

ROFINA GROUP LIMITED

(ACN 635 120 517)

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NEW BUSINESS VENTURES

The Board of Rofina Group Limited (the Company) is pleased to announce the establishment of Cays Media Group Sdn. Bhd. (Cays Media), a wholly owned subsidiary, to venture into the business of influencer marketing. As tourism is still entering the post COVID-19 pandemic recovery, which will have direct impact on sales of its luggage, bags, winter wear and travel accessories, the Board is of the view that the Company needs another source of revenue to deliver better earnings results and to reduce overall risks of the Company going forward.

Influencer marketing has flourished during and post COVID-19 pandemic. Cays Media will establish a portfolio of influencers with the best digital talent, personalized content, and large pool of followers in the Southeast Asia region to create excellent visual experience with a direct-to-customer approach. Cays Media will also collaborate with consumer brands with a focus on fashion, beauty and cosmetics, travel, F&B, technology and communications, as its initial focus of services launch, to deliver a series of offerings to targeted audiences.

For further information please contact: publicrelation@rofinagroup.com.



Wei Yin Soo
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