C, Kelana Square, 17, Jalan SS7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor Darul Ehsan.

The consolidated financial statements for the financial year ended 31 December 2024 comprise the Company and its subsidiaries and the interests of the Group in an associate. These financial statements are presented in Ringgit Malaysia ("RM"), which is also the functional currency of the Company.

The financial statements were authorised for issue in accordance with a resolution by the Board of Directors on 9 April 2025.

2. PRINCIPAL ACTIVITIES

The Company is principally involved in investment holding. The principal activities and other information of the subsidiaries and associate are disclosed in Note 8(b) and Note 9(b) to the financial statements respectively.

There have been no significant changes in the nature of these activities during the financial year.

3. BASIS OF PREPARATION

The financial statements of the Group and of the Company have been prepared in accordance with Malaysian Financial Reporting Standards ("MFRSs"), IFRS Accounting Standards and the provisions of the Companies Act 2016 in Malaysia.

The accounting policies adopted are consistent with those of the previous financial year except for the effects of adoption of new MFRSs during the financial year. The new MFRSs and Amendments to MFRSs adopted during the financial year are disclosed in Note 32.1 to the financial statements.

The financial statements of the Group and of the Company have been prepared under the historical cost convention except as otherwise stated in the financial statements.

4. OPERATING SEGMENT

The Group is principally involved in providing technology based online advertising solutions and other related internet services in Malaysia and other areas of the Asia Pacific. For management purposes, the Group is organised into business units based on their geographical location and has reportable operating segments as follows:

- Malaysia
- Singapore
- Indonesia
- Vietnam
- Philippines
- Hong Kong/China
- Taiwan
- South Korea
- Cambodia
- Myanmar

The management monitors the operating results of its business units as well as relying on the segment information as disclosed below for the purpose of making decision about resources allocation and performance assessment.

Inter-segment transactions were entered into when advertising campaigns were carried out in a regional basis. The pricing of the inter-segment transactions is determined based on a negotiated margin basis.

Information regarding the results of each reportable segment is included below. Performance is measured based on segment profit/(loss) before tax, as included in the internal management reports that are reviewed by the Group's Managing Director. Segment profit/(loss) is used to measure performance as the management believes that such information is the most relevant in evaluating the results of certain segments relative to other entities that operate in these industries.

Notes to the Financial Statements (Cont'd)

153

4. OPERATING SEGMENT (CONT'D)

2024	Malaysia	Singapore	Indonesia	Vietnam	Philippines	Hong Kong/China	Taiwan	Cambodia	Myanmar	Total	Inter-segment elimination	Group
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Revenue												
External revenue	48,107,610	8,575,834	3,835,007	16,848,761	15,999,699	15,748,083	2,196,016	845,259	11,666	112,167,935	-	112,167,935
Inter-segment revenue	5,330,644	170,442	73,609	-	239,414	46,177	78,184	-	-	5,938,470	(5,938,470)	-
Total revenue	53,438,254	8,746,276	3,908,616	16,848,761	16,239,113	15,794,260	2,274,200	845,259	11,666	118,106,405	(5,938,470)	112,167,935
Results												
(Loss)/Profit from operations	(2,477,798)	(1,775,916)	(1,244,661)	223,815	377,325	(5,080,178)	(1,250,031)	(296,338)	(50,999)	(11,574,781)	3,067,807	(8,506,974)
Finance costs	(237,388)	(17,729)	(31,068)	(182,209)	(59,108)	(44,869)	(91,740)	(5,802)	(4,893)	(674,806)	389,948	(284,858)
Share of loss in equity accounted associates, net of tax	(249,504)	-	-	-	-	-	-	-	-	(249,504)	-	(249,504)
(Loss)/Profit before tax	(2,964,690)	(1,793,645)	(1,275,729)	41,606	318,217	(5,125,047)	(1,341,771)	(302,140)	(55,892)	(12,499,091)	3,457,755	(9,041,336)
Income tax expense	(258,635)	-	(234,032)	(44,839)	(228,143)	-	108,837	-	-	(656,812)	-	(656,812)
(Loss)/Profit for the financial year	(3,223,325)	(1,793,645)	(1,509,761)	(3,233)	90,074	(5,125,047)	(1,232,934)	(302,140)	(55,892)	(13,155,903)	3,457,755	(9,698,148)
Non-controlling interests	76,979	-	739,783	(1,141)	(2,203)	1,011,887	246,587	-	19,562	2,091,454	-	2,091,454
(Loss)/Profit attributable to Owners of the Company	(3,146,346)	(1,793,645)	(769,978)	(4,374)	87,871	(4,113,160)	(986,347)	(302,140)	(36,330)	(11,064,449)	3,457,755	(7,606,694)

Notes to the Financial Statements (Cont'd)

4. OPERATING SEGMENT (CONT'D)

2024 (Cont'd)	Malaysia	Singapore	Indonesia	Vietnam	Philippines	Hong Kong/China	Taiwan	Cambodia	Myanmar	Total	Inter-segment elimination	Group
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Assets and liabilities												
Segment assets	49,381,060	3,893,733	2,697,334	9,935,162	15,303,475	14,031,524	926,925	281,747	15,196	96,466,156	(26,394,508)	70,071,648
Consolidated total assets	49,381,060	3,893,733	2,697,334	9,935,162	15,303,475	14,031,524	926,925	281,747	15,196	96,466,156	(26,394,508)	70,071,648
Segment liabilities	18,687,650	2,085,306	5,722,003	10,158,307	10,251,830	5,857,952	9,347,487	1,007,033	978,040	64,095,608	(23,656,053)	40,439,555
Consolidated total liabilities	18,687,650	2,085,306	5,722,003	10,158,307	10,251,830	5,857,952	9,347,487	1,007,033	978,040	64,095,608	(23,656,053)	40,439,555
Other information												
Capital expenditure	2,105,123	8,979	4,777	5,874	136,010	8,363	-	-	-	2,269,126	-	2,269,126
Amortisation of development expenditure	1,528,727	-	-	-	-	-	-	-	-	1,528,727	-	1,528,727
Depreciation	581,095	337,006	9,485	318,320	465,113	635,873	3,396	7,779	-	2,358,067	-	2,358,067
Material non-cash items other than depreciation and amortisation	-	-	-	-	-	-	-	-	-	-	-	-
- (Reversal of)/impairment losses on:	-	-	-	-	-	-	-	-	-	-	-	-
- trade receivables	74,223	-	(3,147)	2,584	156,485	21,161	92,859	-	-	344,165	-	344,165
- other receivables	603,953	-	-	-	-	-	-	-	-	603,953	-	603,953
- Bad debt written off	34,007	-	-	-	-	-	5,459	-	-	39,466	-	39,466
- Property, plant and equipment written off	1,141	-	-	-	2,685	-	2	-	-	3,828	-	3,828
- Retirement benefits	-	-	112,845	-	44,981	-	-	-	-	157,826	-	157,826
- Net unrealised (gain)/loss on foreign exchange	(21,203)	(35,014)	182,158	274,155	21,498	30,578	543,789	5,364	13,837	1,015,162	76,091	1,091,253

Notes to the Financial Statements (Cont'd)

155

4. OPERATING SEGMENT (CONT'D)

2023	Malaysia	Singapore	Indonesia	Vietnam	Philippines	Hong Kong/China	Taiwan	South Korea	Cambodia	Myanmar	Total	Inter-segment elimination	Group
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Revenue													
External revenue	54,140,077	9,654,429	2,505,797	11,737,403	14,837,264	17,464,462	2,621,156	-	1,051,961	-	114,012,489	-	114,012,489
Inter-segment revenue	5,040,582	138,412	140,618	18,975	489,708	14,537	105,106	-	-	1,463	594,940	(594,940)	-
Total revenue	59,180,599	9,792,841	2,646,415	11,756,378	15,326,972	17,478,999	2,726,262	-	1,051,961	1,463	119,961,890	(594,940)	114,012,489
Results													
Profit/(Loss) from operations	2,768,607	(897,227)	(1,693,690)	333,872	2,374,830	(434,393)	(843,808)	(657)	(382,414)	(88,921)	113,199	(119,401)	(57,814)
Finance costs	(72,370)	(24,774)	(9,207)	(124,558)	(51,865)	(71,923)	(97,969)	-	(2,543)	(19,669)	(474,908)	248,563	(226,345)
Share of loss in equity-accounted associates, net of tax	(426,348)	-	-	-	-	-	-	-	-	-	(426,348)	-	(426,348)
Profit/(Loss) before tax	2,269,889	(922,001)	(1,702,897)	209,314	2,322,965	(506,316)	(941,777)	(657)	(384,957)	(108,620)	234,943	(945,450)	(710,507)
Income tax expense	(899,304)	-	102,572	21,547	(658,627)	34,955	(28,401)	-	-	-	(1,458,718)	-	(1,458,718)
Profit/(Loss) for the financial year	1,370,585	(922,001)	(1,600,325)	230,861	1,664,338	(502,821)	(970,178)	(657)	(384,957)	(108,620)	(1,223,775)	(945,450)	(2,169,225)
Non-controlling interests	108,376	-	784,160	(49,254)	(83,227)	75,898	194,036	132	-	38,077	1,068,138	-	1,068,138
Profit/(Loss) attributable to Owners of the Company	1,478,961	(922,001)	(816,165)	181,607	1,581,111	(426,923)	(776,142)	(525)	(384,957)	(70,603)	(155,637)	(945,450)	(1,101,087)

Notes to the Financial Statements (Cont'd)

4. OPERATING SEGMENT (CONT'D)

2023 (Cont'd)	Malaysia	Singapore	Indonesia	Vietnam	Philippines	Hong Kong/China	Taiwan	South Korea	Cambodia	Myanmar	Total	Inter-segment elimination	Group
	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM	RM
Assets and liabilities													
Segment assets	51,966,306	6,840,937	2,417,159	8,035,250	18,965,386	20,584,350	1,232,646	-	335,091	20,057	110,397,182	(28,898,540)	81,498,642
Investments in an associate	255,433	-	-	-	-	-	-	-	-	-	255,433	-	255,433
Consolidated total assets	52,221,739	6,840,937	2,417,159	8,035,250	18,965,386	20,584,350	1,232,646	-	335,091	20,057	110,652,615	(28,898,540)	81,754,075
Segment liabilities	22,383,071	3,096,363	4,185,171	8,279,074	12,731,084	4,973,662	919,314	-	777,309	953,835	66,572,710	(24,236,625)	42,336,085
Consolidated total liabilities	22,383,071	3,096,363	4,185,171	8,279,074	12,731,084	4,973,662	919,314	-	777,309	953,835	66,572,710	(24,236,625)	42,336,085
Other information													
Capital expenditure	2,298,872	16,178	4,636	8,791	273,907	588,471	12,545	-	-	-	3,203,400	-	3,203,400
Amortisation of development expenditure	1,472,748	-	-	-	-	-	-	-	-	-	1,472,748	-	1,472,748
Depreciation	557,026	311,519	14,596	320,093	390,451	621,147	12,774	-	8,701	2,081	2,238,388	-	2,238,388
Material non-cash items other than depreciation and amortisation	-	-	-	-	-	-	-	-	-	-	-	-	-
- (Reversal of)/impairment losses on:													
- trade receivables	(15,939)	-	263	88,628	(290,813)	(189,580)	(1,029)	-	-	-	(406,470)	-	(406,470)
- Property, plant and equipment written off	809	-	-	-	-	564	-	-	-	-	1,373	-	1,373
- Retirement benefits	-	-	8,374	-	37,982	-	-	-	-	-	46,356	-	46,356
- Net unrealised (gain)/loss on foreign exchange	28,468	72,585	(171,011)	(5,548)	14,077	(2,272)	(141,968)	-	(1,261)	(31,877)	(84,897)	(170,882)	(255,779)

Notes to the Financial Statements (Cont'd)

157

5. PROPERTY, PLANT AND EQUIPMENT

Group	Furniture, fittings and office equipment	Computers and peripherals	Renovations	Total
	RM	RM	RM	RM
At cost				
At 1 January 2023	1,313,865	2,797,004	1,619,238	5,730,107
Additions	254,717	257,509	912,200	1,424,426
Written off	(197,962)	(367,908)	(47,078)	(612,948)
Exchange differences	34,599	41,439	52,148	128,186
At 31 December 2023/1 January 2024	1,405,219	2,728,044	2,536,508	6,669,771
Additions	65,774	269,110	99,597	434,481
Written off	(99,290)	(49,666)	(161,156)	(310,112)
Disposals	(49,512)	(636,782)	-	(686,294)
Reclassification	15,464	(25,752)	10,288	-
Exchange differences	(41,519)	(65,909)	(99,006)	(206,434)
At 31 December 2024	1,296,136	2,219,045	2,386,231	5,901,412
Accumulated depreciation				
At 1 January 2023	855,423	2,236,195	1,547,672	4,639,290
Charge for the financial year	134,734	279,336	137,012	551,082
Written off	(154,220)	(354,505)	(44,074)	(552,799)
Exchange differences	25,556	27,860	46,258	99,674
At 31 December 2023/1 January 2024	861,493	2,188,886	1,686,868	4,737,247
Charge for the financial year	118,187	263,506	182,192	563,885
Written off	(98,311)	(49,653)	(161,005)	(308,969)
Disposals	(45,612)	(631,667)	-	(677,279)
Reclassification	4,381	(7,296)	2,915	-
Exchange differences	(31,311)	(55,054)	(72,089)	(158,454)
At 31 December 2024	800,827	1,708,722	1,638,881	4,156,430
Accumulated impairment				
At 1 January 2023	43,178	12,594	3,004	58,776
Written off	(43,178)	(12,594)	(3,004)	(58,776)
At 31 December 2023/2024	-	-	-	-
Carrying amount				
At 31 December 2024	487,309	510,323	747,350	1,744,982
At 31 December 2023	543,726	539,158	849,640	1,932,524

5. PROPERTY, PLANT AND EQUIPMENT (CONT'D)

All items of the property, plant and equipment are initially measured at costs. Subsequent to the initial recognition, property, plant and equipment are stated at cost less accumulated depreciation and any accumulated impairment losses.

Depreciation on property, plant and equipment is calculated to write down the cost of the assets to their residual values on a straight line basis over their estimated useful lives. The estimated useful lives represent common life expectancies applied in the various business segments of the Group.

The principal depreciation annual rates used are as follows:

Furniture, fittings and office equipment	10% - 20%
Computers and peripherals	25%
Renovations	20%

At the end of the year, the Group assesses whether there is any indication of impairment. If such indications exist, an analysis is performed to assess whether the carrying amount of the asset is fully recoverable. A write-down is made if the carrying amount exceeds the recoverable amount.

6. LEASES

Right-of-use assets

Leasehold shop offices

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
At cost				
At 1 January	6,024,216	7,005,419	63,144	63,144
Additions	799,873	2,052,255	62,330	-
Modification	337,448	(172,857)	-	-
Written off	(763,835)	(3,027,176)	(63,144)	-
Exchange differences	(224,503)	166,575	-	-
At 31 December	6,173,199	6,024,216	62,330	63,144
Accumulated depreciation				
At 1 January	2,028,497	3,299,139	63,144	31,572
Charge for the financial year	1,794,182	1,687,306	31,164	31,572
Written off	(763,835)	(3,027,176)	(63,144)	-
Exchange differences	(120,066)	69,228	-	-
At 31 December	2,938,778	2,028,497	31,164	63,144
Carrying amount				
At 31 December	3,234,421	3,995,719	31,166	-

Notes to the Financial Statements (Cont'd)

159

6. LEASES (CONT'D)**Right-of-use assets (Cont'd)****Lease liabilities**

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
At 1 January	3,094,650	2,722,218	-	32,522
Additions	799,873	2,019,079	62,330	-
Modification	324,984	(192,305)	-	-
Lease payments	(1,929,150)	(1,730,130)	(33,600)	(33,600)
Interest expenses	161,643	178,654	3,573	1,078
Exchange differences	(106,616)	97,134	-	-
At 31 December	2,345,384	3,094,650	32,303	-

Represented by:

Current liabilities	1,644,101	1,632,160	32,303	-
Non-current liabilities	701,283	1,462,490	-	-
	2,345,384	3,094,650	32,303	-
Lease liabilities owing to non-financial institutions	2,345,384	3,094,650	32,303	-

- The right-of-use assets are initially measured at cost, which comprise the initial amount of the lease liabilities adjusted for any lease payments made at or before the commencement date of the leases.
After initial recognition, right-of-use assets are stated at cost less accumulated depreciation and any accumulated impairment losses, and adjusted for any re-measurement of the lease liabilities.
- The right-of-use assets are depreciated on the straight-line basis over the earlier of the estimated useful lives of the right-of-use assets or the end of the lease term. The lease terms of right-of-use assets are one (1) to sixty-eight (68) years.
- The Group leases several lease contracts that include extension and termination options. These are used to maximise operational flexibility in terms of managing the assets used in the Group's operations. Management exercises significant judgement in determining whether these extension and termination options are reasonably certain to be exercised.
- At the end of the reporting date, one (2023: one) unit of long term leasehold shop office of the Group with carrying amount of RM394,933 (2023: RM401,072) is charged as collateral to secure the banking facilities granted to a subsidiary.
- The incremental borrowing rates applied to the lease liabilities ranged from 5.49% to 7.33% (2023: from 3.92% to 6.05%).
- The Group has certain leases of assets with lease term of 12 months or less. The Group applies the "short-term lease" exemptions for these leases.

Notes to the Financial Statements (Cont'd)

6. LEASES (CONT'D)

Right-of-use assets (Cont'd)

Lease liabilities (Cont'd)

- g. The following are the amounts recognised in profit or loss:

Represented by:	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Depreciation charge of right-of-use assets (included in depreciation)	1,794,182	1,687,306	31,164	31,572
Interest expense on lease liabilities (included in finance costs)	161,643	178,654	3,573	1,078
Expense relating to short-term leases (included in other operating expenses)	282,284	373,940	-	-
Gain on lease modification (included in other operating income)	(12,464)	(19,448)	-	-
	2,225,645	2,220,452	34,737	32,650

- h. Total cash outflows for leases are as follows:

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Payments relating to short-term leases	282,284	373,940	-	-
Payments of lease liabilities	1,929,150	1,730,130	33,600	33,600
	2,211,434	2,104,070	33,600	33,600

- i. The Group made the following cash payments to purchase right-of-use assets:

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Additions of right-of-use assets	799,873	2,052,255	62,330	-
Financed by lease liabilities	(799,873)	(2,019,079)	(62,330)	-
Cash payments on purchase of right-of-use assets	-	33,176	-	-

Notes to the Financial Statements (Cont'd)

161

6. LEASES (CONT'D)

The Group as lessee (Cont'd)

Lease liabilities (Cont'd)

- j. The following table sets out the carrying amounts, the incremental borrowing rate and the remaining maturities of the lease liabilities of the Group and of the Company that are exposed to interest rate risk:

Group	Incremental borrowing rate %	Within 1 year RM	1 - 5 years RM	Total RM
31 December 2024				
Lease liabilities				
Fixed rate	5.49 - 7.33	1,644,101	701,283	2,345,384
31 December 2023				
Lease liabilities				
Fixed rate	3.92 - 6.05	1,632,160	1,462,490	3,094,650

Company	Incremental borrowing rate %	Within 1 year RM	1 - 5 years RM	Total RM
31 December 2023				
Lease liabilities				
Fixed rate	7.33	32,303	-	32,303

- k. The table below summarises the maturity profile of the lease liabilities of the Group and of the Company at the end of the reporting period based on contractual undiscounted repayment obligations:

Group	Within 1 year RM	1 - 5 years RM	Total RM
31 December 2024			
Lease liabilities	1,771,412	740,916	2,512,328
31 December 2023			
Lease liabilities	1,733,907	1,478,231	3,212,138

Company	Within 1 year RM	1 - 5 years RM	Total RM
31 December 2024			
Lease liabilities	33,600	-	33,600

Notes to the Financial Statements (Cont'd)

7. INTANGIBLE ASSETS

	Group	
	2024 RM	2023 RM
Development expenditure		
Cost		
At 1 January	24,086,214	22,302,610
Additions	1,834,645	1,778,974
Exchange differences	(24,736)	4,630
At 31 December	25,896,123	24,086,214
Accumulated amortisation		
At 1 January	19,073,304	17,595,926
Charge for the financial year	1,528,727	1,472,748
Exchange differences	(24,736)	4,630
At 31 December	20,577,295	19,073,304
Accumulated impairment		
At 1 January/31 December	256,604	256,604
Carrying amount	5,062,224	4,756,306

- a. Intangible assets are initially measured at cost. After initial recognition, intangible assets are carried at cost less accumulated amortisation and any accumulated impairment losses.

The expenditure capitalised includes direct labour and cost of materials that are directly attributable to preparing the asset for its intended use. Development expenditure is amortised from the commencement of the income recognition to which the asset relates on the straight line basis over the period of expected benefit of five (5) years (2023: five (5) years).

- b. The additions to the cost of intangible assets are analysed as follows:

	Group	
	2024 RM	2023 RM
Staff costs (Note 23)	1,834,645	1,774,303
Other software costs	-	4,671
	1,834,645	1,778,974

Notes to the Financial Statements (Cont'd)

163

8. INVESTMENTS IN SUBSIDIARIES

	Company	
	2024 RM	2023 RM
Unquoted shares, at cost		
At 1 January/31 December	15,335,819	15,335,819

- a. Investments in subsidiaries, which are eliminated on consolidation, are stated in the separate financial statements of the Company at cost less impairment losses, if any. On disposal of such investments, the difference between net disposal proceeds and their carrying amounts is included in profit or loss.

All components of non-controlling interests shall be initially measured at fair value on the acquisition date, unless another measurement basis is required by MFRSs. The choice of measurement basis is made on a combination-by-combination basis. Subsequent to initial recognition, the carrying amount of the non-controlling interests is the amount of those interests at initial recognition plus the non-controlling interests' share of subsequent changes in equity.

- b. The details of the subsidiaries are as follows:

	Country of incorporation/ Principal place of business	Effective interest in equity		Principal activities
		2024	2023	
Subsidiaries of the Company				
Innity Sdn. Bhd.	Malaysia	100%	100%	Provision of technology based online advertising solutions and other related internet services
PassionCo Sdn. Bhd.	Malaysia	100%	100%	Dormant
Subsidiaries of Innity Sdn. Bhd.				
Innity Limited*	Hong Kong	100%	100%	Investment holding company
PT Media Innity*	Indonesia	51%	51%	Provision of technology based online advertising solutions and other related internet services
DoMedia Asia Sdn. Bhd.	Malaysia	100%	100%	Provision of technology based online advertising solutions and other related internet services
Innity China Co., Limited	Hong Kong	80%	80%	Provision of technology based online advertising solutions and other related internet services

Notes to the Financial Statements (Cont'd)

8. INVESTMENTS IN SUBSIDIARIES (CONT'D)

b. The details of the subsidiaries are as follows: (Cont'd)

	Country of incorporation/ Principal place of business	Effective interest in equity		Principal activities
		2024	2023	
Subsidiaries of Innity Sdn. Bhd. (Cont'd)				
Innity Philippines Inc.*	Philippines	100%	95%	Provision of technology based online advertising solutions and other related internet services
Appsploration Sdn. Bhd.	Malaysia	75%	75%	Developing computer and mobile software applications
Innity Shanghai Ltd.*	China	100%	100%	Dormant
Dynamic Outdoor Media Sdn. Bhd.	Malaysia	100%	100%	Dormant
Offerstation Sdn. Bhd.	Malaysia	90%	90%	Operate promotional and sales events information website
Innity Myanmar Co., Ltd. #	Myanmar	65%	65%	Provision of technology based online advertising solutions and other related internet services
Innity (Cambodia) Co., Ltd. #	Cambodia	100%	100%	Provision of technology based online advertising solutions and other related internet services
Innity Singapore Pte. Ltd.*	Singapore	100%	100%	Provision of technology based online advertising solutions and other related internet services
Subsidiaries of Innity Limited				
Innity Vietnam Co., Ltd.*	Vietnam	88%	88%	Software production house
Subsidiary of Innity Vietnam Co., Ltd.				
Innity Software and Advertising Co., Ltd.	Vietnam	79%	79%	Provision of technology based online advertising solutions and other related internet services
Subsidiary of Innity China Co., Limited				
Innity Taiwan Limited*	Belize	80%	80%	Provision of technology based online advertising solutions and other related internet services
Passionation (Hong Kong) Limited*	Hong Kong	80%	80%	Development of content and influencer marketing

* Subsidiaries not audited by BDO PLT and BDO member firms.

No statutory audit requirement.

Notes to the Financial Statements (Cont'd)

165

8. INVESTMENTS IN SUBSIDIARIES (CONT'D)

- c. Changes in the Group's composition during the reporting period.

During the financial year, Innity Sdn. Bhd., a 100% owned subsidiary of the Group has acquired additional 5% interest in Innity Philippines Inc. for a total cash consideration of RM199,000. Pursuant to this, the Group's interest in Innity Philippines Inc. increased from 95% to 100%.

- d. Changes in the Group's composition during the financial year ended 31 December 2023.

Innity Korea Co., Ltd, an 80% owned subsidiary of the Group has completed its dissolution with the attainment of business closure certificate on 10 April 2023 with no material financial impact to the Group.

- e. Interest in subsidiaries with material non-controlling interests ("NCI").

The Group has the following subsidiaries with NCI that is material to the Group.

	2024 RM	2023 RM
Carrying amount of non-controlling interests:		
Innity China Co., Limited Group ("ICCL Group")*	(23,619)	1,475,392
PT Media Innity ("PTM")	(1,465,427)	(849,665)
Other subsidiaries with immaterial non-controlling interests	(761,546)	(362,701)
	(2,250,592)	263,026
Loss attributable to non-controlling interests:		
ICCL Group*	(1,258,474)	(269,934)
PTM	(739,783)	(784,159)
Other subsidiaries with immaterial non-controlling interests	(93,197)	(14,045)
	(2,091,454)	(1,068,138)
Total comprehensive loss attributable to non-controlling interests:		
ICCL Group*	(1,147,238)	(205,922)
PTM	(615,762)	(815,028)
Other subsidiaries with immaterial non-controlling interests	(116,818)	(13,633)
	(1,879,818)	(1,034,583)

*Includes companies that are held by ICCL as disclosed in Note 8(b) to the financial statements.

Notes to the Financial Statements (Cont'd)

8. INVESTMENTS IN SUBSIDIARIES (CONT'D)

- e. Interest in subsidiaries with material non-controlling interests ("NCI") (Cont'd)

Summarised financial information about subsidiaries with material NCI

- i. Summarised statements of financial position

	ICCL Group		PTM	
	2024 RM	2023 RM	2024 RM	2023 RM
Current				
Assets	10,817,415	16,114,757	2,716,634	2,191,602
Liabilities	(12,565,661)	(11,185,334)	(5,399,831)	(3,826,371)
Net current (liabilities)/assets	(1,748,246)	4,929,423	(2,683,197)	(1,634,769)
Non-current assets	3,524,315	5,074,138	14,701	259,557
Non-current liabilities	(1,894,164)	(2,626,603)	(322,172)	(358,798)
Net (liabilities)/assets	(118,095)	7,376,958	(2,990,668)	(1,734,010)

- ii. Summarised statements of profit or loss and other comprehensive income

	ICCL Group		PTM	
	2024 RM	2023 RM	2024 RM	2023 RM
Revenue	18,320,194	20,476,639	3,908,616	2,646,415
Loss before tax	(6,401,206)	(1,324,762)	(1,275,729)	(1,702,897)
Loss for the financial year	(6,292,369)	(1,349,668)	(1,509,761)	(1,600,325)
Total comprehensive loss	(5,736,190)	(1,029,610)	(1,256,658)	(1,663,323)

- iii. Other summarised information

	ICCL Group		PTM	
	2024 RM	2023 RM	2024 RM	2023 RM
Cash flows (used in)/from operating activities	(2,043,829)	687,892	(1,085,395)	(1,125,714)
Cash flows from/(used in) investing activities	5,772,280	(3,536,461)	(4,470)	(4,636)
Cash flows used in financing activities	(1,053,164)	(518,685)	-	-
Effect of changes in foreign exchange	8,306	8	-	-
Net increase/(decrease) in cash and cash equivalents	2,683,593	(3,367,246)	(1,089,865)	(1,130,350)

Notes to the Financial Statements (Cont'd)

167

9. INVESTMENT IN AN ASSOCIATE

	Group	
	2024 RM	2023 RM
Unquoted shares, at cost	108,106	108,106
Share of post-acquisition (loss)/profit of an associate	(167,481)	82,023
Exchange difference	59,375	65,304
	-	255,433

- a. Investment in an associate is measured at cost less impairment losses, if any, in the separate financial statements of the Company and accounted for using the equity method in the consolidated financial statements.
- b. The details of the associate is as follows:

	Country of incorporation/ Principal place of business	Group's effective and voting interests		Principal activities
		2024	2023	
Associate of the Company				
Held through Innity Limited				
Innity Digital Media (Thailand) Co., Ltd. ("Innity Thailand")*	Thailand	49%	49%	Provision of technology based online advertising solutions and other related internet services

* Associates not audited by BDO PLT and BDO member firms.

Innity Thailand is a result of the business alliance of the Group to access new customers in Thailand market.

The summarised financial information of the material associate is as follows:

	Innity Thailand RM
2024	
Assets and liabilities	
Non-current assets	192,990
Current assets	2,675,472
Total assets	2,868,462
Non-current liabilities	-
Current liabilities	2,871,648
Total liabilities	2,871,648
Net liabilities	(3,186)
Results	
Revenue	4,517,273
Loss for the financial year/Total comprehensive loss for the financial year	(509,192)

Notes to the Financial Statements (Cont'd)

9. INVESTMENT IN AN ASSOCIATE (CONT'D)

- b. The details of the associate is as follows: (Cont'd)

The summarised financial information of the material associate is as follows: (Cont'd)

	Innity Thailand RM
2023	
Assets and liabilities	
Non-current assets	233,250
Current assets	2,702,798
Total assets	2,936,048
Non-current liabilities	91,722
Current liabilities	2,323,034
Total liabilities	2,414,756
Net assets	521,292
Results	
Revenue	3,955,092
Loss for the financial year/Total comprehensive loss for the financial year	(870,097)

Reconciliation of the summarised financial information presented to the carrying amount of the investment in an associate is as follows:

	Innity Thailand RM
2024	
Group's share of net assets	-
2023	
Group's share of net assets	255,433

- c. When the Group's share of losses exceeds its investment in an equity-accounted investee, the carrying amount of the investment, together with any long-term interests that form part thereof, is reduced to zero, and the recognised of further losses is discontinued except to the extent that Group has an obligation to fund the investee's operations or has made payment on behalf of these investee.
- d. Unrecognised share of losses of an associate, Innity Thailand amounted to RM1,561 (2023: RM Nil) in the current financial year and RM1,561 (2023: RM Nil) cumulatively. The Group stopped recognising its share of losses since there is no further obligation in respect of those losses using the equity method of accounting.

Notes to the Financial Statements (Cont'd)

169

10. GOODWILL

	Group	
	2024 RM	2023 RM
Cost		
At 1 January/31 December	442,872	442,872
Accumulated impairment losses		
At 1 January/ 31 December	442,872	442,872
Carrying amount		
At 1 January/ 31 December	-	-

- a. Goodwill recognised in a business combination is an asset at the acquisition date and is initially measured at cost. After initial recognition, goodwill is measured at cost less accumulated impairment losses.
- b. Goodwill arising from business combinations has been allocated to two (2) individual cash- generating units ('CGU') for impairment testing as follows:

	Wi-Fi Advertising Platform	Digital Advertising Platform	Total
	RM	RM	RM
Goodwill, gross	148,049	294,823	442,872
Less: Impairment loss	(148,049)	(294,823)	(442,872)
Carrying amount	-	-	-

- c. In the previous financial years, the Group had recognised an impairment loss of RM148,909 and RM294,823 in respect of CGU of Wi-Fi and Digital Advertising Platform respectively as the carrying amounts exceeded the recoverable amounts and this impairment loss had been recorded in profit or loss. The recoverable amounts were below the carrying amounts due to declining business operation in these CGU.

11. DEFERRED TAX

Recognised deferred tax assets and liabilities

The following amounts, determined after appropriate offsetting, are shown in the statements of financial position:

	Group	
	2024 RM	2023 RM
Deferred tax assets	711,276	824,130
Deferred tax liabilities	(1,140,239)	(1,168,135)
	(428,963)	(344,005)

- a. The amount of the deferred tax income or expense recognised in the statements of profit or loss and statements of comprehensive income during the financial year are as follows:

	Note	Group	
		2024 RM	2023 RM
At 1 January		(344,005)	(230,618)
Recognised in profit or loss	27		
- current year			
- Malaysia		49	(97,479)
- Outside Malaysia		(2,382)	(69,398)
- (under)/over provision in prior years			
- Malaysia		7,187	(109,919)
- Outside Malaysia		-	134,929
		4,854	(141,867)
Recognised in other comprehensive income	27(d)	(28,065)	(307)
Exchange differences		(61,747)	28,787
At 31 December		(428,963)	(344,005)

Notes to the Financial Statements (Cont'd)

171

11. DEFERRED TAX (CONT'D)**Recognised deferred tax assets and liabilities (Cont'd)**

- b. The components of deferred tax assets and liabilities at the end of each reporting period comprise the tax effects of:

	Group	
	2024 RM	2023 RM
Deferred tax assets (before offsetting)		
- Retirement benefit obligations	35,824	117,544
- Unutilised tax losses and unabsorbed capital allowances	17,837	8,189
- Lease liabilities	464	11,529
- Impairment losses on trade receivables	355,004	420,774
- Other deductible temporary differences	505,612	597,637
	914,741	1,155,673
Offsetting	(203,465)	(331,543)
Deferred tax assets (after offsetting)	711,276	824,130
Deferred tax liabilities (before offsetting)		
- Carrying amount of development expenditure	(1,080,467)	(1,140,128)
- Excess of tax capital allowances over related depreciation of property, plant and equipment	(80,578)	(148,702)
- Lease liabilities	(38,864)	-
- Other deductible temporary differences	(143,795)	(210,848)
	(1,343,704)	(1,499,678)
Offsetting	203,465	331,543
Deferred tax liabilities (after offsetting)	(1,140,239)	(1,168,135)
	(428,963)	(344,005)

11. DEFERRED TAX (CONT'D)

Unrecognised deferred tax assets

The amounts of temporary differences for which no deferred tax assets have been recognised in the statements of financial position are as follows (stated at gross):

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Other deductible temporary differences	(94,652)	(133,823)	-	-
Unabsorbed capital allowances	335,034	328,131	-	-
Unutilised tax losses allowed to be utilised up to financial year ending 31 December				
-No expiry date	6,238,996	1,806,217	-	-
-2024	-	49,244	-	-
-2025	578,647	578,647	-	-
-2026	969,196	969,196	-	-
-2027 to 2037	13,663,715	12,525,387	637,288	616,782
	21,690,936	16,122,999	637,288	616,782

Deferred tax assets of the Company and certain subsidiaries have not been recognised in respect of these items as it is not probable that future taxable profits of the Company and certain subsidiaries would be available against which the deductible temporary differences could be utilised.

The amount and availability of these items to be carried forward up to the periods as disclosed above are subject to the agreement of the respective local and foreign tax authorities. Unutilised tax losses of the holding company and subsidiaries incorporated in Malaysia can be carried forward up to 10 consecutive years of assessment immediately following the year of assessment under the tax legislation of Inland Revenue Board.

Unrecognised deferred tax assets arising from unutilised tax losses amounting to RM51,172 financial has expired during the current financial year.

12. INVENTORIES

	Group	
	2024 RM	2023 RM
At cost		
Inventories	226	11,933
Recognised in profit or loss:		
Inventories written off	3,294	-

- Inventories are stated at the lower of cost and net realisable value. Cost is determined using the first in, first out formula. Cost comprises purchase price plus cost incurred in bringing the inventories to their present condition and location.
- The inventories represent trading goods for e-commerce business.

Notes to the Financial Statements (Cont'd)

173

13. TRADE RECEIVABLES

	Group	
	2024 RM	2023 RM
Third parties	36,848,059	32,712,315
Amount due from an associate	33,357	37,004
	36,881,416	32,749,319
Less: Impairment losses	(2,444,988)	(2,272,827)
	34,436,428	30,476,492

- a. Trade receivables are classified as financial assets and measured at amortised cost.
- b. Trade receivables are non-interest bearing and the normal credit terms granted by the Group ranged from 30 days to 150 days (2023: 30 days to 150 days). Trade receivables are recognised at the original invoices values, which represent the fair values on initial recognition.
- c. Foreign currency exposure of trade receivables of the Group other than the functional currency of the Group entities is as follows:

	Group	
	2024 RM	2023 RM
United States Dollar	799,218	328,580

- d. Impairment for trade receivables and contract assets that do not contain a significant financing component are recognised based on the simplified approach using the lifetime expected credit losses.

Lifetime expected credit losses are the expected credit losses that result from all possible default events over the expected life of the asset, while 12-month expected credit losses are the portion of expected credit losses that result from default events that are possible within the twelve (12) months after the reporting date. The maximum period considered when estimating expected credit losses is the maximum contractual period over which the Group is exposed to credit risk.

The Group uses a provision matrix to measure the expected credit loss ("ECL") of trade receivables from individual customers. Expected loss rates are calculated using the roll rate method separately for exposures in different segments based on the geographical regions.

During this process, the probability of non-payment by the trade receivables is adjusted by forward looking information on macroeconomic factors which the Group has identified as digital advertising expenditure (ADEx) and gross domestic product growth rate of Information and Communications Technology industry in Malaysia, and multiplied by the amount of the expected loss arising from default to determine the lifetime expected credit loss for the trade receivables. For trade receivables, which are reported net, such impairments are recorded in a separate impairment account with the loss being recognised in the statements of profit or loss. On confirmation that the trade receivable would not be collectable, the gross carrying amount of the asset would be written off against the associated impairment.

Individual assessment of impairment of trade receivables are separately assessed when it is probable that cash due will not be received in full.

Notes to the Financial Statements (Cont'd)

13. TRADE RECEIVABLES (CONT'D)

- d. It requires management to exercise significant judgement in determining the probability of default by trade receivables and appropriate forward-looking information.

The following table provides information about the exposure to credit risk and ECLs for trade receivables which are grouped together as they are expected to have similar risk nature.

Group	2024		
	Gross carrying amount	Loss allowance	Net balance
	RM	RM	RM
Current (not past due)	21,182,815	(32,101)	21,150,714
1 - 30 days past due	4,165,532	(37,461)	4,128,071
31 - 60 days past due	3,956,667	(33,393)	3,923,274
61 - 90 days past due	1,590,070	(35,219)	1,554,851
91 - 120 days past due	990,065	(37,846)	952,219
More than 120 days past due	4,996,267	(2,268,968)	2,727,299
	36,881,416	(2,444,988)	34,436,428

Group	2023		
	Gross carrying amount	Loss allowance	Net balance
	RM	RM	RM
Current (not past due)	13,855,965	(39,837)	13,816,128
1 - 30 days past due	7,181,850	(115,271)	7,066,579
31 - 60 days past due	4,385,451	(28,232)	4,357,219
61 - 90 days past due	1,442,285	(6,333)	1,435,952
91 - 120 days past due	2,072,601	(14,250)	2,058,351
More than 120 days past due	3,811,167	(2,068,904)	1,742,263
	32,749,319	(2,272,827)	30,476,492

Trade receivables that are individually determined to be impaired at the end of each reporting period relate to those debtors that exhibit significant financial difficulties and have defaulted on payments. These receivables are not secured by any collateral or credit enhancements.

As at the end of each reporting period, no collateral has been obtained by the Group. Thus, the maximum credit risk exposure is equivalent to the gross carrying amount of trade receivables of the Group.

During the financial year, the Group did not renegotiate the terms of any trade receivables.

Notes to the Financial Statements (Cont'd)

175

13. TRADE RECEIVABLES (CONT'D)

- e. Reconciliation of movements in impairment losses on trade receivables are as follows:

	Group	
	2024 RM	2023 RM
At 1 January	2,272,827	2,647,215
Charge for the financial year	350,993	252,642
Reversal for the financial year	(6,828)	(659,112)
Written off	(4,189)	(66,078)
Exchange differences	(167,815)	98,160
At 31 December	2,444,988	2,272,827

- f. Included in trade receivables is amount due from subsidiaries of a corporate shareholder which amounted to RM163,685 (2023: RM288,800).
- g. Trade receivables of a subsidiary amounting to RM7,000,000 (2023: RM7,000,000) has been pledged to a licensed bank for factoring facility granted to the subsidiary.

14. OTHER RECEIVABLES, DEPOSITS, CONTRACT ASSETS AND PREPAYMENTS

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Other receivables	1,494,482	1,138,193	-	9,000
Amounts due from subsidiaries	-	-	2,116,521	1,689,818
Amount due from an associate	985,570	367,623	444,699	150,846
	2,480,052	1,505,816	2,561,220	1,849,664
Less: Impairment losses	(1,066,734)	(552,647)	(1,562,692)	(146,888)
	1,413,318	953,169	998,528	1,702,776
Deposits	558,217	583,454	1,500	1,500
Total other receivables and deposits	1,971,535	1,536,623	1,000,028	1,704,276
Contract assets	2,671,619	3,425,020	-	-
Prepayments	1,434,506	1,171,614	23,818	20,698
	6,077,660	6,133,257	1,023,846	1,724,974

- a. Other receivables and deposits are classified as financial assets and measured at amortised cost.
- b. Amounts due from subsidiaries represent payments made on behalf and advances given, which are unsecured, interest-free and receivable within next twelve months in cash and cash equivalents except for an amount of RM802,919 (2023: RM1,217,101) which bears interest ranging from 2.40% to 2.60% (2023: 2.45% to 2.60%) per annum.

14. OTHER RECEIVABLES, DEPOSITS, CONTRACT ASSETS AND PREPAYMENTS (CONT'D)

- c. Amount due from an associate represents payments made on behalf and advances given, which are unsecured, interest-free and receivable within next twelve months in cash and cash equivalents except for an amount of RM444,699 (2023: RM150,846) which bears interest ranging from 2.40% to 2.60% (2023: 2.45% to 2.60%) per annum.
- d. Foreign currency exposure of other receivables (including amounts due from an associate) and deposits of the Group other than the functional currency of the Group entities is as follows:

	Group	
	2024 RM	2023 RM
United States Dollar	48,576	62,762

- e. Impairment for other receivables, including amounts due from subsidiaries and an associate are recognised based on the general approach of MFRS 9. The methodology used to determine the amount of the impairment is based on whether there has been a significant increase in credit risk since initial recognition of the financial asset by comparing the risk of default occurring over the expected life with the risk of default since initial recognition.

For balances in which the credit risk has not increased significantly since initial recognition of the financial asset, 12-month expected credit losses along with gross interest income are recognised. For balances in which credit risk has increased significantly, lifetime expected credit losses along with the gross interest income are recognised. Other receivables that are individually determined to be impaired at the end of each reporting period relate to those debtors that exhibit significant financial difficulties and have defaulted on payments.

Generally, the Group and the Company consider loans and advances to subsidiaries and an associate to have low credit risk. The Group and the Company assume that there is a significant increase in credit risk when the financial position of a subsidiary or an associate deteriorates significantly. As the Group and the Company are able to determine the timing of payments of the subsidiaries' and associate's loans and advances when they are payable, the Group and the Company consider the loans and advances to be in default when the subsidiaries and the associate are not able to pay when demanded. The loan or advance of the subsidiary or associate to be considered as credit impaired when:

- the subsidiary or associate is unlikely to repay its loan or advance to the Group or the Company in full;
- the subsidiary or associate is continuously loss making and is having a deficit shareholders' fund; and
- past due 60 days.

The Group and the Company determine the probability of default for these loans and advances individually using internal information available.

Reconciliation of movements in impairment losses on other receivables are as follows:

Credit Impaired	Group	
	2024 RM	2023 RM
At 1 January	552,647	547,845
Charge for the year	603,953	-
Exchange differences	(89,866)	4,802
At 31 December	1,066,734	552,647

Notes to the Financial Statements (Cont'd)

177

14. OTHER RECEIVABLES, DEPOSITS, CONTRACT ASSETS AND PREPAYMENTS (CONT'D)

- e. The following tables provide information about the exposure to credit risk and ECLs for subsidiaries' and associate's loans and advances as at 31 December 2024 and 31 December 2023:

31 December 2024			
	Gross carrying amount	Impairment losses	Net balance
Group	RM	RM	RM
12-month ECL	132,469	-*	132,469
Lifetime ECL	853,101	(603,953)	249,148
	985,570	(603,953)	381,617
Company			
12-month ECL	299,216	-*	299,216
Lifetime ECL	2,262,004	(1,562,692)	699,312
	2,561,220	(1,562,692)	998,528

31 December 2023			
	Gross carrying amount	Impairment losses	Net balance
Group	RM	RM	RM
12-month ECL	367,623	-*	367,623
Company			
12-month ECL	1,693,776	-*	1,693,776
Lifetime ECL	146,888	(146,888)	-
	1,840,664	(146,888)	1,693,776

* Expected credit loss is negligible.

Reconciliation of movements in impairment losses on amounts due from subsidiaries are as follows:

	Company	
	2024	2023
At 1 January	146,888	116,794
Charge for the financial year	1,415,804	66,649
Written off	-	(36,555)
At 31 December	1,562,692	146,888

Notes to the Financial Statements (Cont'd)

14. OTHER RECEIVABLES, DEPOSITS, CONTRACT ASSETS AND PREPAYMENTS (CONT'D)

- f. Contract assets represent the timing differences in revenue recognition and the billings. The billings are issued upon the completion of contracts.

Contract assets are transferred to receivables when the rights to economic benefits become unconditional. This usually occurs when the Group issues billing to the customer. There is no significant changes in the contract assets during the financial year.

No expected credit losses were recognised arising from contract assets as it is negligible.

15. CASH AND BANK BALANCES

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Cash and bank balances	12,918,575	21,939,101	239,101	238,197
Fixed deposits with licensed banks	5,139,538	10,841,725	-	-
	18,058,113	32,780,826	239,101	238,197
Less: Short term deposits with maturity period more than three (3) months	(3,045,659)	(8,829,918)	-	-
Less: Fixed deposits pledged to licensed banks	(2,093,879)	(2,011,807)	-	-
Less: Bank overdraft (Note 21)	(3,077,447)	(1,367,179)	-	-
Cash and cash equivalents included in the statements of cash flows	9,841,128	20,571,922	239,101	238,197

- a. Cash and bank balances are financial assets that are measured at amortised cost which have an insignificant risk of changes in fair value, and are used by the Group and the Company in the management of their short term commitments.
- b. Bank balances earn interest at floating rates based on daily bank deposit rates. Deposits with licensed banks are made for varying periods of one (1) month to twelve (12) months (2023: one (1) month to twelve (12) months), depending on the immediate cash requirements of the Group, and earn interest at rates ranging from 0.40% to 4.40% (2023: 0.65% to 5.00%) per annum.

Fixed deposit of a subsidiary amounting to RM2,093,879 (2023: RM2,011,807) has been pledged to licensed banks for credit facilities granted to the subsidiary of the Group as disclosed in Note 21 to the financial statements.

Notes to the Financial Statements (Cont'd)

179

15. CASH AND BANK BALANCES (CONT'D)

- c. Foreign currency exposure of cash and bank balances other than the functional currency of the Group entities is as follows:

	Group	
	2024 RM	2023 RM
Chinese Renminbi	22,234	35,871
Hong Kong Dollar	164,950	168,639
Singapore Dollar	105	228
United States Dollar	4,948,799	9,911,173

- d. No expected credit losses were recognised arising from cash at banks and deposits with financial institutions because the probability of default by these financial institutions were negligible.

16. SHARE CAPITAL

	Group and Company			
	2024		2023	
	Number of shares	Amount RM	Number of shares	Amount RM
Issued and fully paid ordinary shares with no par value				
At 1 January/31 December	139,403,415	19,477,031	139,403,415	19,477,031

The owners of the Company are entitled to receive dividends as and when declared by the Company and entitled to one (1) vote per ordinary share at meetings of the Company. All ordinary shares rank pari passu with regard to the residual assets of the Company.

17. RESERVES

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Reverse acquisition reserve (legal capital adjustment)	(2,512,173)	(2,512,173)	-	-
Foreign currency translation reserve	1,533,781	1,442,996	-	-
	(978,392)	(1,069,177)	-	-
Retained profits/(Accumulated losses)	13,384,046	20,747,110	(5,197,693)	(3,787,479)
	12,405,654	19,677,933	(5,197,693)	(3,787,479)

a. Reverse acquisition reserve

Reverse acquisition reserve arose from the reverse acquisition of the Company by Innity Sdn. Bhd..

b. Foreign currency translation reserve

Foreign currency translation reserve is used to record foreign currency exchange differences arising from the translation of the financial statements of foreign operations whose functional currencies are different from that of the presentation currency of the Group. It is also used to record the exchange differences arising from monetary items which form part of the net investment in foreign operations of the Group, where the monetary item is denominated in either the functional currency of the reporting entity or the foreign operation.

18. RETIREMENT BENEFIT OBLIGATIONS

	Group	
	2024 RM	2023 RM
Present value of retirement benefit obligations/Net liability arising from retirement benefit obligations	350,140	513,232

- a. Retirement benefit obligations are post employment benefit plans other than defined contribution plans and under which the pension benefits payable to employees are usually determined by reference to employee's earning and/or length of service.

The defined benefit liability recognised is net total of the present value of the defined benefit obligation at the reporting date together with adjustments for unrecognised past service cost.

The present value of the defined benefit obligation is determined by independent qualified actuaries using the Projected Unit Credit Method, by discounting estimated future cash outflows using interest rates of high quality corporate bonds or market rates on government bonds that are denominated in the currency in which the benefits will be paid, and that have terms to maturity approximating the terms of the defined benefit obligations.

Notes to the Financial Statements (Cont'd)

181

18. RETIREMENT BENEFIT OBLIGATIONS (CONT'D)

- a. Remeasurements comprising actuarial gains or losses arising from experience adjustments or changes in actuarial assumptions are charged or credited to equity through other comprehensive income in the reporting period in which they arise and it would not be reclassified to profit or loss in subsequent periods.
- b. The movements in the present value of the retirement benefit obligations are as follows:

	Group	
	2024 RM	2023 RM
At 1 January	513,232	442,031
Expenses/(Income) recognised in profit or loss (included in staff costs) (Note 23)		
- current service cost	125,932	106,127
- interest cost	31,894	27,943
- gain on settlement	-	(87,714)
Remeasurement of retirement benefit obligations recognised in other comprehensive income	(224,293)	1,567
Retirement benefit paid	(63,027)	-
Exchange differences	(33,598)	23,278
At 31 December	350,140	513,232

- c. The Group provides retirement benefit obligations for qualifying employees of its overseas subsidiaries, PT Media Innity and Innity Philippines Inc., in accordance with the legislations established in Indonesia and Philippines respectively.

The principal actuarial assumptions used are as follows:

For the reporting period	Discount rate %	Annual salary increase %
2024		
- Indonesia	7.00	7.00
- Philippines	6.22	5.00
2023		
- Indonesia	7.00	8.00
- Philippines	6.61	5.00

18. RETIREMENT BENEFIT OBLIGATIONS (CONT'D)

d. Sensitivity analysis

Reasonably possible changes at the reporting date to one of the relevant actuarial assumptions, holding other assumptions constant, would have affected the retirement benefit obligation by the amounts shown below.

	Group	
	2024 RM	2023 RM
Discount rate:		
- if 1% increase	(48,225)	(80,181)
- if 1% decrease	57,243	97,378
Annual salary:		
- if 1% increase	56,547	96,188
- if 1% decrease	(48,525)	(80,647)

The sensitivity analysis presented above may not be representative of the actual change in the retirement benefit obligations as it is unlikely that the change in assumptions would occur in isolation of one another as some of the assumptions may be correlated.

19. TRADE PAYABLES

	Group	
	2024 RM	2023 RM
Third parties	21,824,180	20,990,365
Amount due to an associate	107,397	13,178
	21,931,577	21,003,543

- Trade payables are classified as financial liabilities and measured at amortised cost.
- Trade payables are non-interest bearing and the normal trade credits granted to the Group ranged from 30 days to 90 days (2023: 30 days to 90 days).
- Included in trade payables is provision of direct costs to publishers for on-going advertising activities as of end of the reporting period which amounted to RM16,049,211 (2023: RM14,191,612).

The provision of direct costs to the publishers are based on rate card profit margin and the number of unit served for each of the on-going advertising campaign as of end of reporting period. Actual payments may differ from these direct cost provided when the final settlements are reached between the parties. However, the Group does not expect material differences to arise from the final settlements with the publishers upon completion of the campaigns.

Notes to the Financial Statements (Cont'd)

183

19. TRADE PAYABLES (CONT'D)

- d. Foreign currency exposure of trade payables of the Group other than the functional currency of the Group entities is as follows:

	Group	
	2024 RM	2023 RM
Chinese Renminbi	-	15,105
Hong Kong Dollar	3,682	4,259
Indonesian Rupiah	1,934	542
New Taiwan Dollar	3,883	5,897
Philippines Peso	1,823	784
Singapore Dollar	764	5,568
Thai Baht	111,119	14,967
United States Dollar	248,476	250,862
Vietnamese Dong	197	268

20. OTHER PAYABLES, CONTRACT LIABILITIES AND ACCRUALS

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Non-current liabilities				
Amount due to a subsidiary	-	-	1,235,648	1,059,454
Current liabilities				
Other payables	2,461,959	2,569,091	9,927	40,221
Amount due to a subsidiary	-	-	695,373	-
Amount due to an associate	4,147	19,118	-	-
Accruals	3,045,657	4,819,781	259,173	404,863
Other payables and accruals	5,551,763	7,407,990	964,473	445,084
Contract liabilities	2,169,559	4,013,531	-	-
Indirect tax payable	2,173,728	2,219,772	-	-
Statutory liabilities	1,388,273	1,105,502	118,170	104,900
	11,243,323	14,746,795	1,082,643	549,984
Total other payables, contract liabilities and accruals	11,243,323	14,746,795	2,318,291	1,609,438

20. OTHER PAYABLES, CONTRACT LIABILITIES AND ACCRUALS (CONT'D)

- a. Other payables and accruals are classified as financial liabilities and measured at amortised cost.
- b. The contract liabilities are stated at cost and represent the obligation primarily related to the advance consideration received or due from customers, which revenue is recognised over a period of time for services to be rendered. The contract liabilities are expected to be derecognised when the performance obligations of the contract are met.

The amount of RM4,013,531 recognised in contract liabilities at the beginning of the financial year has been recognised as revenue for the financial year ended 31 December 2024. The amount of RM2,169,559 recognised in contract liabilities at the end of the reporting period is expected to be recognised as revenue in the next financial year. There is no significant changes in the contract liabilities during the financial year.

- c. Non-current amount due to a subsidiary represents advances and payments made on behalf, which are unsecured, interest-free and payable after twelve (12) months in cash and cash equivalents. The carrying amount of the non-current amount due to a subsidiary is reasonable approximation of its fair value due to the insignificant impact of discounting.
- d. Amount due to a subsidiary represents advances and payments made on behalf, which are unsecured, interest-free and payable within twelve (12) months in cash and cash equivalents.
- e. Amount due to an associate represents advances and payments made on behalf, which are unsecured, interest-free and payable within twelve (12) months in cash and cash equivalents.
- f. Foreign currency exposure of other payables and accruals of the Group other than the functional currency of the Group entities is as follows

	Group	
	2024 RM	2023 RM
New Taiwan Dollar	-	69
Singapore Dollar	-	22,836
Thai Baht	763	854
United States Dollar	61,590	42,386

21. BORROWINGS

	Group	
	2024 RM	2023 RM
Secured:		
Non-current		
Term loan	213,622	245,788
Current		
Term loan	33,286	33,335
Bank overdraft	3,077,447	1,367,179
	3,110,733	1,400,514

Notes to the Financial Statements (Cont'd)

185

21. BORROWINGS (CONT'D)

	Group	
	2024 RM	2023 RM
Secured: (Cont'd)		
Total borrowings		
Term loan	246,908	279,123
Bank overdraft	3,077,447	1,367,179
	3,324,355	1,646,302
Maturity of borrowings:		
Not later than 1 year	3,110,733	1,400,514
Later than 1 year and not later than 5 years	152,328	145,126
More than 5 years	61,294	100,662
Total	3,324,355	1,646,302

- a. Borrowings are classified as financial liabilities measured at amortised cost.
- b. On 3 January 2020, Innity Sdn. Bhd. obtained a term loan from a financial institution. The salient terms of the facility are as follows:
 - i. Facility amount: RM357,000.
 - ii. Bank interest rate: 1.77% p.a. + Kuala Lumpur Interbank Offered Rate.
 - iii. Purpose: To finance the purchase of 1 unit of office lot known as Unit No. C605, Block C, Level 6, Kelana Square, Jalan SS7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor Darul Ehsan.
 - iv. Tenure: Ten (10) years or one hundred and twenty (120) months.
 - v. Payment: Principal shall be repayable in monthly instalments and such instalment amounts shall be inclusive of interest commencing from May 2021.
- c. The secured borrowings of the Group are secured by the following:
 - i. A fixed charge over a subsidiary's office building as disclosed in Note 6(d) to the financial statements;
 - ii. Pledge of fixed deposits of the Group with licensed banks as disclosed in Note 15(b) to the financial statements; and
 - iii. Corporate guarantee by the Company.
- d. The weighted average effective interest rates are as follows:

	Group	
	2024 %	2023 %
Term loan	5.07	4.91
Bank overdraft	7.99	7.99

Notes to the Financial Statements (Cont'd)

21. BORROWINGS (CONT'D)

- e. The borrowings of the Group are categorised as Level 2 in the fair value hierarchy. There is no transfer between levels in the hierarchy during the financial year.
- f. The borrowings are denominated in Ringgit Malaysia.
- g. The table below summarises the maturity profile of the Group's borrowings at the end of reporting period based on contractual undiscounted repayment obligations:

	On demand or within 1 year	1 to 5 years	Over 5 years	Total
	RM	RM	RM	RM
Group				
2024				
Term loan	45,636	182,544	63,739	291,919
Bank overdraft	3,077,447	-	-	3,077,447
Total undiscounted financial liabilities	3,123,083	182,544	63,739	3,369,366
2023				
Term loan	42,206	168,825	105,060	316,091
Bank overdraft	1,367,179	-	-	1,367,179
Total undiscounted financial liabilities	1,409,385	168,825	105,060	1,683,270

- h. Carrying amount of the borrowings are reasonable approximation of fair values due to the current rates offered to the Group approximate the market rates of similar borrowing of the same remaining maturities.

22. REVENUE

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Revenue from contracts with customers:				
Technology based online advertising solutions	111,833,811	113,713,834	-	-
Management fees from:				
- subsidiaries	-	-	4,279,349	3,965,762
- an associate	334,124	298,655	334,124	298,655
	112,167,935	114,012,489	4,613,473	4,264,417
Other revenue:				
Dividend income from a subsidiary	-	-	400,000	600,000
	112,167,935	114,012,489	5,013,473	4,864,417

Notes to the Financial Statements (Cont'd)

187

22. REVENUE (CONT'D)

- a. Revenue from sale of technology based online advertising solutions is recognised over time when the services have been rendered to the customer and coincides with the delivery of services and acceptance by customers.

There is no significant financing component in the revenue arising from services rendered as the services were made on the normal credit terms not exceeding twelve (12) months.

- b. Management fees from the provision of management services to the subsidiaries and the associate are recognised over time when the subsidiaries and the associate simultaneously receive and consume the benefits.
- c. Dividend income is recognised when the right of the Company to receive payment is established.
- d. Revenue from contracts with customers is disaggregated in Note 4 by geographical market.

23. STAFF COSTS

	Group		Company	
	2024 RM	2024 RM	2024 RM	2024 RM
Salaries, wages and bonuses	39,970,432	40,069,194	433,233	527,097
Defined contribution plan	3,378,462	3,035,803	13,289	42,361
Defined benefit plan (Note 18)	157,826	46,356	-	-
Other employee related expenses	1,997,672	1,981,392	21,605	91,904
	45,504,392	45,132,745	468,127	661,362
Staff costs recognised as intangible assets (Note 7)	(1,834,645)	(1,774,303)	-	-
	43,669,747	43,358,442	468,127	661,362

Notes to the Financial Statements (Cont'd)

23. STAFF COSTS (CONT'D)

- a. The number of Directors of the Group where total remuneration during the reporting period falls within the following bands is analysed as follows:

	2024	2023
Executive Directors:		
RM300,001 to RM350,000	-	1
RM350,001 to RM400,000	2	1
RM800,001 to RM850,000	1	1
RM1,00,001 to RM1,050,000	-	1
RM1,050,001 to RM1,100,000	1	-
Non-Executive Directors:		
RM Nil	2	2
Below RM50,000	5	5

- b. The remuneration received and receivable by the Directors of the Company during the reporting period are as follows:

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Executive Directors:				
Other benefits*	2,035,652	2,017,334	-	-
Defined contribution plan	218,170	225,236	-	-
Fees included in profit or loss	396,294	331,226	-	-
	2,650,116	2,573,796	-	-
Non-Executive Directors:				
Remuneration other than fees included in profit or loss	10,500	10,500	10,500	10,500
Fees included in profit or loss	184,800	184,800	184,800	184,800
	195,300	195,300	195,300	195,300
Total	2,845,416	2,769,096	195,300	195,300

* Other benefits include salaries, bonuses, allowances, social security costs and employment insurance scheme.

Notes to the Financial Statements (Cont'd)

189

24. EMPLOYEES' SHARE SCHEME ("ESS")

The ESS is granted by the By-Laws which were approved by the shareholders on 1 July 2015. On 4 June 2018, the Company implemented ESS, which is in force for a period of five (5) years until 3 June 2023 ("the scheme period"). On 24 May 2023, the Board had resolved to extend the time frame of the ESS for a further period of five years, until 3 June 2028.

The salient features of the ESS as contained in the By-Laws are as follows:

- a. The ESS is made available to Senior Management and full-time Executive Directors who are confirmed employees of the Company and its subsidiaries as defined in the Companies Act 2016 in Malaysia, as amended from time to time, and any re-enactment thereof;
- b. The total number of shares offered under the ESS shall not, in aggregate, exceed 5% of the issued and paid-up share capital of the Company at any time during the existence of the ESS;
- c. The Participant will not be required to pay for the new ESS Shares that may be issued and allotted to them and/or the existing Company Shares to be transferred to them pursuant to the Proposed ESS;
- d. The actual number of shares, which may be offered to any eligible employee shall be at the discretion of the ESS Committee provided that the number of shares offered are not less than 100 shares and in multiples of 100 shares and are subject to the following:
 - i. not more than 80% of the shares available under the ESS shall be allocated in aggregate to the Senior Management of the Company and its subsidiaries; and
 - ii. not more than 10% of the total number of ESS Shares shall be allocated to a Participant, who, either singly or collectively through persons connected with the Participant, holds twenty percent (20%) or more of our issued and paid-up share capital.
- e. A share award granted under the ESS may be exercised by the grantee upon achieving the vesting conditions set by the ESS Committee; and
- f. The shares shall on issue and allotment rank pari passu in all respects with the then existing issued shares of the Company.

Since the implementation of the ESS until its expiry on 3 June 2023, a total of 1,000,000 shares award had been granted to a Senior Management of the Group. The entire 1,000,000 shares award had been exercised since the implementation of the ESS until its expiry.

There were no share award granted to the Executive Directors of the Company and its subsidiaries during the financial year. Since the implementation of the ESS until its expiry, none of the Executive Directors of the Company and its subsidiaries had been granted any share award under the ESS.

Notes to the Financial Statements (Cont'd)

25. (LOSS)/PROFIT FROM OPERATIONS

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
(Loss)/Profit from operations is arrived at after charging:				
Auditors' remuneration				
- auditors of the Company				
- statutory				
- current year	194,000	187,000	100,000	93,000
- non-statutory				
- current year	16,000	12,600	16,000	12,600
- under provision in prior year	6,000	-	6,000	-
- auditors of subsidiaries				
- current year	248,614	268,996	-	-
Bad debts written off	39,466	-	-	-
Expenses relating to short-term leases	282,284	373,940	-	-
Inventories written off	3,294	-	-	-
Impairment losses on financial assets				
- trade receivables	350,993	252,642	-	-
- other receivables	603,953	-	1,415,804	66,649
Loss on foreign exchange				
- realised	372,421	99,547	4,277	21,283
- unrealised	1,185,743	211,816	-	-
Property, plant and equipment written off	1,143	1,373	-	-
and crediting:				
Fair value adjustments on amount due to a subsidiary	-	-	(95,681)	(133,895)
Gain on disposal of property, plant and equipment	(2,649)	-	-	-
Gain on foreign exchange				
- realised	(69,712)	(108,293)	-	-
- unrealised	(94,490)	(467,595)	-	-
Reversal of impairment losses on financial assets:				
- trade receivables	(6,828)	(659,112)	-	-
Interest income from:				
- fixed and short term bank deposits	(315,117)	(221,594)	(1,398)	(2,126)
- subsidiaries	-	-	(36,704)	(22,577)
- an associate	(12,292)	(3,174)	(6,301)	(1,351)

Notes to the Financial Statements (Cont'd)

191

26. FINANCE COSTS

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Interest expense on:				
- advance from a subsidiary	-	-	96,003	36,152
- term loan	13,433	16,478	-	-
- bank overdraft	109,782	31,213	-	-
- lease liabilities	161,643	178,654	3,573	1,078
	284,858	226,345	99,576	37,230

27. INCOME TAX EXPENSES

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
Estimated income tax payable				
- current year				
- Malaysia	249,427	735,207	-	-
- Outside Malaysia	327,685	635,468	-	-
- Under/(over) provision in prior years				
- Malaysia	16,444	(43,301)	-	-
- Outside Malaysia	68,110	(10,523)	-	-
	661,666	1,316,851	-	-
Deferred tax (Note 11)				
- current year				
- Malaysia	(49)	97,479	-	-
- Outside Malaysia	2,382	69,398	-	-
- (over)/under provision in prior years				
- Malaysia	(7,187)	109,919	-	-
- Outside Malaysia	-	(134,929)	-	-
	(4,854)	141,867	-	-
	656,812	1,458,718	-	-

- Malaysian income tax is calculated at the statutory rate of 24% (2023: 24%) of the estimated taxable profits for the fiscal year.
- Tax expense for other taxation authorities are calculated at the rates prevailing in those respective jurisdictions.

Notes to the Financial Statements (Cont'd)

27. INCOME TAX EXPENSES (CONT'D)

- c. Numerical reconciliation between the tax expense and the product of accounting (loss)/profit multiplied by the applicable tax rate of the Group and of the Company are as follows:

	Group		Company	
	2024 RM	2023 RM	2024 RM	2023 RM
(Loss)/Profit before tax	(9,041,336)	(710,507)	(1,410,214)	163,155
Add: Share of loss in equity-accounted associate, net of tax	249,504	426,348	-	-
Adjusted (loss)/profit before tax	(8,791,832)	(284,159)	(1,410,214)	163,155
Tax at Malaysian statutory tax rate of 24% (2023: 24%)	(2,110,040)	(68,198)	(338,451)	39,157
Tax effects of:				
- expenses not deductible for tax purposes	1,465,247	1,886,001	452,493	98,637
- different tax rates in other countries	604,820	126,953	-	-
- income not subject to tax	(716,886)	(1,019,670)	(118,963)	(144,000)
Deferred tax assets not recognised during the financial year	1,338,181	622,443	4,921	6,206
Utilisation of previously unrecognised deferred tax assets	(1,877)	(9,977)	-	-
Under/(Over) provision in prior years				
- income tax payable	84,554	(53,824)	-	-
- deferred tax	(7,187)	(25,010)	-	-
	656,812	1,458,718	-	-

Notes to the Financial Statements (Cont'd)

193

27. INCOME TAX EXPENSES (CONT'D)

- d. Tax on each component of other comprehensive income/(loss) is as follows:

	Group		
	Before tax RM	Tax effect RM	After tax RM
2024			
Items that will not be reclassified subsequently to profit or loss:			
Remeasurement of retirement benefit obligations	224,293	(28,065)	196,228
Items that may be reclassified subsequently to profit or loss:			
Foreign currency translation	266,796	-	266,796
2023			
Items that will not be reclassified subsequently to profit or loss:			
Remeasurement of retirement benefit obligations	(1,567)	(307)	(1,874)
Items that may be reclassified subsequently to profit or loss:			
Foreign currency translation	740,635	-	740,635

28. LOSS PER ORDINARY SHARE

- a. Basic loss per ordinary share

Basic loss per ordinary share for the financial year is calculated by dividing the loss for the financial year attributable to owners of the Company by the weighted average number of ordinary shares outstanding during the financial year.

	Group	
	2024	2023
Loss for the financial year attributable to owners of the Company (RM)	(7,606,694)	(1,101,087)
Weighted average number of ordinary shares in issue	139,403,415	139,403,415
Basic loss per ordinary share (sen)	(5.46)	(0.79)

- b. Diluted loss per ordinary share

The Group has no potential ordinary shares in issue as at reporting date and therefore, diluted loss per ordinary shares equals basic loss per ordinary share.

29. SIGNIFICANT RELATED PARTY DISCLOSURES

a. Identities of related parties

Parties are considered to be related to the Group if the Group has the ability, directly or indirectly, to control the party or exercise significant influence over the party in making financial and operating decisions, or vice versa, or where the Group and the party are subject to common control or common significant influence. Related parties may be individuals or other entities.

Related parties of the Group include:

- i. Direct and indirect subsidiaries as disclosed in Note 8(b);
- ii. An associate as disclosed in Note 9(b); and
- iii. Key management personnel are defined as those persons having the authority and responsibility for planning, directing and controlling the activities of the Group either directly or indirectly. The key management personnel comprise mainly Executive Directors of the Company whose remuneration is disclosed in Note 23(b).

b. Related party transactions

The Group and the Company had the following transactions with the related parties during the financial year:

		Group	
	Type of transactions	2024 RM	2023 RM
With an associate:			
- Innity Digital Media (Thailand) Co., Ltd.	Sales	13,249	36,812
	Purchases	219,316	154,413
	Interest income	12,292	3,174
	Management fee income	334,124	298,655
	Royalty fee income	102,594	101,093
With subsidiaries of corporate shareholders of the Company:			
- People 'n Rich - H Sdn. Bhd.	Sales	-	419,058
- D.A. Consortium Inc.	Sales	70,122	-
- Beginnings Communications, Inc.	Sales	151,798	90,184
- PT Daniswara Amanah Cipta	Sales	-	326,516
	Purchase	-	5,106
- Hakuholdo Hong Kong Ltd.	Sales	78,797	36,699
- Hakuholdo (Singapore) Pte Ltd	Sales	34,226	5,093
- I-DAC Vietnam Company Limited	Sales	4,120	-
- 104 Corporation Ltd.	Staff recruitment expense	-	2,248

Notes to the Financial Statements (Cont'd)

195

29. SIGNIFICANT RELATED PARTY DISCLOSURES (CONT'D)

b. Related party transactions (Cont'd)

The Group and the Company had the following transactions with the related parties during the financial year: (Cont'd)

	Company		
	Type of transactions	2024 RM	2023 RM
With subsidiaries:			
- Innity Sdn. Bhd.	Accounting fee expense	14,400	14,400
	Rental expense	33,600	33,600
	Interest expense	96,003	36,152
	Management fee income	1,925,532	1,641,280
	Dividend income	400,000	600,000
- PT Media Innity	Interest income	12,614	6,391
	Management fee income	284,362	282,804
	Management fee income	166,139	134,542
- DoMedia Asia Sdn. Bhd.			
- Innity China Co., Limited	Interest income	70	211
	Management fee income	373,899	362,887
- Innity Philippines Inc.	Interest income	5,067	2,408
	Management fee income	340,712	353,114
	Management fee income	87,112	76,351
- Appsploration Sdn. Bhd.			
- Offerstation Sdn. Bhd.	Interest income	3,399	2,113
	Management fee income	77,049	46,190

Notes to the Financial Statements (Cont'd)

29. SIGNIFICANT RELATED PARTY DISCLOSURES (CONT'D)

b. Related party transactions (Cont'd)

The Group and the Company had the following transactions with the related parties during the financial year: (Cont'd)

	Company		
	Type of transactions	2024 RM	2023 RM
With subsidiaries: (Cont'd)			
- Innity Myanmar Co., Ltd.	Interest income	223	726
	Management fee income	2,684	9,048
- Innity (Cambodia) Co., Ltd.	Interest income	3,767	1,677
	Management fee income	111,030	155,887
- Innity Singapore Pte. Ltd.	Management fee income	406,710	515,146
- Innity Software and Advertising Co., Ltd.	Interest income	5,450	3,378
	Management fee income	273,775	208,586
- Innity Taiwan Limited	Interest income	6,114	5,673
	Management fee income	230,345	179,927
With an associate:			
- Innity Digital Media (Thailand) Co., Ltd.	Interest income	6,301	1,351
	Management fee income	334,124	298,655

Notes to the Financial Statements (Cont'd)

197

30. FINANCIAL GUARANTEES

The Company has financial guarantee contracts of RM3,557,000 (2023: RM3,557,000) in respect of financial guarantees given to financial institution for banking facilities granted to a subsidiary. The Company monitors the ability of the subsidiary to service its loans regularly.

Financial guarantees issued are initially measured at fair value. Subsequently, they are measured at higher of the amount of the loss allowance; and the amount initially recognised less, when appropriate, the cumulative amount of income recognised in accordance with the principles of MFRS 15.

The Company assumes that there is significant increase in credit risk when the subsidiary's financial position deteriorates significantly. The Company considers a financial guarantee to be credit impaired when the subsidiary is unlikely to repay its credit obligation to the bank in full or the subsidiary is continuously loss making and is having a deficit shareholders fund. The Company determines the probability of default of the guaranteed loans individually using internal information available.

Financial guarantees have not been recognised since the fair value was not material on initial recognition. As at the end of the reporting period, there was no indication that the subsidiary would default on repayment.

Maturity profile of financial guarantee contracts of the Company at the end of each reporting period based on contractual undiscounted repayment obligations is repayable upon any default by the subsidiary in respect of the guaranteed bank facilities.

The maximum credit risk exposure of the financial guarantees issued is limited to the credit amount utilised of RM3,128,504 (2023: RM1,646,302). The financial guarantees have low credit risk at the end of the year as the financial guarantee is unlikely to be called by the financial institutions.

31. FINANCIAL INSTRUMENTS, FINANCIAL RISKS AND CAPITAL RISK MANAGEMENT

a. Financial risk management objectives and policies

The Group's and the Company's overall financial risk management programme seek to minimise potential adverse effects on financial performance of the Group and the Company.

The Group and the Company do not hold or issue derivative financial instruments for speculative purposes.

There has been no change in the Group's and the Company's exposure to these financial risks or the manner in which it manages and measures risk.

i. Foreign exchange risk management

Foreign currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates.

The Group operates internationally and is exposed to foreign exchange risk. Foreign currency denominated assets and liabilities together with expected cash flows from highly probable sales and purchases give rise to foreign exchange exposures. Foreign exchange exposures in transactional currencies other than functional currencies of the operating entities are kept to an acceptable level. The currencies giving rise to this risk are Chinese Renminbi ("RMB"), Hong Kong Dollar ("HKD"), Indonesian Rupiah ("IDR"), New Taiwan Dollar ("TWD"), Philippines Peso ("PHP"), Singapore Dollar ("SGD"), Thai Baht ("THB"), United States Dollar ("USD") and Vietnamese Dong ("VND").

Notes to the Financial Statements (Cont'd)

31. FINANCIAL INSTRUMENTS, FINANCIAL RISKS AND CAPITAL RISK MANAGEMENT (CONT'D)

- a. Financial risk management objectives and policies (Cont'd)
- i. Foreign exchange risk management (Cont'd)

The carrying amounts of the Group's exposure to foreign currency risk are as follows:

Group	RMB RM	HKD RM	IDR RM	TWD RM	PHP RM	SGD RM	THB RM	USD RM	VND RM
2024									
Trade receivables	-	-	-	-	-	-	-	799,218	-
Other receivables and deposits	-	-	-	-	-	-	-	48,576	-
Cash and bank balances	22,234	164,950	-	-	-	105	-	4,948,799	-
Trade payables	-	(3,682)	(1,934)	(3,883)	(1,823)	(764)	(111,119)	(248,476)	(197)
Other payables, contract liabilities and accruals	-	-	-	-	-	-	(763)	(61,590)	-
Net exposure	22,234	161,268	(1,934)	(3,883)	(1,823)	(659)	(111,882)	5,486,527	(197)
2023									
Trade receivables	-	-	-	-	-	-	-	328,580	-
Other receivables and deposits	-	-	-	-	-	-	-	62,762	-
Cash and bank balances	35,871	168,639	-	-	-	228	-	9,911,173	-
Trade payables	(15,105)	(4,259)	(542)	(5,897)	(784)	(5,568)	(14,967)	(250,862)	(268)
Other payables, contract liabilities and accruals	-	-	-	(69)	-	(22,836)	(854)	(42,386)	-
Net exposure	20,766	164,380	(542)	(5,966)	(784)	(28,176)	(15,821)	10,009,267	(268)

Notes to the Financial Statements (Cont'd)

199

31. FINANCIAL INSTRUMENTS, FINANCIAL RISKS AND CAPITAL RISK MANAGEMENT (CONT'D)

a. Financial risk management objectives and policies (Cont'd)

i. Foreign exchange risk management (Cont'd)

The following table illustrates the sensitivity of (loss)/profit before tax and equity of the Group to a reasonably possible change in the foreign currency against the functional currencies of the Group entities, with all other variable held constant.

A +/-10% (2023: 10%) change in the RM/USD, RM/HKD, RM/THB, RM/PHP, RM/SGD, RM/TWD, RM/RMB, RM/IDR and RM/VND exchange rates at the reporting period is deemed possible. Both of these percentages have been determined based on average market volatility in exchange rates in the previous 12 months. The sensitivity analysis is based on the Group's foreign currency financial instruments held at each reporting date.

If the RM had strengthened against the USD, HKD, THB, PHP, SGD, TWD, RMB, IDR and VND and KRW, then the impact would be as follows:

	Group	
	(loss)/profit before tax and equity	
	2024 RM	2023 RM
USD	(548,653)	(1,000,927)
HKD	(16,127)	(16,438)
THB	11,188	1,582
PHP	182	78
SGD	66	2,818
TWD	388	597
RMB	(2,223)	(2,077)
IDR	193	54
VND	20	27
	(554,966)	(1,014,286)

If the RM had weakened against the USD, HKD, THB, PHP, SGD, TWD, RMB, IDR and VND, then the impact would be the opposite.

Exposure to foreign exchange rates vary during the financial year depending on the volume of overseas transactions. Nonetheless, the analysis above is considered to be representative of the Group's exposure to currency risk.

31. FINANCIAL INSTRUMENTS, FINANCIAL RISKS AND CAPITAL RISK MANAGEMENT (CONT'D)

a. Financial risk management objectives and policies (Cont'd)

ii. Interest rate risk management

The Group's and the Company's primary interest rate risk relates to interest bearing debts. The Group and the Company manage its interest rate exposure by maintaining a prudent mix of fixed and floating rate borrowings. The Group and the Company actively review its debt portfolio, taking into account the investment holding period and nature of its assets. The information on maturity dates and effective interest rates of financial liabilities are disclosed in their respective notes.

The Group and the Company do not account for any fixed rate financial instruments at fair value through profit or loss, and the carrying amount of fixed rate financial instruments of the Group and of the Company are measured at amortised cost. Therefore, no sensitivity analysis for fixed rate instruments was prepared as the change in market interest rate at the end of the reporting period would not affect profit or loss.

The sensitivity analysis of interest rates for floating rate instruments is not presented as changes in interest rate would not materially affect profit or loss.

iii. Credit risk management

The Group's and the Company's credit risks are primarily attributable to its trade and other receivables. Credit risks are managed by the application of credit approvals, limits and monitoring procedures. Credit risks are minimised and monitored via strictly limiting the Group's and the Company's associations to business partners with high creditworthiness. Trade receivables are monitored on an ongoing basis via the Group's and the Company's management reporting procedures. For other financial assets including cash and bank balances, the Group and the Company minimise credit risk by dealing exclusively with high credit rating counterparties. The Group and the Company perform ongoing credit evaluation of its customers and generally does not require collateral on account receivables.

At the reporting date, there were no significant concentrations of credit risk.

iv. Liquidity risk management

The Group and the Company maintain sufficient cash and bank balances, and internally generated cash flows to finance its activities. The Group and the Company finance its operations by a combination of equity and bank borrowings. In addition, the Group and the Company have available banking facilities to meet its liquidity and working capital requirements.

The following tables detail the remaining contractual maturity for non-derivative financial liabilities. The tables have been drawn up based on the undiscounted cash flows of financial liabilities based on the earliest date on which the Group and the Company can be required to pay.

Notes to the Financial Statements (Cont'd)

201

31. FINANCIAL INSTRUMENTS, FINANCIAL RISKS AND CAPITAL RISK MANAGEMENT (CONT'D)

a. Financial risk management objectives and policies (Cont'd)

iv. Liquidity risk management (Cont'd)

Group	Contractual cash flows (including interest payments)				
	Carrying amount	Total	On demand or within 1 year	1 to 5 years	Over 5 years
	RM	RM	RM	RM	RM
2024					
Non interest bearing debts	27,443,340	27,443,340	27,443,340	-	-
Interest bearing debts	5,669,739	5,881,694	4,894,495	923,460	63,739
	33,113,079	33,325,034	32,337,835	923,460	63,739
2023					
Non interest bearing debts	28,411,533	28,411,533	28,411,533	-	-
Interest bearing debts	4,740,952	4,895,408	3,143,292	1,647,056	105,060
	33,152,485	33,306,941	31,554,825	1,647,056	105,060
Company					
2024					
Non interest bearing debts	2,200,121	2,473,214	1,060,154	1,413,060	-
Interest bearing debts	32,303	33,600	33,600	-	-
	2,232,424	2,506,814	1,093,754	1,413,060	
2023					
Non interest bearing debts	1,504,538	1,638,433	445,084	1,193,349	-

b. Capital structure and equity

The Group manages its capital to ensure that entities in the Group will be able to continue as going concerns while providing an adequate return to stakeholders through the optimisation of the debt and equity balance.

The Group sets the amount of capital in proportion to risk. The Group manages the capital structure and makes adjustments to it in the light of changes in economic conditions and the risk characteristics of the underlying assets. In order to maintain or adjust the capital structure, the Group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares, or sell assets to reduce debt. Capital represents equity attributable to the owners of the Company.

The Group monitors capital on the basis of debt-to-equity ratio, where the ratio is arrived at net debts (total borrowings and lease liabilities less cash and bank balances) divided by total equity. During the reporting period ended 31 December 2024, the Group's strategy was unchanged which is to maintain a net cash position.

31. FINANCIAL INSTRUMENTS, FINANCIAL RISKS AND CAPITAL RISK MANAGEMENT (CONT'D)

b. Capital structure and equity (Cont'd)

The net debt-to-equity ratios as at 31 December 2024 and 31 December 2023 are as follows:

	Group	
	2024 RM	2023 RM
Borrowings	3,324,355	1,646,302
Lease liabilities	2,345,384	3,094,650
Less: Cash and bank balances	(18,058,113)	(32,780,826)
Net Cash	(12,388,374)	(28,039,874)
Total capital	31,882,685	39,154,964
Net debt-to-equity ratio	-	-

Pursuant to the requirements of Guidance Note No. 3/2006 of the Bursa Malaysia Securities Berhad, the Group is required to maintain a shareholders' equity more than twenty-five percent (25%) of the issued and paid-up capital. The Group has complied with this requirement for the financial year ended 31 December 2024.

32. ADOPTION OF NEW MFRSs AND AMENDMENTS TO MFRSs

32.1 New MFRSs adopted during the financial year

The Group and Company adopted the following Amendments of the MFRS Framework that were issued by the Malaysian Accounting Standards Board ("MASB") during the financial year:

Title	Effective Date
<i>Amendments to MFRS 16 Lease Liability in a Sale and Leaseback</i>	1 January 2024
<i>Amendments to MFRS 101 Non-current Liabilities with Covenants</i>	1 January 2024
<i>Amendments to MFRS 101 Classification of Liabilities as Current or Non-current</i>	1 January 2024
<i>Amendments to MFRS 107 and MFRS 7 Supplier Finance Arrangement</i>	1 January 2024

The adoption of the above Amendments did not have any material effect on the financial performance or position of the Group and of the Company.

Notes to the Financial Statements (Cont'd)

203

32. ADOPTION OF NEW MFRSs AND AMENDMENTS TO MFRSs (CONT'D)**32.2 New MFRSs that have been issued, but only effective for annual periods beginning on or after 1 January 2025**

The following are Standards and Amendments of the MFRS Framework that have been issued by the MASB but have not been early adopted by the Group and the Company:

Title	Effective Date
<i>Amendments to MFRS 121 Lack of Exchangeability</i>	1 January 2025
<i>Annual Improvements to MFRS Accounting Standards - Volume 11</i>	1 January 2026
<i>Amendments to MFRS 9 and MFRS 7 Classification and Measurement of Financial Instruments</i>	1 January 2026
<i>Amendments to MFRS 9 and MFRS 7 Contracts Referencing Nature-dependent Electricity</i>	1 January 2026
<i>MFRS 18 Presentation and Disclosure in Financial Statements</i>	1 January 2027
<i>MFRS 19 Subsidiaries without Public Accountability: Disclosures</i>	1 January 2027
<i>Amendments to MFRS 10 and MFRS 128 Sale or Contribution of Assets between an Investor and its Associate or Joint Venture</i>	Deferred

The Group and the Company are still in the process of assessing the impact of the above Standards and Amendments since the effects would only be observable in the future financial years.

LIST OF PROPERTIES

Location	Tenure/ date of expiry of lease/ tenancy	Approximate Age of Building (years)	Built-up Area (sq ft)	Description/ Existing Use	Date of Acquisition	Carrying Amount as at 31 December 2024 (RM)
Selangor C501, Block C, Kelana Square, 17, Jalan SS7/26 Kelana Jaya, 47301 Petaling Jaya, Selangor Darul Ehsan Master Title: PN 9936, Lot 24545 Seksyen 40 Bandar Petaling Jaya, District of Petaling, State of Selangor	Leasehold/ 13-Apr-2089	26	1,301	Office Lot/ Office	27.07.2005	185,015
C502, Block C, Kelana Square, 17, Jalan SS7/26 Kelana Jaya, 47301 Petaling Jaya, Selangor Darul Ehsan Master Title: PN 9936, Lot 24545 Seksyen 40 Bandar Petaling Jaya, District of Petaling, State of Selangor	Leasehold/ 13-Apr-2089	26	1,371	Office Lot/ Office	27.07.2005	195,225
C517, Block C, Kelana Square, 17, Jalan SS7/26 Kelana Jaya, 47301 Petaling Jaya, Selangor Darul Ehsan Master Title: PN 9936, Lot 24545 Seksyen 40 Bandar Petaling Jaya, District of Petaling, State of Selangor	Leasehold/ 13-Apr-2089	26	1,192	Office Lot/ Office	14.04.2009	175,443
C605, Block C, Kelana Square, 17, Jalan SS7/26 Kelana Jaya, 47301 Petaling Jaya, Selangor Darul Ehsan Master Title: PN 9936, Lot 24545 Seksyen 40 Bandar Petaling Jaya, District of Petaling, State of Selangor	Leasehold/ 13-Apr-2089	26	1,262	Office Lot/ Office	18.05.2020	394,933

ANALYSIS OF SHAREHOLDINGS

As at 28 March 2025

205

SHARE CAPITAL

Total Issued Share : 139,403,415 Ordinary shares

Voting Rights : One (1) vote per Ordinary Share on a poll

Size of Holdings	No. of Shareholders	% of Shareholders	No. of Shares Held	% of Issued Shares
1 - 99	48	5.021	1,976	0.001
100 - 1,000	535	55.962	211,791	0.152
1,001 - 10,000	232	24.268	1,182,820	0.848
10,001 - 100,000	106	11.088	3,444,280	2.472
100,001 - 6,970,169 (*)	31	3.243	46,509,827	33.363
6,970,170 and Above (**)	4	0.418	88,052,721	63.164
Total	956	100	139,403,415	100.00

* Less than 5% of issued shares

** 5% and above of issued shares

Note:

Information presented at the above table is based on the Record of Depositors dated on 28 March 2025.

INFORMATION ON SUBSTANTIAL SHAREHOLDERS

As at 28 March 2025

The shareholders holding more than 5% interest in the ordinary shares of Innity Corporation Berhad ("the Company") based on the Register of Substantial Shareholders of the Company as at 28 March 2025 are as follows:

Name of Substantial Shareholders	No. of Shares Held	% of Issued Shares
D.A. Consortium Inc.	34,735,500	24.917
JcbNext Berhad	29,250,040	20.982
Phang Chee Leong	13,298,372	9.538
Looa Hong Tuan	12,374,685	8.876
Total	89,658,597	64.313

Analysis of Shareholdings

As at 28 March 2025 (Cont'd)

DIRECTORS' INTERESTS IN SHARES

As at 28 March 2025

Based on the Register of Directors' Shareholdings and the Record of Depositors, the interests of the Directors in the shares of the Company, direct and indirect, as at 28 March 2025 are as follows:

Name	Number of Ordinary Shares in INNITY		% of Issued Shares	
	Direct	Indirect	Direct	Indirect
Cheong Chee Yun	-	-	-	-
Fung Kam Foo	-	-	-	-
Gregory Charles Poarch	-	-	-	-
Liong Wei Li (Alternate Director To Gregory Charles Poarch)	-	-	-	-
Looa Hong Tuan	12,374,685	-	8.876	-
Michihiko Suganuma	-	-	-	-
Phang Chee Leong	13,298,372	-	9.538	-
Rieko Yoshikawa (Alternate Director To Michihiko Suganuma)	-	-	-	-
Seah Kum Loong	6,817,292	-	4.889	-
Norliza Binti Rasool Khan	-	-	-	-
Wong Kok Woh	7,299,086	-	5.235	-

Analysis of Shareholdings

As at 28 March 2025 (Cont'd)

207

30 LARGEST SHAREHOLDERS

As at 28 March 2025

No.	Name	No. of Shares Held	%
1.	D.A.Consortium Inc.	34,735,500	24.917
2.	JcbNext Berhad	29,250,040	20.982
3.	Looa Hong Tuan	12,374,685	8.876
4.	Phang Chee Leong	11,692,496	8.387
5.	Wong Kok Woh	6,618,008	4.747
6.	Chang Chew Tuck	6,278,950	4.504
7.	Seah Kum Loong	5,356,527	3.842
8.	Lee Chel Chan	5,309,057	3.808
9.	Wan Lin Seng	3,774,000	2.707
10.	Tan Yu Yeh	2,633,400	1.889
11.	Lee Koon Shing	2,350,000	1.685
12.	Siew Yoke Lee	2,124,366	1.523
13.	Maybank Nominees (Tempatan) Sdn Bhd <i>Pledged Securities Account For Lee Koon Chuan</i>	1,999,600	1.434
14.	RHB Nominees (Tempatan) Sdn Bhd <i>OSK Capital Sdn Bhd For Phang Chee Leong</i>	1,605,876	1.151
15.	RHB Nominees (Tempatan) Sdn Bhd <i>OSK Capital Sdn Bhd For Seah Kum Loong</i>	1,460,765	1.047
16.	Alliancegroup Nominees (Tempatan) Sdn. Bhd. <i>Pledged Securities Account for Tee Chee Chiang</i>	1,351,400	0.969
17.	Ng Eng Tat	1,022,000	0.733
18.	RHB Nominees (Tempatan) Sdn Bhd <i>OSK Capital Sdn Bhd For Wong Kok Woh</i>	681,078	0.488
19.	Leam Am Kem	622,900	0.446
20.	Yong Wei Lun	437,000	0.313
21.	HLIB Nominees (Tempatan) Sdn Bhd <i>Pledged Securities Account For Leow Kuan Shu</i>	300,000	0.215
22.	Lee Yoke Kee	280,000	0.200
23.	Lai Thiam Poh	255,600	0.183
24.	Tan Bee Bee	250,000	0.179
25.	Arshad Bin Abdul Rahman	247,500	0.177
26.	Yong Wei Lun	221,000	0.158
27.	Yau Yoke Ching	187,300	0.134
28.	Cheng Nyek Paw	169,000	0.121
29.	RHB Capital Nominees (Tempatan) Sdn Bhd <i>Pledged Securities Account for Ooi Lee Peng (MLK/SS)</i>	165,500	0.118
30.	Maybank Nominees (Tempatan) Sdn Bhd <i>Pledged Securities Account For Lim Book Kooi</i>	158,000	0.113
	Total	133,911,548	96.046

Note:

Information, which without aggregating securities from different securities accounts belong to the same registered holder, presented at the above table is based on the Record of Depositors dated on 28 March 2025.

INNITY CORPORATION BERHAD
(200701006554) (764555-D)
(Incorporated in Malaysia)

NOTICE OF EIGHTEENTH ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Eighteenth Annual General Meeting of the Company will be held at Greens III, Sports Wing, Jalan Club Tropicana, Tropicana Golf & Country Resort, 47410 Petaling Jaya, Selangor Darul Ehsan on **Friday, 6 June 2025 at 9.30 a.m.** to transact the following businesses:-

AGENDA

Ordinary Business

- | | | |
|----|---|---|
| 1. | To receive the Audited Financial Statements for the financial year ended 31 December 2024 together with the Reports of the Directors and Auditors thereon. | [Please refer to Note (i) of the Explanatory Notes] |
| 2. | To re-elect the following Directors who are retiring in accordance with Clause 76(3) of the Company's Constitution:- | |
| | (i) Mr. Phang Chee Leong | (Ordinary Resolution 1) |
| | (ii) Mr. Seah Kum Loong | (Ordinary Resolution 2) |
| | (iii) Mr. Cheong Chee Yun | (Ordinary Resolution 3) |
| 3. | To approve the payment of Directors' fees of RM350,000 for the financial year ending 31 December 2025. | (Ordinary Resolution 4) |
| 4. | To approve the payment of Directors' benefits up to RM30,000 for the period from 7 June 2025 until Nineteenth Annual General Meeting of the Company to be held in 2026. | (Ordinary Resolution 5) |
| 5. | To re-appoint BDO PLT as Auditors of the Company for the ensuing year and to authorise the Directors to fix their remuneration. | (Ordinary Resolution 6) |

Special Business

To consider and if thought fit, to pass the following Ordinary Resolutions, with or without modifications:-

- | | | |
|-----------|---|-------------------------|
| 6. | AUTHORITY TO ISSUE AND ALLOT SHARES PURSUANT TO SECTIONS 75 AND 76 OF THE COMPANIES ACT 2016 | (Ordinary Resolution 7) |
|-----------|---|-------------------------|

"THAT subject always to the Companies Act 2016 ("the Act"), the Constitution of the Company, the ACE Market Listing Requirements of Bursa Malaysia Securities Berhad ("Bursa Securities") and the approvals of the relevant government/regulatory authorities, the Directors be and are hereby empowered pursuant to Sections 75 and 76 of the Act, to allot shares in the Company from time to time at such price, upon such terms and conditions, to such persons and for such purposes as the Directors may in their absolute discretion, deem fit provided that the aggregate number of shares issued pursuant to this Ordinary Resolution does not exceed 10% of the total number of the issued shares (excluding treasury shares) of the Company for the time being AND THAT the Directors be and are also empowered to obtain approval for the listing of and quotation for the additional shares so issued on Bursa Securities AND FURTHER THAT such authority shall continue to be in force until the conclusion of the next Annual General Meeting ("AGM") of the Company, or at the expiry of the period within which the next AGM is required to be held after the approval was given, whichever is earlier, unless revoked or varied by an ordinary resolution of the Company in a general meeting."

NOTICE OF EIGHTEENTH ANNUAL GENERAL MEETING (CONT'D)

7. **PROPOSED RENEWAL OF SHAREHOLDERS' MANDATE FOR RECURRENT RELATED PARTY TRANSACTIONS OF A REVENUE OR TRADING NATURE ("PROPOSED RENEWAL OF SHAREHOLDERS' MANDATE FOR RRPTs")** (Ordinary Resolution 8)

"THAT subject to the provisions of the ACE Market Listing Requirements of Bursa Malaysia Securities Berhad, the Company and/or its subsidiary companies ("the Group") be and are hereby authorised to enter into and give effect to the recurrent related party transactions of a revenue or trading nature with the related parties as set out in Section 2.5.1 of the Circular to Shareholders dated 25 April 2025 ("the Related Parties") provided that such transactions and/or arrangements are:-

- (a) necessary for the day-to-day operations;
- (b) undertaken in the ordinary course of business and at arm's length basis on normal commercial terms which are not more favourable to the Related Parties than those generally available to the public; and
- (c) not detrimental to the interest of the minority shareholders of the Company.

THAT the authority conferred by such mandate, shall continue to be in force until:-

- (a) the conclusion of the next Annual General Meeting ("AGM") of the Company, at which time it will lapse, unless by a resolution passed at such AGM, the authority is renewed; or
- (b) the expiration of the period within which the next AGM of the Company is required to be held pursuant to Section 340(2) of the Companies Act 2016 ("Act") (but shall not extend to such extension as may be allowed pursuant to Section 340(4) of the Act); or
- (c) revoked or varied by resolution passed by the shareholders of the Company in general meeting.

whichever is earlier;

AND THAT the Directors of the Company be and are hereby authorised to complete and do all such acts and things (including executing all such documents as may be required) as they may consider expedient or necessary to give effect to the Proposed Renewal of Shareholders' Mandate for RRPTs."

- 8. To transact any other business of which due notice shall have been given in accordance with the Company's Constitution and the Companies Act 2016.

By Order of the Board

FONG SEAH LIH (MAICSA 7062297) / (SSM PC No. 202008000973)
THAM YIN TONG (MAICSA 7049718) / (SSM PC No. 202008001314)
 Company Secretaries

Kuala Lumpur
 25 April 2025

NOTICE OF EIGHTEENTH ANNUAL GENERAL MEETING (CONT'D)

NOTES:-

- (1) For the purpose of determining who shall be entitled to attend this General Meeting, the Company shall be requesting Bursa Malaysia Depository Sdn Bhd to make available to the Company, a Record of Depositors as at Wednesday, 28 May 2025. Only a member whose name appears on this Record of Depositors shall be entitled to attend this General Meeting or appoint a proxy to attend, speak and vote on his/her/its behalf.
- (2) A member entitled to attend and vote at this General Meeting is entitled to appoint a proxy or attorney or in the case of a corporation, to appoint a duly authorised representative to attend, participate, speak and vote in his place. A proxy may but need not be a member of the Company.
- (3) A member of the Company who is entitled to attend and vote at a General Meeting of the Company may appoint not more than two (2) proxies to attend, participate, speak and vote instead of the member at the General Meeting.
- (4) If two (2) proxies are appointed, the entitlement of those proxies to vote on a show of hands shall be in accordance with the listing requirements of the stock exchange.
- (5) Where a member of the Company is an authorised nominee as defined in the Central Depositories Act, it may appoint not more than two (2) proxies in respect of each securities account it holds in ordinary shares of the Company standing to the credit of the said securities account.
- (6) Where a member of the Company is an exempt authorised nominee which holds ordinary shares in the Company for multiple beneficial owners in one securities account ("omnibus account"), there is no limit to the number of proxies which the exempt authorised nominee may appoint in respect of each omnibus account it holds. An exempt authorised nominee refers to an authorised nominee defined under the Securities Industry (Central Depositories) Act 1991 ("Central Depositories Act") which is exempted from compliance with the provisions of Section 25A(1) of the Central Depositories Act.
- (7) Where a member appoints more than one (1) proxy, the proportion of shareholdings to be represented by each proxy must be specified in the instrument appointing the proxies.
- (8) The appointment of a proxy may be made in a hard copy form or by electronic means in the following manner and must be received by the Company not less than forty-eight (48) hours before the time appointed for holding the General Meeting or adjourned General Meeting at which the person named in the appointment proposes to vote:
 - (i) In hard copy form
The proxy form must be deposited at the share registrar of the Company situated at Unit 32-01, Level 32, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia, or alternatively, drop-in box provided at Unit G-3, Ground Floor, Vertical Podium, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia.
 - (ii) By electronic means via Tricor's TIH Online website at <https://tthh.online>
Please refer to the Administrative Guide for further information on electronic lodgement of proxy form.
- (9) Any authority pursuant to which such an appointment is made by a power of attorney must be deposited at the share registrar of the Company situated at Unit 32-01, Level 32, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia, or alternatively, drop-in box provided at Unit G-3, Ground Floor, Vertical Podium, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia not less than forty-eight (48) hours before the time appointed for holding the General Meeting or adjourned General Meeting at which the person named in the appointment proposes to vote. A copy of the power of attorney may be accepted provided that it is certified notarially and/or in accordance with the applicable legal requirements in the relevant jurisdiction in which it is executed.
- (10) Please ensure ALL the particulars as required in the proxy form are completed, signed and dated accordingly.
- (11) Last date and time for lodging the proxy form is Wednesday, 4 June 2025 at 9.30 a.m.
- (12) Please bring an **ORIGINAL** of the following identification papers (where applicable) and present it to the registration staff for verification:
 - a. Identity card (NRIC) (Malaysian), or
 - b. Police report (for loss of NRIC) / Temporary NRIC (Malaysian), or
 - c. Passport (Foreigner).
- (13) For a corporate member who has appointed a representative instead of a proxy to attend this meeting, please bring the **ORIGINAL** certificate of appointment executed in the manner as stated in the proxy form if this has not been lodged at the Company's share registrar earlier.
- (14) Pursuant to Rule 8.31A(1) of the ACE Market Listing Requirements of Bursa Malaysia Securities Berhad, all resolutions set out in the Notice of general meeting will be put to vote by way of poll.

Explanatory Notes to the Agenda

Ordinary Business

- (i) Item 1 of the Agenda
Audited Financial Statements for the financial year ended 31 December 2024

The Audited Financial Statements are meant for discussion only as the approval from shareholders is not required pursuant to Section 340(1)(a) of the Companies Act 2016. Hence, this Agenda item will not be put forward for voting by shareholders of the Company.
- (ii) Ordinary Resolutions 1, 2 and 3
Re-election of Directors

Mr Phang Chee Leong, Mr Seah Kum Loong and Mr Cheong Chee Yun are standing for re-election as Directors of the Company and being eligible, have offered themselves for re-election at the Eighteenth Annual General Meeting of the Company.

Pursuant to Practice 5.7 of the Malaysian Code on Corporate Governance ("MCCG"), the profiles of the Directors are set out on page 8 to page 12 of the Annual Report 2024. For the purpose of determining the eligibility of the Directors to stand for re-election at the Eighteenth Annual General Meeting of the Company, the Board had, through its Nominating Committee ("NC"), considered, assessed and deliberated on the suitability and fit and properness of the retiring Directors.

Based on the recommendation of the NC, the Board is supportive of their re-election with the following justifications:-

Ordinary Resolution 1 – Re-election of Mr Phang Chee Leong as Executive Chairman

Mr Phang Chee Leong is deeply involved in directing product development and Research and Development strategies to deliver value-added and optimised digital advertising solutions.

The Board is satisfied with his performance and contribution, and will continue to carry out his duty diligently and effectively and demonstrate his commitment to the roles.

NOTICE OF EIGHTEENTH ANNUAL GENERAL MEETING (CONT'D)

NOTES:-

Ordinary Resolution 2 – Re-election of Mr Seah Kum Loong as Executive Director

Mr Seah Kum Loong has vast experience in multiple aspects of the design process, encompassing traditional branding, brand identity and packaging to conceptual interface development.

The Board is satisfied with his performance and contribution, and will continue to carry out his duty diligently and effectively and demonstrate his commitment to the roles.

Ordinary Resolution 3 – Re-election of Mr Cheong Chee Yun as Independent Non-Executive Director

Mr Cheong Chee Yun has extensive experience in corporate banking operations, corporate finance, project management and strategic planning.

The Board is satisfied with his performance and contribution, and will continue to carry out his duty diligently and effectively and demonstrate his commitment to the roles.

(iii) *Ordinary Resolution 4*

Directors' fees for the financial year ending 31 December 2025

The Directors' fees proposed for the financial year ending 31 December 2025 are calculated based on the enlarged board size to increase the number of Independent Non-Executive Director from three (3) to six (6) to make up of 50% Independent Director and the assessment on the performance of the Board by the NC and assuming that all Non-Executive Directors will hold office until the next AGM. This resolution is to facilitate payment of Directors' fees on current financial year basis.

In the event the Directors' fees proposed are insufficient (e.g., due to more meetings or enlarged board size), approval will be sought at the next AGM for additional fees to meet the shortfall.

(iv) *Ordinary Resolution 5*

Directors' benefits for the period from 7 June 2025 until Nineteenth Annual General Meeting

Pursuant to Section 230(1) of the Companies Act 2016, the fees of the Directors and any benefits payable to the Directors of a listed company and its subsidiaries, shall be approved at a general meeting.

Directors' benefits include allowances payable to Directors and in determining the estimated amount, the Board has considered various factors including the enlarged board size, number of scheduled meetings for the Board and Board Committee for the period from 7 June 2025 until Nineteenth Annual General Meeting. In the event the proposed amount is insufficient, approval will be sought at the next AGM for the shortfall.

(v) *Ordinary Resolution 6*

Re-appointment of Auditors

The Board has through the Audit and Risk Management Committee, considered the re-appointment of BDO PLT as the Auditors of the Company. The factors considered by the Audit and Risk Management Committee in making the recommendation to the Board to table their re-appointment at the Eighteenth Annual General Meeting are disclosed in the Audit and Risk Management Committee Report of the 2024 Annual Report.

(vi) *Ordinary Resolution 7*

Authority to issue shares pursuant to Sections 75 and 76 of the Act

This Ordinary Resolution 7, if passed, will renew the mandate granted to the Directors at the Seventeenth Annual General Meeting held on 7 June 2024 ("17th AGM") and provide flexibility to the Directors to undertake fundraising activities, including but not limited to placement of shares for the purpose of funding the Company's future investment project(s), working capital and/or acquisition(s), by the issuance of shares in the Company to such persons at any time as the Directors may deem fit provided that the aggregate number of shares issued pursuant to the mandate does not exceed ten per centum (10%) of the total number of the issued shares (excluding treasury shares) of the Company for the time being, without having to convene a general meeting. This authority, unless revoked or varied by the Company in a general meeting, will expire at the conclusion of the next AGM of the Company or at the expiry of the period within which the next AGM is required to be held after the approval was given, whichever is earlier.

As at the date of this Notice, the Company did not issue and allot any shares pursuant to the mandate granted to the Directors at the Seventeenth AGM as there was no requirement for such fundraising activities.

(vii) *Ordinary Resolution 8*

Proposed Renewal of Shareholders' Mandate for Recurrent Related Party Transactions of a Revenue or Trading Nature

Ordinary Resolution 8, if passed, will allow the Company and its subsidiaries to renew its shareholders' mandate to enter into recurrent related party transactions pursuant to Rule 10.09 of the ACE Market Listing Requirements of Bursa Malaysia Securities Berhad. Further details relating to this proposal is set out in the Circular to Shareholders dated 25 April 2025.

INNITY CORPORATION BERHAD
[Registration No. 200701006554 (764555-D)]
(Incorporated in Malaysia)

ADMINISTRATIVE GUIDE FOR THE 18TH ANNUAL GENERAL MEETING (“AGM”)

Date	: Friday, 6 June 2025
Time	: 9.30 a.m.
Venue	: Greens III Sports Wing, Jalan Club Tropicana, Tropicana Golf & Country Resort, 47410 Petaling Jaya, Selangor Darul Ehsan

1. REGISTRATION

The registration will commence at 8.30 a.m.

Please bring an **ORIGINAL** of the following identification papers (where applicable) and present it to the registration staff for verification:

- (a) Identity card (NRIC) (Malaysian), or
- (b) Police report (for loss of NRIC) / Temporary NRIC (Malaysian), or
- (c) Passport (Foreigner).

No person will be allowed to register on behalf of another person even with the original identity card or passport of that other person.

2. ELIGIBILITY TO ATTEND BASED ON THE RECORD OF DEPOSITORS

Only a shareholder whose name appears on the Record of Depositor as at 28 May 2025 shall be entitled to attend or appoint proxy(ies) to attend and/or vote on his/her behalf.

3. REFRESHMENT

Light refreshment will be provided.

4. POLL VOTING

The voting at the 2025 AGM will be conducted by poll in accordance with Paragraph Rule 8.31A of ACE Market Listing Requirements of Bursa Malaysia Securities Berhad. The Company has appointed Tricor Investor & Issuing House Services Sdn Bhd as Poll Administrator to conduct the poll and AscendServ Capital Market Services Sdn Bhd as Scrutineers to verify the poll results.

5. APPOINTMENT OF PROXY

A shareholder who is unable to attend the 18TH AGM on 6 June 2025 may appoint proxy and indicate the voting instructions in the proxy form.

Only members whose names appear on the Record of Depositors as at Wednesday, 28 May 2025 shall be eligible to attend, speak and vote at the AGM or appoint a proxy(ies) and/or the Chairman of the Meeting to attend and vote on his/her behalf. A member can appoint the Chairman of the Meeting as his/her proxy and indicate the voting instruction in the Proxy form.

- If you wish to participate in the AGM yourself, please do not submit any proxy form for the AGM. You will not be allowed to participate in the AGM together with a proxy appointed by you.
- Accordingly, proxy forms and/or documents relating to the appointment of proxy/corporate representative/attorney for the AGM whether in hard copy or by electronic means shall be deposited or submitted in the following manner not later than **Wednesday, 4 June 2025 at 9.30 a.m.**

- (i) In Hard copy:

In the case of an appointment made in hard copy form, the proxy form must be deposited at the Share Registrar's office situated at Unit 32-01, Level 32, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia or alternatively, drop-in box provided at Unit G-3, Ground Floor, Vertical Podium, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia;

ADMINISTRATIVE GUIDE FOR THE 18TH ANNUAL GENERAL MEETING (“AGM”) (CONT’D)

5. APPOINTMENT OF PROXY (CONT’D)

(ii) By electronic means

In the case of an appointment made via electronic means, you may submit the proxy form electronically via TIIH Online website at <https://tiih.online>. Please read and follow the procedures on electronic lodgement of proxy form below.

6. ELECTRONIC LODGEMENT OF PROXY FORM

The procedures to lodge your proxy form electronically via Tricor’s TIIH Online website are summarised below:

Procedure	Action
i. Steps for Individual shareholders	
Register as a User with TIIH Online	<ul style="list-style-type: none"> Using your computer, please access the website at https://tiih.online. Register as a user under the “e-Services” select “Create Account by Individual Holder”. Please refer to the tutorial guide posted on the homepage for assistance. If you are already a user with TIIH Online, you are not required to register again.
Proceed with submission of proxy form	<ul style="list-style-type: none"> After the release of the Notice of Meeting by the Company, login with your username (i.e. email address) and password. Select the corporate event: “INNITY 18TH AGM 2025-Submission of Proxy Form”. Read and agree to the Terms and Conditions and confirm the Declaration. Insert your CDS account number and indicate the number of shares for your proxy(ies) to vote on your behalf. Appoint your proxy/proxies and insert the required details of your proxy/proxies or appoint the Chairman as your proxy. Indicate your voting instructions – FOR or AGAINST, otherwise your proxy will decide on your votes. Review and confirm your proxy(ies) appointment. Print the proxy form for your record.
ii. Steps for Corporation or Institutional Shareholders	
Register as a User with TIIH Online	<ul style="list-style-type: none"> Access TIIH Online at https://tiih.online. Under e-Services, the authorised or nominated representative of the corporation or institutional shareholder selects “Create Account by Representative of Corporate Holder”. Complete the registration form and upload the required documents. Registration will be verified, and you will be notified by email within one (1) to two (2) working days. Proceed to activate your account with the temporary password given in the email and re-set your own password. <p>Note: The representative of a corporation or institutional shareholder must register as a user in accordance with the above steps before he/she can subscribe to this corporate holder electronic proxy submission. Please contact our Share Registrar if you need clarifications on the user registration.</p>

ADMINISTRATIVE GUIDE FOR THE 18TH ANNUAL GENERAL MEETING (“AGM”) (CONT’D)

6. ELECTRONIC LODGEMENT OF PROXY FORM (CONT’D)

The procedures to lodge your proxy form electronically via Tricor’s TIIH Online website are summarised below: (Cont’d)

Procedure	Action
ii. Steps for Corporation or Institutional Shareholders (cont’d)	
Proceed with submission of proxy form	<ul style="list-style-type: none"> • Login to TIIH Online at https://tiih.online. • Select the corporate exercise name: INNITY 18TH AGM 2025-Submission of Proxy Form. • Agree to the Terms & Conditions and Declaration. • Proceed to download the file format for “Submission of Proxy Form” in accordance with the Guidance Note set therein. • Prepare the file for the appointment of proxies by inserting the required data. • Login to TIIH Online, select corporate exercise name: “INNITY 18TH AGM 2025-Submission of Proxy Form”. • Proceed to upload the duly completed proxy appointment file. • Select “Submit” to complete your submission. • Print the confirmation report of your submission for your record.

The last date and time for lodging the proxy form is **Wednesday, 4 June 2025 at 9.30 a.m.**

7. NO RECORDING OR PHOTOGRAPHY

No recording or photography of the 18TH AGM proceedings is allowed without prior written permission of the Company.

- Shareholders are also reminded to monitor the Company’s website and announcements for any changes to 18TH AGM arrangements.
- If you have any enquiries on the above, please contact the following person-in charge during office hours on Monday to Friday from 9.00 a.m. to 5.30 p.m. (except on public holidays):

Tricor Investor & Issuing House Services Sdn. Bhd.

General Line : +603-2783 9299

Fax Number : +603-2783 9222

Email : is.enquiry@vistra.com

Contact : Pn Azizah Kadir

persons : En. Mohammad Samsol

: Pn Zakiah Wardi

+603 2783 9260

+603 2283 9243

+603 2783 9287

azizah@vistra.com

mohammad.samsol@vistra.com

zakiah@vistra.com

INNITY CORPORATION BERHAD
(200701006554) (764555-D)
(Incorporated in Malaysia)

PROXY FORM

CDS Account No.

No. of shares held

Telephone no. (During office hours) _____

I/We _____ NRIC (New)/ Company No. _____
(PLEASE USE BLOCK CAPITAL)

of _____
(FULL ADDRESS)

being member(s) of **INNITY CORPORATION BERHAD**, hereby appoint:

Full Name (in Block)	NRIC/Passport No.	Proportion of Shareholdings	
		No. of Shares	%
Address			

and / or* (*delete as appropriate)

Full Name (in Block)	NRIC/Passport No.	Proportion of Shareholdings	
		No. of Shares	%
Address			

or failing him, the Chairperson of the Meeting, as my/our proxy to vote for me/us and on my/our behalf at the Eighteenth Annual General Meeting of the Company to be held at **Greens III, Sports Wing, Jalan Club Tropicana, Tropicana Golf & Country Resort, 47410 Petaling Jaya, Selangor Darul Ehsan on Friday, 6 June 2025 at 9.30 a.m.** or any adjournment thereof, and to vote as indicated below:

Ordinary Business	Resolution	For	Against
Re-election of Mr Phang Chee Leong as Director pursuant to Clause 76(3) of the Company's Constitution	Ordinary Resolution 1		
Re-election of Mr Seah Kum Loong as Director pursuant to Clause 76(3) of the Company's Constitution	Ordinary Resolution 2		
Re-election of Mr Cheong Chee Yun as Director pursuant to Clause 76(3) of the Company's Constitution	Ordinary Resolution 3		
Approval of Directors' fees of RM350,000 for the financial year ending 31 December 2025	Ordinary Resolution 4		
Approval of Directors' benefits up to RM30,000 for the period from 7 June 2025 until Nineteenth Annual General Meeting of the Company to be held in 2026	Ordinary Resolution 5		
Re-appointment of BDO PLT as Auditors of the Company and to authorise the Directors to fix their remuneration	Ordinary Resolution 6		
Special Business			
Authority to Issue and Allot Shares pursuant to Sections 75 and 76 of the Companies Act 2016	Ordinary Resolution 7		
Proposed Renewal of Shareholders' Mandate for Recurrent Related Party Transactions of a Revenue or Trading Nature	Ordinary Resolution 8		

(Please indicate with an "X" in the space provided whether you wish your votes to be cast for or against the resolutions. In the absence of specific direction, your proxy will vote or abstain as he thinks fit.)

Signed this _____ day of _____ 2025

Signature of Member(s) or/ Common Seal

* Manner of execution:

- If you are an individual member, please sign where indicated.
- If you are a corporate member which has a common seal, this proxy form should be executed under seal in accordance with the constitution of your corporation.
- If you are a corporate member which does not have a common seal, this proxy form should be affixed with the rubber stamp of your company (if any) and executed by:
 - at least two (2) authorised officers, of whom one shall be a director; or
 - any director and/or authorised officers in accordance with the laws of the country under which your corporation is incorporated.



Fold this flap for sealing

Notes:

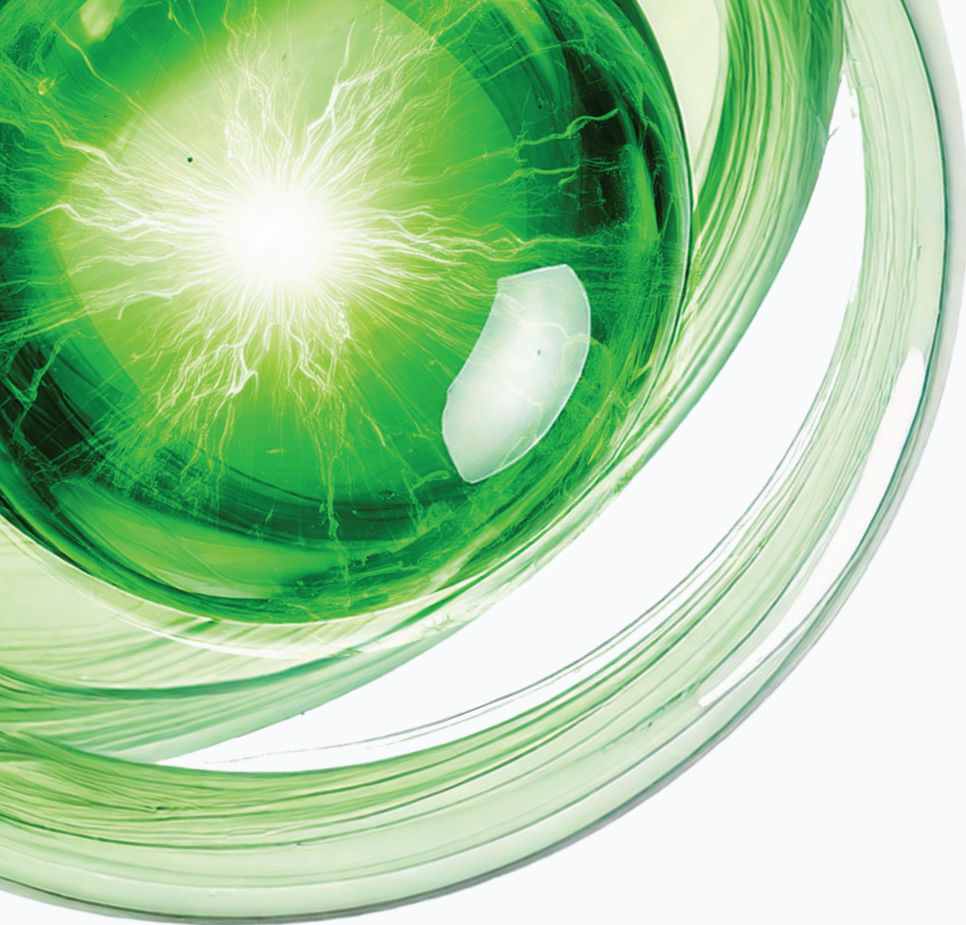
- (1) For the purpose of determining who shall be entitled to attend this General Meeting, the Company shall be requesting Bursa Malaysia Depository Sdn Bhd to make available to the Company, a Record of Depositors as at Wednesday, 28 May 2025. Only a member whose name appears on this Record of Depositors shall be entitled to attend this General Meeting or appoint a proxy to attend, speak and vote on his/her/its behalf.
- (2) A member entitled to attend and vote at this General Meeting is entitled to appoint a proxy or attorney or in the case of a corporation, to appoint a duly authorised representative to attend, participate, speak and vote in his place. A proxy may but need not be a member of the Company.
- (3) A member of the Company who is entitled to attend and vote at a General Meeting of the Company may appoint not more than two (2) proxies to attend, participate, speak and vote instead of the member at the General Meeting.
- (4) If two (2) proxies are appointed, the entitlement of those proxies to vote on a show of hands shall be in accordance with the listing requirements of the stock exchange.
- (5) Where a member of the Company is an authorised nominee as defined in the Central Depositories Act, it may appoint not more than two (2) proxies in respect of each securities account it holds in ordinary shares of the Company standing to the credit of the said securities account.
- (6) Where a member of the Company is an exempt authorised nominee which holds ordinary shares in the Company for multiple beneficial owners in one securities account ("omnibus account"), there is no limit to the number of proxies which the exempt authorised nominee may appoint in respect of each omnibus account it holds. An exempt authorised nominee refers to an authorised nominee defined under the Securities Industry (Central Depositories) Act 1991 ("Central Depositories Act") which is exempted from compliance with the provisions of Section 25A(1) of the Central Depositories Act.
- (7) Where a member appoints more than one (1) proxy, the proportion of shareholdings to be represented by each proxy must be specified in the instrument appointing the proxies.
- (8) The appointment of a proxy may be made in a hard copy form or by electronic means in the following manner and must be received by the Company not less than forty-eight (48) hours before the time appointed for holding the General Meeting or adjourned General Meeting at which the person named in the appointment proposes to vote:
 - (i) In hard copy form
The proxy form must be deposited at the share registrar of the Company situated at Unit 32-01, Level 32, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia, or alternatively, drop-in box provided at Unit G-3, Ground Floor, Vertical Podium, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia.
 - (ii) By electronic means via Tricor's TIH Online website at <https://tiah.online>
Please refer to the Administrative Guide for further information on electronic lodgement of proxy form.
- (9) Any authority pursuant to which such an appointment is made by a power of attorney must be deposited at the share registrar of the Company situated at Unit 32-01, Level 32, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia, or alternatively, drop-in box provided at Unit G-3, Ground Floor, Vertical Podium, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia not less than forty-eight (48) hours before the time appointed for holding the General Meeting or adjourned General Meeting at which the person named in the appointment proposes to vote. A copy of the power of attorney may be accepted provided that it is certified notarially and/or in accordance with the applicable legal requirements in the relevant jurisdiction in which it is executed.
- (10) Please ensure ALL the particulars as required in the proxy form are completed, signed and dated accordingly.
- (11) Last date and time for lodging the proxy form is Wednesday, 4 June 2025 at 9.30 a.m.
- (12) Please bring an **ORIGINAL** of the following identification papers (where applicable) and present it to the registration staff for verification:
 - a. Identity card (NRIC) (Malaysian), or
 - b. Police report (for loss of NRIC) / Temporary NRIC (Malaysian), or
 - c. Passport (Foreigner).
- (13) For a corporate member who has appointed a representative instead of a proxy to attend this meeting, please bring the **ORIGINAL** certificate of appointment executed in the manner as stated in the proxy form if this has not been lodged at the Company's share registrar earlier.
- (14) Pursuant to Rule 8.31A(1) of the ACE Market Listing Requirements of Bursa Malaysia Securities Berhad, all resolutions set out in the Notice of general meeting will be put to vote by way of poll.

Then fold here

AFFIX
STAMP

Share Registrar of Innity Corporation Berhad
Tricor Investor & Issuing House Services Sdn Bhd
Company No: 197101000970 (11324-H)
Unit 32-01, Level 32, Tower A
Vertical Business Suite, Avenue 3, Bangsar South
No. 8, Jalan Kerinchi
59200 Kuala Lumpur

1st fold here



Innity Corporation Berhad (200701006554)

C501 & C502, Block C,
Kelana Square,
17, Jalan SS7/26, Kelana Jaya,
47301 Petaling Jaya,
Selangor Darul Ehsan, MALAYSIA

W www.innity.com



**RIGHT AUDIENCE.
REAL ENGAGEMENT.**