

ANNUAL REPORT  
2025



**POH KONG®**  
FROM GOLD TO GROWTH



FROM GOLD TO GROWTH

## OUR VISION

TO ACHIEVE PRODUCT AND SERVICE EXCELLENCE.

## OUR MISSION

To continue leading the gold market with a strong in-house brand presence.

To be the largest jewellery retail chain with a range of concept outlets and a wide distribution network offering convenience and easy accessibility to our clients and customers.

To offer an extensive range of local and international renowned jewellery brands to cater to customers' diverse preferences and needs.

To be the jewellery brand of choice for all occasions as our designs meet customer needs for all the most significant and meaningful events in their lives.

To continuously improve our employees' performance and quality of service.

To improve production and operational efficiency.

To ensure effective and timely communication between management and employees.

To increasingly digitise our business for product and service efficiency and to achieve better end-to-end customer experience.

VISION &  
MISSION

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## FROM GOLD TO GROWTH

AT POH KONG, PROGRESS DEFINES OUR JOURNEY OF BRAND HERITAGE. AS A MALAYSIA'S LEADING NAME IN FINE JEWELLERY, OUR BRAND CONTINUES TO EXEMPLIFY EXCELLENCE THROUGH CRAFTSMANSHIP, INNOVATION AND ENDURING CUSTOMER TRUST. WE ARE EXPANDING OUR ROLE FROM INDUSTRY BENCHMARK TO GROWTH-DRIVEN MARKET LEADER.

Poh Kong Holdings Berhad ("PKHB" or "Poh Kong") is poised for a strategic shift, one that sees the corporation move towards value creation by building revenue streams that manage fluctuations of gold prices and lean much more on brand identity and consumer demand. More and more PKHB looks at gold not merely as ornamentation but as an investment, an asset that appreciates over time.

Every step aligns with the evolving consumer values and forward-looking experiences. The corporation is keen to be a part of the conversation to consider sustainable jewellery, personalised luxury and other innovative products.

As an honoured household name, Poh Kong steps confidently into its next phase of moving beyond a foundation of tradition to a strategic horizon defined by our theme **From Gold to Growth**.



COVER  
RATIONALE



# WHO WE ARE

## POH KONG®

Like the fine jewellery that has become the hallmark of the company, Poh Kong has been carefully crafted through the **PASSIONATE** integrity of its founder Dato' Choon Yee Seiong. He has an intrinsic understanding that a jewellery business requires **ORIGINALITY** and **HONESTY**. These are the core values and ethos of Poh Kong and its legacy.

**KINDNESS** in the way we operate impacts positively on the community, our business partners, shareholders and most importantly the environment. **OUTSTANDING** performance of our people, and a will to outshine comes from challenging ourselves to achieve

the impossible. We are constantly scanning the marketplace for fresh opportunities that secure our market position as a leader in the gold jewellery business in Malaysia. **NURTURING** our people through a corporate commitment that encourages continuous learning, has contributed significantly to a strong team spirit and a culture of excellence in our people.

Glitter and gold describe the Company, its people and our 49-year track record. We aim to sustain this at all times and endeavour to enhance shareholder value that ensures us of a **GLOWING** and glorious future.



## FROM GOLD TO GROWTH

IN 1976 THE MALAYSIAN JEWELLERY MARKET WOULD FOREVER BE CHANGED BY THE ENTREPRENEURIAL FORCE OF A YOUNG DATO CHOON YEE SEIONG. HIS DRIVE AND DEDICATION TO INSPIRE ACTION, CHALLENGE NORMS, AND DRIVE INNOVATION HAS TRANSFORMED THE INDUSTRY.

For close to half a century Poh Kong has set the benchmark for Malaysian jewellery standards. Each and every Poh Kong creation carries the hallmark of dedicated craftsmanship and innovation; reflecting a deep commitment to enduring standards.

Poh Kong Holdings Berhad (PKHB) is poised for a strategic shift, one that sees the corporation move towards value creation by building revenue streams that manage fluctuations of gold prices and lean much more on brand identity and consumer demand. More and more PKHB looks at gold not merely as ornamentation but as an investment, an asset that appreciates over time.

Market expansion plans to grow our presence by strengthening our e-commerce base and reaching out to new customer demographics will give PKHB added allure as a good investment prospect. The corporation is keen to be a part of the conversation to consider sustainable jewellery, personalised luxury and other innovative products.

We are looking to create value beyond gold prices. Branded jewellery and lifestyle and luxury products will soon be part and parcel of our business evolution strategy as we prepare to become an integrated and sustainable enterprise. We are ready to offer modern lifestyle and luxury designs and build on our already wide range of products. Our diversified offerings is expected to lead to sustainable long-term growth.

Poh Kong, an honoured household name is ready to transition from stability and security that came from its solid gold products towards innovation, branding and expansion (growth). This will be our clarion call - **From Gold to Growth** -

# POH KONG OVERVIEW

## Corporate Information

## Corporate Information (cont'd)

| AUDIT COMMITTEE   | REMUNERATION COMMITTEE                                      | REGISTERED OFFICE   | SHARE REGISTRAR  |
|---|---|---|--|
| <b>Dato' Esther Tan Choon Hwa</b><br>Chairperson  | <b>Datin Amy Ooi Swee Lian</b><br>Chairperson               | <b>Strategy Corporate Secretariat Sdn Bhd</b> 200201001821 (569484-W)<br>Unit 07-02 Level 7 Persoft Tower<br>6B Persiaran Tropicana<br>Tropicana Golf & Country Resort<br>47410 Petaling Jaya Selangor Darul Ehsan<br>Tel: 03-7804 5929 Fax: 03-7805 2559 | <b>Boardroom Share Registrars Sdn Bhd</b><br>199601006647 (378993-D)<br>11th Floor Menara Symphony<br>No.5 Jalan Professor Khoo Kay Kim<br>Section 13 46200 Petaling Jaya<br>Tel: 03-7890 4700 Fax: 03-7890 4670 |
| <b>Datin Amy Ooi Swee Lian</b><br>Member  | <b>Dato' Esther Tan Choon Hwa</b><br>Member                 |   |  |
| <b>Rohaiza Binti Tan Sri Mohamed Basir</b><br>Member  | <b>Rohaiza Binti Tan Sri Mohamed Basir</b><br>Member        |   |  |
| <b>RISK MANAGEMENT COMMITTEE</b>  | <b>Dato' Choon Yee Seiong</b><br>Member                     | <b>AUDITORS</b>   | <b>CORPORATE OFFICE</b>  |
| <b>Datin Amy Ooi Swee Lian</b><br>Chairperson   |   | <b>Messrs Baker Tilly Monteiro Heng PLT</b><br>201906000600<br>(LLP0019411-LCA) & AF0117<br>Baker Tilly Tower Level 10 Tower 1 Avenue 5<br>Bangsar South City 59200<br>Kuala Lumpur<br>Tel: 03-2297 1000 Fax: 03-2282 9980                                | No. 16-20 Jalan 52/4<br>46200 Petaling Jaya<br>Selangor Darul Ehsan<br>Tel: 03-7940 3333 Fax: 03-7958 8398   |
| <b>Dato' Esther Tan Choon Hwa</b><br>Member   | <b>COMPANY SECRETARY</b>                                    |   |  |
| <b>Rohaiza Binti Tan Sri Mohamed Basir</b><br>Member  | <b>Ng Yim Kong</b><br>(MACS 00305)<br>(PC NO. 202008000309) |   |  |
| <b>Dato' Choon Yee Seiong</b><br>Member   |   | <b>PRINCIPAL BANKERS</b>  | <b>SOLICITORS</b>  |
| <b>Mr Cheong Teck Chong</b><br>Member   |   | <b>CIMB Bank Berhad (13491-P)</b><br>17th Floor Menara CIMB<br>No.1 Jalan Stesen Sentral 2<br>Kuala Lumpur Sentral 50470 Kuala Lumpur<br>Tel: 03-2261 8888  | <b>Soo Thien Ming &amp; Nashrah</b><br>No. 3 1st Floor Jalan SS23/15 Taman SEA<br>47400 Petaling Jaya Selangor Darul Ehsan<br>Tel: 03-7880 1212 Fax: 03-7880 9292  |
| <b>NOMINATION COMMITTEE</b>   |   | <b>RHB Bank Berhad (6171-M)</b><br>Level 7 Tower Three, RHB Centre<br>Jalan Tun Razak 50400 Kuala Lumpur<br>Tel: 03-9287 8888   | <b>Aswandi Hashim &amp; Co</b><br>No.77, Jalan Puyu 13<br>Taman Seri Belida<br>05150 Bandaraya Alor Star<br>Kedah Darul Aman<br>Tel: 04-7333 777 Fax: 04-7332 777  |
| <b>Rohaiza Binti Tan Sri Mohamed Basir</b><br>Chairperson   |   | <b>United Overseas Bank (Malaysia) Bhd (271809-K)</b><br>UOB Plaza 1 KL,<br>Level 25, No.7, Jalan Raja Laut<br>50350 Kuala Lumpur<br>Tel: 03-2692 7722  | <b>STOCK EXCHANGE LISTING</b>  |
| <b>Dato' Esther Tan Choon Hwa</b><br>Member   |   | <b>Malayan Banking Berhad (3813-K)</b><br>37th Floor, Menara Maybank 100 Jalan Tun Perak<br>50050 Kuala Lumpur<br>Tel: 03-2070 8833   | <b>Main Market of Bursa Malaysia Securities Berhad</b><br>(Bursa Securities)<br>Stock Code: 5080   |
| <b>Datin Amy Ooi Swee Lian</b><br>Member  |   |   |  |
| <p>For more information please login to</p> <p> <a href="http://www.pohkong.com.my">www.pohkong.com.my</a> <br/> <a href="#">pohkongjewellers</a> <a href="#">pohkongjewellers</a> <br/> <a href="#">pohkongmy</a> <a href="#">Poh Kong 宝光</a> <a href="#">pohkongmy</a> </p> |   |   |  |



## Corporate Structure

# POH KONG® POH KONG HOLDINGS BERHAD

100%

**POH KONG JEWELLERS**  
(SS2) S/B\*

**POH KONG JEWELLERS**  
(Franchise) S/B

**PK JEWELLERY**  
Export S/B

**POH KONG JEWELLERS**  
(Klang) S/B\*

**POH KONG**  
Bullion S/B

**POH KONG JEWELLERS**  
(Shah Alam) S/B\*

**POH KONG**  
International S/B

**POH KONG**  
Properties S/B

**POH KONG**  
Jewellers S/B

**POH KONG**  
Wholesale S/B

**POH KONG JEWELLERY**  
Manufacturer S/B

**POH KONG PROPERTIES**  
(PJ) S/B

\* As a result of the restructuring exercise on internal reorganisation undertaken by the Group, the Subsidiaries are ceasing operations and under members' voluntary winding up

## Significant Highlights

### CSR



**MRCA CHARITY GOLD & DINNER 2025**  
Poh Kong proudly participated as a Hole-in-One sponsor at the MRCA Charity Golf & Dinner, an initiative that channels funds through the MRCA Branding Education Charity Foundation to support education and community upliftment.



**MAHKOTA PARADE 'THANK YOU FRONTLINERS' CSR PROGRAM**  
As a gesture of gratitude, Poh Kong contributed jewellery in kind to the Mahkota Parade "Thank You Frontliners" program, honouring the dedication and sacrifices of Malaysia's healthcare heroes.



**POH KONG LADIES GOLF SERIES 2.0**  
Poh Kong, in partnership with the Malaysian Golf Association (MGA) Women in Golf Charter (WIGC), continued the Ladies Golf Series 2.0, an initiative that champions women's empowerment in sports and promotes greater participation in golf.

Over the course of its run, the series has reached multiple causes. During this reporting period, proceeds were channeled to the Yayasan Kebajikan Suria Kawasan Permas, enabling the organisation to continue its important work in supporting underprivileged groups.

### AWARD



#### PUTRIA ARIA BRAND AWARD

In recognition of our unwavering commitment to excellence and consumer trust, Poh Kong was honoured with the Putra Aria Brand Awards – People's Choice, Silver in the Apparel & Accessories category. This prestigious accolade, determined by Malaysian consumers themselves, reflects the strong bond we have built with our customers over the years. It affirms not only the enduring relevance of our brand but also the confidence and loyalty of those who continue to choose Poh Kong as their jeweller of choice.



#### SHIPBA AWARDS 2025

Poh Kong is honoured to have been awarded the Signature Outstanding Business distinction at the Shanghai International Prestige Business Awards (SHIPBA) 2025, recognising the Group's exemplary performance, dedication, and strong brand presence.

### MARKETING HIGHLIGHTS



Poh Kong continued to celebrate local creativity through its collaboration with Malaysian artist Michael Chuah, creator of the imaginative Yuurei Neko Sama universe. The collection features exclusive pure gold pendants and gold coin sets, with the coins presented in specially designed book-style packaging that captures the character's playful spirit. Adding to its artistic appeal, the Maneki pendant, crafted in gold with colourful enamel detailing, exemplifies Poh Kong's dedication to innovation, fine craftsmanship, and the harmonious blend of contemporary art with exquisite jewellery design.

Following this, Poh Kong continued to captivate fans with the Disney Stitch collection, debuting two new pendants launched in conjunction with the release of the latest Stitch movie, bringing together beloved pop culture icons and fine craftsmanship in a series that delighted collectors and Disney enthusiasts alike.

## Significant Highlights (cont'd)

### MARKETING HIGHLIGHTS (CONT'D)



#### TRANZ X KLFW 2025

As the Official Jeweller of Kuala Lumpur Fashion Week 2025, Poh Kong unveiled the Tranz Collection in collaboration with designers Ashley Wong and Melvin Ashley Shah, blending contemporary fashion with fine jewellery artistry.



#### CHAP GOH MEI

In celebration of Chap Goh Mei, a festival symbolising love and good fortune, Poh Kong proudly sponsored engaging activities at The Mines and Bandar Cheras Mahkota. The event featured interactive experiences such as fortune pools and stage games, where participants enjoyed festive fun while winning attractive prizes. This initiative further strengthened Poh Kong's connection with the community during a meaningful cultural celebration.

#### JACKY CHEUNG 60+ CONCERT TOUR SPONSORSHIP

Poh Kong proudly sponsored the Jacky Cheung 60+ Concert Tour, one of the region's most anticipated music events. This partnership not only reinforced the brand's association with world-class entertainment but also created exclusive experiences for customers. Jeweland members were given the opportunity to redeem tickets and participate in a lucky draw, offering them privileged access to this unforgettable concert. These initiatives elevated brand visibility, rewarded loyalty, and deepened customer engagement.



#### ANGGUN RAYA BERSAMA POH KONG

To celebrate the festive season, Poh Kong hosted an exclusive Anggun Raya event with a special buka puasa gathering for valued customers. The evening featured a captivating fashion show that unveiled the latest Anggun Collection alongside select pieces of Italian jewellery, blending festive charm with timeless elegance. Enriched with engaging activities, the event created meaningful experiences that strengthened customer loyalty, enhanced brand prestige, and reinforced Poh Kong's leadership in festive luxury celebrations.



#### POH KONG X KEITH KEE COUTURE

Known for his mastery in couture and evening wear, Keith Kee partnered with Poh Kong to unveil a stunning showcase for Spring/Summer 2025. Exquisite diamond and gemstone creations were styled with his designs, creating a harmonious display of artistry and refinement.



### DIGITAL MARKETING

#### WEBSITE

Poh Kong's digital platforms continued to record encouraging progress, with the official website surpassing 200,000 visits during the year. This achievement reflects the success of the Group's ongoing efforts to strengthen its digital presence through engaging content, a seamless browsing experience, and curated online offerings that resonate with today's consumers. The steady increase in traffic underscores the growing role of Poh Kong's website as a trusted platform for both brand discovery and convenient shopping.

### DATO' CHOON YEE SEIONG

Executive Chairman & Group Managing Director

### MR CHEONG TECK CHONG

Executive Director

### MADAM CHOON NEE SIEW

Executive Director

### DATIN HON WEE FONG

Executive Director

### MADAM CHOON WAN JOO

Executive Director

### DATO' ESTHER TAN CHOON HWA

Senior Independent Non-Executive Director

### DATIN AMY OOI SWEE LIAN

Independent Non-Executive Director

### ROHAIZA BINTI TAN SRI MOHAMED BASIR

Independent Non-Executive Director

# BOARD OF DIRECTORS



## Profile of Board of Directors

### DATO' CHOON YEE SEIONG

Executive Chairman & Group Managing Director since 13 January 2004

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 71  | M      |

#### Board Committee Membership

- Executive Committee (Chairman)
- Risk Management Committee
- Remuneration Committee

#### Other Listed Directorships

-

#### Other Non-Listed Directorships

- Choon Yee Seiong Sdn Bhd

#### Memberships

- Malaysia Retailer-Chain Association

In 1976, the 22-year-old Dato' Choon Yee Seiong started a modest jewellery business in Petaling Jaya, Poh Kong Jewellers Sdn Bhd (PKJ). Over the last 49 years Dato Choon has been primarily responsible for transforming this small enterprise into the largest jewellery retail chain store in Malaysia. He has done this with scrupulous integrity and deep honesty, and in the process gained the respect of his long and loyal customers, his staff and the industry.

By fully deploying his entrepreneurial strength and experience he created a jewellery brand that is recognised for the broad span of its products and services and its ability to stay contemporary and relevant. Dato Choon has pursued with passion the evolution of Poh Kong from a SUCCESSFUL entity to a SIGNIFICANT corporation on the Malaysian business landscape.

His incisive strategies, broad scope marketing and management policies continue to keep Poh Kong in the corporate spotlight. Dato' Choon is primarily responsible for charting the Group's overall direction. He ensured that Poh Kong successfully secured sole distributorship for world-renowned international jewellery brands including the Disney Collection, Luca Carati and Moraglione diamonds and coloured gems jewellery from Italy, and the exclusive Hemera diamond brand. But this tells only part of the story of Dato Choon's ability to take a local operation and make it global in outlook and impact.

The many awards and accolades he has received over the years bear witness to his visionary leadership. Dato' Choon was Founder President of the Malaysian Retail Chain Association (MRCA) in 1992. He strongly believes that by building strength in numbers members could expand and enhance their business through networking, education, training and pooling of resources and expertise.

He is also past president of the Goldsmith and Jewellers Association in the country. His involvement in associations and industry organisations reflects his belief that in order for a business to succeed you must grow the community. Therefore, Dato Choon has continued to rally the jewellery business community to come together to provide opportunities to meet, engage with peers and share similar challenges and identify opportunities for growth and progress.

He is the spouse of Datin Hon Wee Fong who is also a PKHB Executive Director. His siblings Madam Choon Nee Siew, Dato' Choon Yoke Ying, Encik Mohd Annuar Choon Bin Abdullah, Madam Choon Wan Joo, Mr Choon Yee Bin and Madam Choon Ching Yih are shareholders of the Company. His brothers-in-law Mr Siow Der Ming and Mr Chang Kwong Him, and his son Mr Choon King Han and daughters, Ms Elizabeth Choon Ee Ling and Ms Choon Ee Teng are also shareholders.

Except as disclosed, he has no conflict of interest with the Company. He has not been convicted for any offences other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

## Profile of Board of Directors (cont'd)

### MR CHEONG TECK CHONG

Executive Director  
since 13 January 2004

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 76  | M      |

#### Board Committee Membership

- Executive Committee
- Risk Management Committee

#### Other Listed Directorships

-

#### Other Non-Listed Directorships

- Lian Sin Tang Sdn Bhd
- Heng Seng Sdn Bhd
- Pajak Gadai Rakyat Sdn Bhd

#### Memberships

-

Mr Cheong Teck Chong is an industry veteran with more than 55 years in the gold jewellery business. He was a co-founder of PKJ in 1976.

He began his career at Lian Sin Pawnshop in 1967 and rose to the rank of General Manager. He was a Partner of Lian Yik Goldsmith from 1972 until 1980. In 1982, he was appointed Managing Director of PKJ (SS2) Sdn Bhd, Petaling Jaya. Mr Cheong assists in the growth, development and expansion of the Group.

He also sits as a Director of other companies within the Group.

He is the spouse of Madam Pang Cheow Moi. His sibling Madam Chong Siew Loi @ Chong Kim Looi is a shareholder of the Company, and his daughter Ms Cheong Poh See, who is the Manager of Poh Kong Wholesale Sdn Bhd, is also a shareholder. His son, Mr. Cheong Chee Kong is an executive director and a 25% investor in a company with an issued and paid-up capital of RM100.00 only and whose principal activity of the Company is the manufacture of making silver jewellery.

Except as mentioned above, he has no conflict of interest with the Company. He has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

## Profile of Board of Directors (cont'd)

**MADAM CHOON NEE SIEW**

Executive Director  
since 13 January 2004

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 70  | F      |

**Board Committee Membership**

- Executive Committee

**Other Listed Directorships**

-

**Other Non-Listed Directorships**

Jungmax Property Sdn Bhd

**Memberships**

-

**DATIN HON WEE FONG**

Executive Director since 11 April 2014

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 65  | F      |

**Board Committee Membership**

-

**Other Listed Directorships**

-

**Other Non-Listed Directorships**

- Choon Yee Seiong Sdn Bhd

**Memberships**

-

Madam Choon Nee Siew brings more than 40 years of experience in the jewellery industry to the Board and has contributed extensively to the Group's growth and development.

She began her career in 1972 as a Sales Representative in Lian Yik Jewellery. In 1980, she joined PKJ as a Sales Manager. Two years later, she was appointed Director of PKJ (SS2) Sdn Bhd and in 1991 was promoted to Managing Director of PKJ (Subang Parade) Sdn Bhd.

She oversees the daily retail operations and development of the Group. She is a Member of Executive Committee of PKHB and holds directorships of several other companies within the Group.

Her siblings Dato' Choon Yee Seiong, Dato' Choon Yoke Ying, Encik Mohd Annuar Choon Bin Abdullah, Madam Choon Wan Joo, Mr Choon Yee Bin and Madam Choon Ching Yih are shareholders of the Company. Her brothers-in-law Mr Siow Der Ming and Mr Chang Kwong Him, and sister-in-law Datin Hon Wee Fong are also shareholders. Her daughter Ms Cheong Poh See is a shareholder. Her son, Mr. Cheong Chee Kong is an executive director and a 25% investor in a company with an issued and paid-up capital of RM100.00 only and whose principal activity of the Company is the manufacture of making silver jewellery.

Except as mentioned above, she has no conflict of interest with the Company. She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

During more than 40 years in the jewellery business, Datin Hon has built up deep industry understanding and proven financial management experience. She joined Poh Kong Jewellers in 1980 as a partner and was appointed Finance Director of Poh Kong Jewellers Sdn Bhd in 1993. She is known for her financial stewardship, being primarily responsible for treasury, finance and administrative matters of the Company.

Datin Hon is a Director of other companies within the Group. She is also a substantial shareholder and a Director of Choon Yee Seiong Sdn Bhd, an investment holding company.

She is the spouse of Dato' Choon Yee Seiong and the sister-in-law of Madam Choon Nee Siew, Dato' Choon Yoke Ying, Madam Choon Wan Joo, Choon Ching Yih, Encik Annuar Choon Bin Abdullah, Mr Choon Yee Bin, Mr Siow Der Ming and Mr Chang Kwong Him, who are shareholders. Her son Mr Choon King Han and daughters, Ms Elizabeth Choon Ee Ling and Ms Choon Ee Teng are also shareholders of the Company.

Except as disclosed, she has no conflict of interest with the Company. She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

**MADAM CHOON WAN JOO**

Executive Director since 20 June 2025

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 64  | F      |

**Board Committee Membership**

- Executive Committee

**Other Directorships**

-

**Memberships**

-

## Profile of Board of Directors (cont'd)

Madam Choon Wan Joo previously served as Executive Director of PKHB from 2008 to 2011 and from 2016 to 2018.

She has been the Managing Director of Poh Kong Jewellery Manufacturer Sdn Bhd (PKJM) since 1991, overseeing the company's daily operations and decision making policies.

Madam Choon Wan Joo began her career in the gold jewellery industry in 1980 when she joined Precious Jewellery Sdn Bhd (Precious) as a retail Sales Representative. In 1981, she was promoted to Production Supervisor cum Designer and remained with the company until 1990. She set up the manufacturing plant and successfully steered its growth into a fully operational facility with a workforce strength of about 140.

She participates in trade exhibitions to keep abreast of the latest trends in product design and development and advanced manufacturing technologies. She oversees production, quality control, manufacturing techniques, marketing, design and administration. Her responsibilities also cover human

resources, accounts and finance functions of the manufacturing facility. Madam Choon also heads the Group's research and development team and provides support in new product development and enhancing the manufacturing capabilities of the Group.

She is a Director of several other companies within the Group.

She is the spouse of Mr Siow Der Ming and her siblings Dato' Choon Yee Seiong, Madam Choon Nee Siew, Dato' Choon Yoke Ying, Encik Mohd Annuar Choon Bin Abdullah, Mr Choon Yee Bin and Madam Choon Ching Yih are shareholders of the Company. Her brother-in-law Mr Chang Kwong Him and sister-in-law Datin Hon Wee Fong are also shareholders.

Except as disclosed, she has no conflict of interest with the Company. She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.



## Profile of Board of Directors (cont'd)

**DATO' ESTHER  
TAN CHOON HWA**

Senior Independent Non-Executive Director since 11 April 2014

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 75  | F      |

**Board Committee Membership**

- Audit Committee (Chairperson)
- Risk Management Committee
- Nomination Committee
- Remuneration Committee

**Other Listed Directorships**

Cyberjaya Education Group Berhad

- Member, Audit and Risk Management Committee
- Member, Nomination Committee
- Member, Remuneration Committee

**Other Non-Listed Directorships**

- GEP Tax Services Sdn Bhd
- GEP Consulting Sdn Bhd
- Perangsang Images Sdn Bhd

**Memberships**

- Fellow Member, Institute of Chartered Accountants in England and Wales
- Member, Malaysian Institute of Accountants
- Fellow Member, Chartered Tax Institute of Malaysia

Dato' Esther Tan Choon Hwa has more than 40 years of experience in audit. She began her career as an auditor in the UK, first with Grant Thornton and later with Kingston Smith before returning to Malaysia. She established her accounting and advisory practice in 1984. Following a merger in 1996, her practice became known as GEP Associates (GEP). GEP is a member firm of AGN International headquartered in the UK, with 465 offices worldwide. In 2021, she retired from the audit practice of GEP Associates.

In 2008 and 2009, Dato' Esther became AGN International's first lady Chairperson. She retired as a Board member of AGN International - Asia Pacific in 2022.

She was an auditor of several companies, multinationals and SMEs and was engaged in a wide range of industries including manufacturing, retailing, construction and property development. This has equipped her with an in-depth knowledge of the requirements of regulatory bodies, as well as compliance matters for Public Listed Companies. As Reporting Accountant, she has conducted due diligence and fund-raising exercises for several clients. She was previously the auditor of several Public Listed Companies.

She is still a Tax Director of GEP Tax Services Sdn Bhd, GEP Consulting Sdn Bhd and Perangsang Images Sdn Bhd.

In 2006, Dato' Esther Tan was named "The Woman Entrepreneur of the Year" (Finance) by the National Association of Women Entrepreneurs Malaysia.

Esther is a Past Assistant Governor of Rotary District 3300 and has been a Past President twice, the latest being the Rotary Club of Pantai Valley. She has been a Rotarian for 35 years serving the non-government charity organisation.

She does not have any conflict of interest with the Company nor has she any family relationship with any of the Directors and/or major shareholders of the Company.

She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

**DATIN AMY  
OOI SWEE LIAN**

Independent Non-Executive Director since 2 June 2023

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 65  | F      |

**Board Committee Membership**

- Risk Management Committee (Chairperson)
- Remuneration Committee (Chairperson)
- Audit Committee
- Nomination Committee

**Other Listed Directorships**

-

**Other Non-Listed Directorships**

- China Construction Bank (Malaysia) Berhad

**Memberships**

-

Datin Amy Ooi has over 40 years' experience in the banking industry. She began her career at Maybank, Kuala Lumpur, in 1983 as an Account Executive in the Lending Division. Three years later she was appointed Credit Manager, dealing with the full range of financial products. In 1986, she went overseas to work with Lloyds Bank as Credit Analyst for three months, following which she was appointed Credit Administrator at Indover Asia Ltd (a wholesale bank which is 50% owned by the Central Bank of Indonesia and PT Astra Indonesia) and later became Deputy Manager, responsible for relationship management to large corporates in Indonesia, Singapore and Vietnam.

In October 1994, Datin Amy joined RHB Bank as a Manager to assist in RHB (L) Liabilities management. She became Department Head in 1995, responsible for multinational and Taiwanese corporates. Subsequently, she was promoted to be the Deputy Corporate Banking Head. Thereafter, she was the Executive Vice President and Head of Group Business Banking and Transaction Banking. Her strategic leadership brought about high SME loan growth and vast improvements in trade finance and cash management.

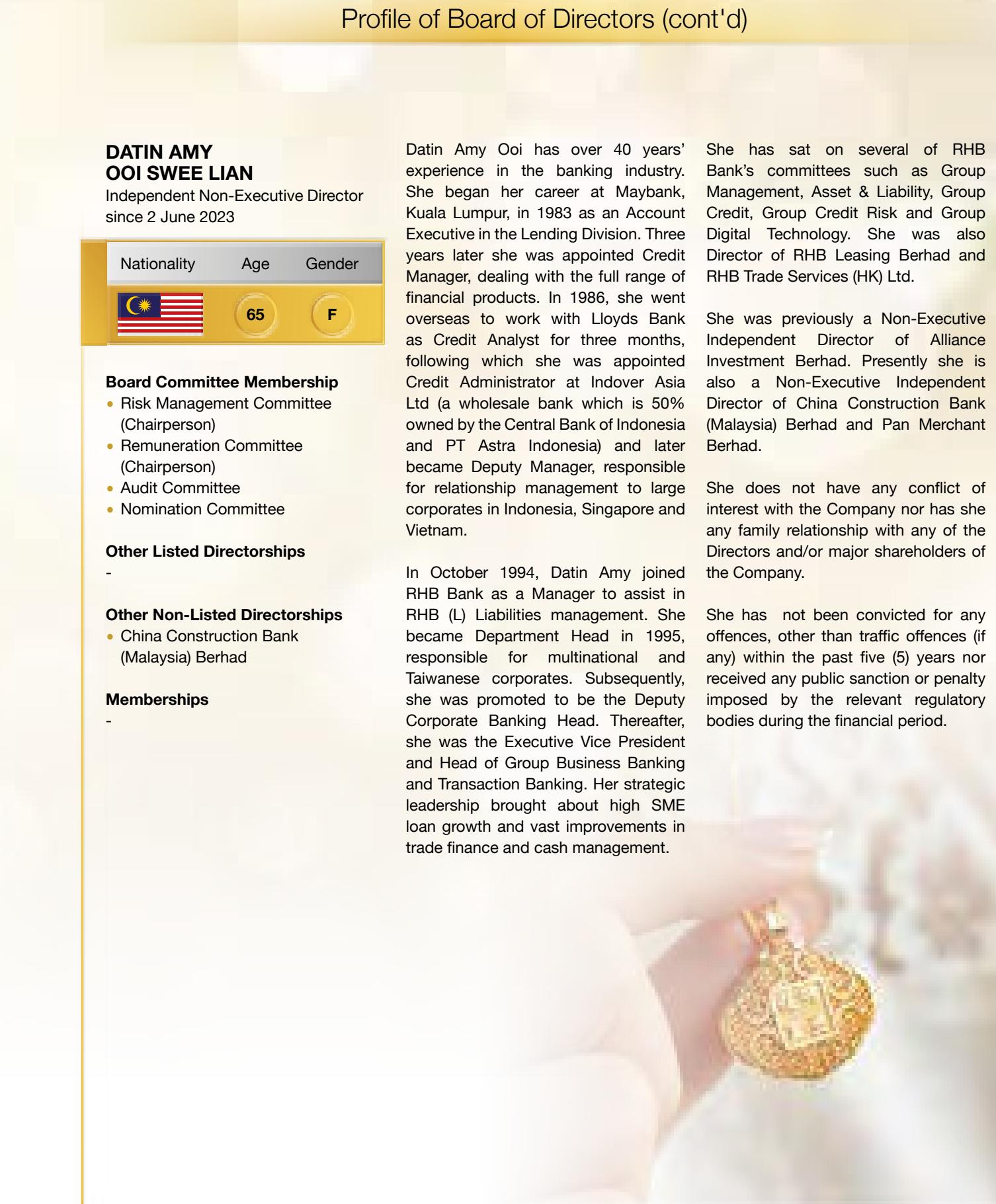
She has sat on several of RHB Bank's committees such as Group Management, Asset & Liability, Group Credit, Group Credit Risk and Group Digital Technology. She was also Director of RHB Leasing Berhad and RHB Trade Services (HK) Ltd.

She was previously a Non-Executive Independent Director of Alliance Investment Berhad. Presently she is also a Non-Executive Independent Director of China Construction Bank (Malaysia) Berhad and Pan Merchant Berhad.

She does not have any conflict of interest with the Company nor has she any family relationship with any of the Directors and/or major shareholders of the Company.

She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

## Profile of Board of Directors (cont'd)



## Profile of Board of Directors (cont'd)

### **ROHAIZA BINTI TAN SRI MOHAMED BASIR**

Independent Non-Executive Director since 2 June 2023

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 59  | F      |

#### **Board Committee Membership**

- Nomination Committee (Chairperson)
- Audit Committee
- Risk Management Committee
- Remuneration Committee

#### **Other Listed Directorships**

- Tong Herr Resources Berhad

#### **Other Non-Listed Directorships**

- Kuchinta Holdings Sdn Bhd
- Jernih Rimbu Sdn Bhd
- UMobile Holdings Bhd

#### **Memberships**

-

Puan Rohaiza binti Tan Sri Mohamed Basir was appointed to the Board of Poh Kong Holdings Berhad on 2 June 2023 as an Independent Non-Executive Director.

She was called to the Malaysian Bar in 1991 after graduating with a Bachelor of Laws (LLB) Honours degree from University of Malaya in 1990.

She served as a Legal Associate with Messrs Rashid & Lee from 1990 to 1992 and with Messrs Allen & Gledhill from 1992 to 1994. She was previously the Senior Equity Partner of Messrs Azwar & Associates up till March 2025.

She does not have any conflict of interest with the Company nor has she any family relationship with any of the Directors and/or major shareholders of the Company.

She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

### **MR CHOON YEE BIN**

Director of Subsidiaries

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 57  | M      |

#### **Board Committee Membership**

-

#### **Other Listed Directorships**

-

#### **Other Non-Listed Directorships**

-

#### **Memberships**

-

### **ENCIK MOHD ANNUAR CHOON BIN ABDULLAH**

Director of Subsidiaries

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 67  | M      |

#### **Board Committee Membership**

- Executive Committee

#### **Other Directorships**

-

#### **Memberships**

-

Mr Choon Yee Bin brings in-depth knowledge and extensive gold industry experience to the Board. He started his career as a "Goldsmith" with Poh Kong Jewellery Manufacturer Sdn Bhd (formerly known as Precious Jewellery (PJ) New Town) Sdn Bhd in 1984. A year later he was promoted to Production Supervisor and then to Assistant Managing Director in 1991.

In 1994, he set up the entire wholesale department to provide a wide range of products to all retail outlets under the umbrella of the Poh Kong Group. He made significant improvements to the techniques used in the production of gold ornaments and the setting of precious/semi-precious stones. He was also responsible for the Production, Marketing and Human Resource Departments. He holds directorships in other companies within the Group.

Encik Mohd Annuar Choon bin Abdullah last served as Executive Director of PKHB from 2004 to 2008.

He joined PKJ in 1977 and in 1984, he became a Sales Representative in the PKJ outlet in SS2 Sdn Bhd. In 1985, he was appointed Managing Director of PKJ (Great Wall) Sdn Bhd in Klang.

He manages the daily operations of several retail outlets including those in AEON Bukit Tinggi, AEON Shah Alam, AEON Anggun Rawang Shopping Centre, AEON Sri Manjung, Sungai Buloh Complex, Queensbay Mall Penang, and AEON Mall, Bukit Mertajam. He also holds directorships of several other companies within the Group.

His spouse Madam Wong Lai Meng is a shareholder of the Company. His siblings, Dato' Choon Yee Seiong, Madam Choon Nee Siew, Dato' Choon Yoke Ying, Encik Mohd Annuar Choon Bin Abdullah, Madam Choon Wan Joo and Madam Choon Ching Yih are shareholders. His brothers-in-law Mr Siow Der Ming, Mr Chang Kwong Him and sister-in-law Datin Hon Wee Fong are also shareholders.

Except as disclosed, he has no conflict of interest with the Company. He has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

His spouse, Madam Lee Ping Ping, siblings Dato' Choon Yee Seiong, Madam Choon Nee Siew, Dato' Choon Yoke Ying, Madam Choon Wan Joo, Mr Choon Yee Bin and Madam Choon Ching Yih are shareholders. His brothers-in-law Mr Siow Der Ming and Mr Chang Kwong Him, and sister-in-law Datin Hon Wee Fong, are also shareholders of the Company.

Except as disclosed, he has no conflict of interest with the Company. He has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.



## Profile of Key Senior Management (cont'd)

### DATO' CHOON YOKE YING

Director of Subsidiaries

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 68  | F      |

#### Board Committee Membership

- Executive Committee

#### Other Directorships

-

#### Memberships

-

Dato' Choon Yoke Ying last served as Executive Director of PKHB from 2008 to 2011 and from 2016 to 2018. She is the Assistant Managing Director of Poh Kong Jewellers Sdn Bhd.

She began her career in the gold jewellery industry in 1977 when she joined PKJ as a retail Sales Representative. In 1979, she became a Partner in PKJ and was appointed a Director of PKJ in 1993.

She is currently responsible for marketing and merchandising for the Group as well as for research and development. She attends trade fairs regularly to remain current with the latest technology, developments and trends in the jewellery industry. She is also a Director of various companies within the Group.

In 2023 she secured the prestigious "Most Influential Woman Entrepreneur" award at the highly acclaimed Shanghai International Prestige Business Awards 2023 (SHIPBA) for her impactful contributions and visionary leadership.

Dato' Choon Yoke Ying is the spouse of Mr Chang Kwong Him. Her siblings Dato' Choon Yee Seiong, Madam Choon Nee Siew, Encik Mohd Annuar Choon Bin Abdullah, Madam Choon Wan Joo, Mr Choon Yee Bin and Madam Choon Ching Yih are shareholders of the Company. Her brother-in-law Mr Siow Der Ming and sister-in-law Datin Hon Wee Fong are also shareholders.

Except as disclosed, she has no conflict of interest with the Company. She has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.



## Profile of Key Senior Management (cont'd)

### MR SIEW DER MING

Key Senior Management of Group  
(Director of Subsidiaries)

| Nationality | Age | Gender |
|-------------|-----|--------|
|             | 68  | M      |

#### Board Committee Membership

- Executive Committee

#### Other Directorships

- Fedmas Assay, Board Chairman (2014 – 2018), Board Member

#### Memberships

- Federation of Goldsmiths and Jewellers' Associations of Malaysia (Advisor)
- Goldsmith and Jewellers' Association, Wilayah Persekutuan, Selangor, Negri Sembilan and Pahang

Mr Siow Der Ming last served as Executive Director on the PKHB Board from 15 March 2012 to 27 January 2016. Previous to this, he was Executive Director of PKHB from 2004 to 2007.

He graduated with a Bachelor of Science (Hons) degree majoring in chemistry from the University of Malaya in 1981. Soon after, he worked as a Chemist and Quality Control Executive with Kee Huat Industry Sdn Bhd in Shah Alam, a manufacturer of gas cookers and washing machines. In 1983, he left to join Metatrade Sdn Bhd as a Sales Marketing Executive responsible for the marketing of speciality and industrial chemicals. In 1986, he was promoted to Technical Manager at Metachem Sdn Bhd and was in charge of quality control, research and development in rubber chemicals.

He is a veteran in the jewellery industry with over 30 years' experience. He joined Poh Kong in 1989 and was appointed Managing Director of Poh Kong Jewellers (Maluri) Sdn Bhd. In 2002, he was appointed Director of Poh Kong Jewellers (Franchise) Sdn Bhd in charge of the overall strategic management and operation of the Franchise Division. His main responsibility is managing daily operations at several retail outlets including AEON Maluri, Leisure Mall, Giant Kinrara and Sunway Velocity. He also holds directorships of other companies within the Poh Kong Group.

He was the President of the Federation of Goldsmith Association & Jewellers Association Malaysia (FGJAM) and Chairman of Fedmas Assay Office Sdn Bhd from 2014 to 2018. He is currently a Board member of Fedmas Assay Office.

He was appointed the Vice Chairman of Asean Gems and Jewellery Trade Association in 2022.

He is the spouse of Madam Choon Wan Joo whose siblings Dato' Choon Yee Seiong, Madam Choon Nee Siew, Dato' Choon Yoke Ying, Encik Mohd Annuar Choon Bin Abdullah, Mr Choon Yee Bin and Madam Choon Ching Yih are shareholders of the Company. He is the brother-in-law of Mr Chang Kwong Him and Datin Hon Wee Fong who are also shareholders.

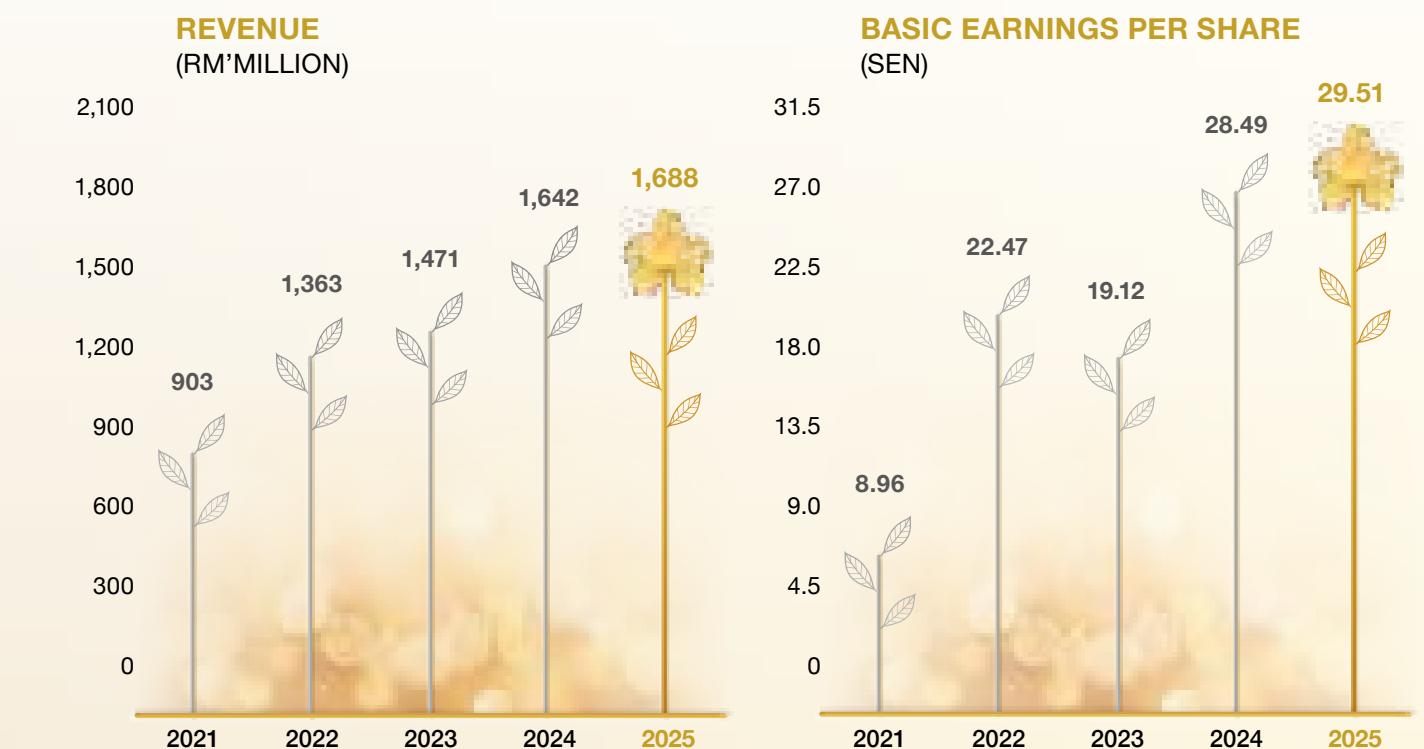
Except as disclosed, he has no conflict of interest with the Company. He has not been convicted for any offences, other than traffic offences (if any) within the past five (5) years nor received any public sanction or penalty imposed by the relevant regulatory bodies during the financial period.

# 5-YEAR GROUP FINANCIAL HIGHLIGHTS

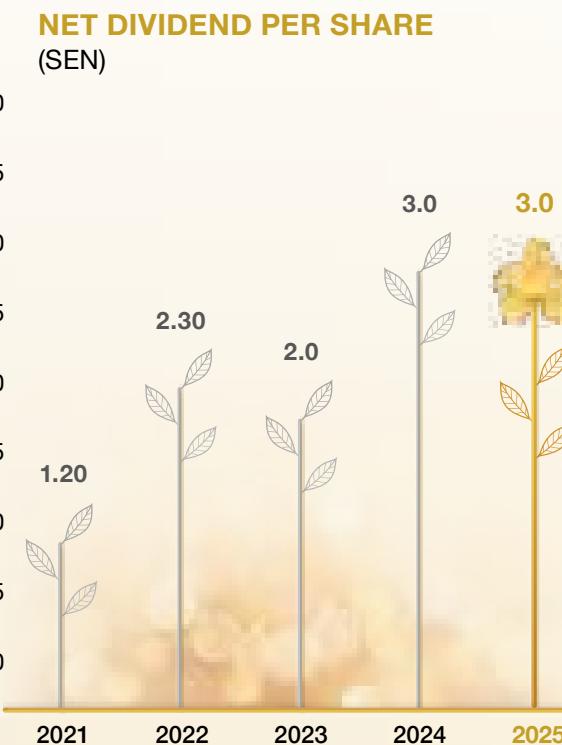
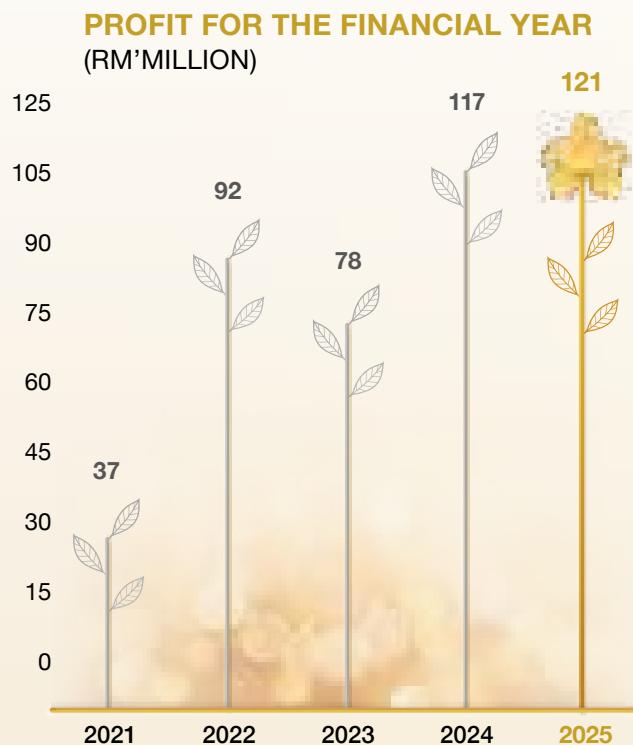
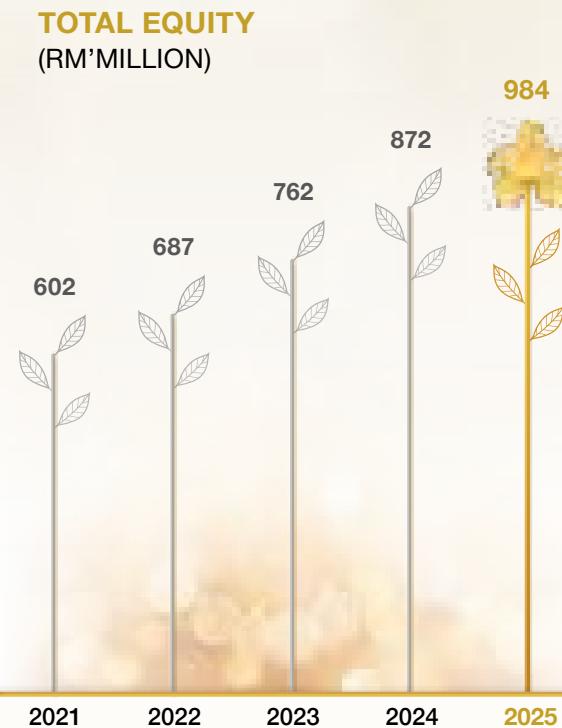
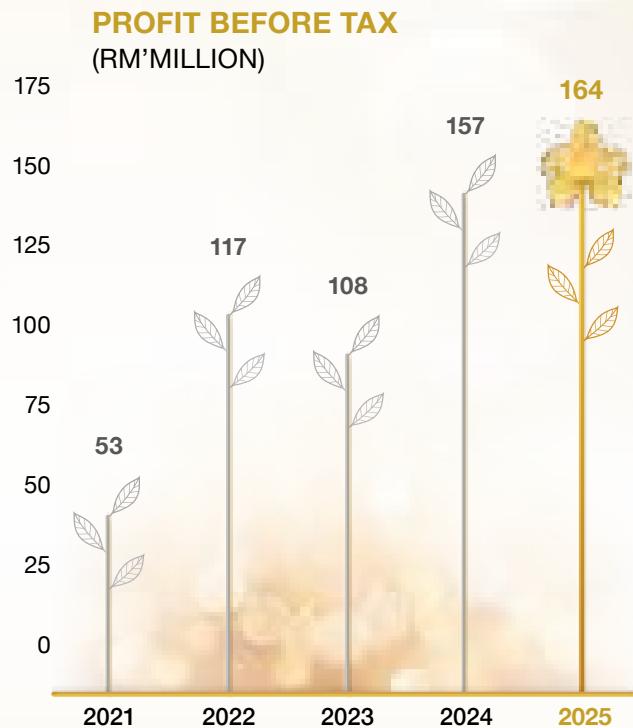


## 5-Year Group Financial Highlights (cont'd)

| FYE 31 JULY (RM'000)   | 2021     | 2022      | 2023      | 2024      | 2025             |
|--|----------|-----------|-----------|-----------|------------------|
| <b>Revenue</b>   | 903,100  | 1,362,609 | 1,470,569 | 1,641,878 | <b>1,688,215</b> |
| <b>Profit Before Tax</b>   | 52,817   | 116,609   | 108,214   | 156,573   | <b>163,867</b>   |
| <b>Income Tax Expense</b>  | (16,056) | (24,418)  | (29,773)  | (39,649)  | <b>(42,767)</b>  |
| <b>Profit For The Financial Year</b>                                   | 36,761   | 92,191    | 78,441    | 116,924   | <b>121,100</b>   |
| <br>   |          |           |           |           |                  |
| <b>Profit After Tax Attributable To Owners Of The Company (RM'000)</b> | 36,761   | 92,191    | 78,441    | 116,924   | <b>121,100</b>   |
| <b>Total Equity (RM'000)</b>   | 602,174  | 686,550   | 761,932   | 871,834   | <b>984,082</b>   |
| <b>Basic Earnings Per Share (Sen)</b>                                  | 8.96     | 22.47     | 19.12     | 28.49     | <b>29.51</b>     |
| <b>Net Dividend Per Share (Sen)</b>                                    | 1.20     | 2.30      | 2.00      | 3.00      | <b>3.00</b>      |
| <b>Gearing Ratio</b>   | 0.23     | 0.15      | 0.19      | 0.14      | <b>0.16</b>      |



## 5-Year Group Financial Highlights (cont'd)



## Performance Highlights

**BUSINESS HIGHLIGHTS 2025**

From Gold to Growth

Revenue  
**RM1.69 billion**

Profit Before Tax  
**163.87 million**

Year-on-Year  
**0.5%**

Online platform recorded **0.5%** Year-on-Year growth as digital enhancements continued.

**Expanded Retail Footprint**

New boutique opened in a **high-potential location**, strengthening nationwide presence.

**Broadened Product Range**

New bullion bars and collectible coins deepened engagement with **investment-focused customers**.

**Growing Youth Appeal**

Contemporary collections introduced to attract **younger demographics**.

**Elevated In-Store Experience**

Concept outlets with **open layouts, lifestyle displays and enhanced service touchpoints**.

**Strong Financial Position**

Stable liquidity and prudent inventory management amid rising operational costs.

**Future-Ready Direction**

Strategic focus on **expansion, innovation, digitalisation and elevated brand presence**.

**SUSTAINABILITY HIGHLIGHTS 2025**

Building Responsibility Into Every Step

**Environmental Commitment**

- Responsible gold sourcing aligned with **global ethical standards**
- Energy-efficient systems rolled out, **reducing electricity consumption by -6%**
- Multi-year carbon-intensity reduction **initiatives underway**

**Ethical & Transparent Supply Chain**

- Strengthened due **diligence and supplier practices**
- Reinforced integrity in Malaysia's gold ecosystem

**Empowering People**

- Expanded **training, leadership development and upskilling programmes**
- Enhanced employee **wellness and diversity initiatives**
- ESG and governance training** for directors, managers and staff

**Community Engagement**

- Supports the community through sponsorships and monetary pledges, donating to various **charitable organisations, healthcare societies, associations and schools**.
- Ongoing **health-awareness and community-wellbeing**

**Governance & Customer Excellence**

- Strong board governance and committee oversight
- Continued commitment to **quality, innovation and trust-driven customer experience**

# CHAIRMAN'S STATEMENT

## FROM GOLD TO GROWTH

**RESILIENCE, TRUST AND AN UNWAVERING PURSUIT OF EXCELLENCE HAS BEEN POH KONG'S HALLMARK FOR THE LAST 49 YEARS; FROM ONE STORE IN PETALING JAYA TO BECOMING MALAYSIA'S LARGEST JEWELLERY RETAIL CHAIN. OUR STORY HAS BEEN ABOUT GOLD WHICH LIES AT THE HEART OF WHO WE ARE.**

Looking back, we see that our story has never been only about gold. It is about growth — growth of our business, our people, and the value we create for our stakeholders. Our theme for 2025 "**From Gold to Growth**" reflects both continuity and progress. It captures our heritage

while signalling the future we are shaping: one where Poh Kong leverages its strong foundation to expand into new opportunities, innovate across product and service lines, and deliver sustainable long-term returns to our shareholders.

## Chairman's Statement (cont'd)

### THE GOLD WORLD VIEW

The year under review unfolded against a dynamic backdrop for global gold markets. In the first half of 2025, gold surged by approximately 26% in U.S. dollars, reaffirming its role as one of the strongest performing assets of the year. Demand in the second quarter rose 3% year-on-year to 1,249 tonnes, with value climbing 45% to a record US\$132 billion. This surge was driven by robust retail investment demand in bars and coins, continued strength in ETFs (Exchange-Traded Fund), and steady central bank purchases.

Heightened geopolitical uncertainty, persistent inflationary pressures, and a broad trend of de-dollarisation have strengthened gold's safe-haven appeal. Notably, central banks continued to diversify into gold as a hedge against currency risk, while investors sought protection against volatility in equity and bond markets.

Looking ahead, market analysts remain constructive. HSBC revised its 2025 forecast to US\$3,215 per ounce, while Goldman Sachs projected potential upside towards US\$3,700.

This environment supports our core proposition: that gold is not just jewellery but an enduring store of value across generations. (Source: J.P. Morgan, Rud Pedersen Public Affairs, Allianz Global Investors, and The Economic Times )

For Poh Kong, this global context provides fertile ground. Our customers increasingly see gold not only as adornment but also as investment. This duality — beauty and value — has long been our strength, and we continue to align our business to capture both aspects.

### AGILE IN APPROACH, UPBEAT IN PERSONALITY

During the year, Poh Kong pursued a series of strategic initiatives that demonstrated our ability to adapt and grow. While consumers remained cautious, our diversification into investment-oriented products helped balance softer discretionary spending on higher-end jewellery. This agility underlines our ability to adapt to changing market behaviour without compromising profitability.

#### Expanding Retail Reach

We opened one new boutique in high-potential location, expanding our reach to communities where demand for affordable investment jewellery was rising. This new outlet enhanced accessibility and deepened our nationwide presence. Our long-term brand visibility was given a bigger boost.

#### Merging Old and New

Recognising the shift towards investment-driven purchases, we launched a new line of bullion bars and collectible coins designed for the savvier retail investor. At the same time, we continued to expand our contemporary jewellery collections, targeting younger consumers, ensuring that Poh Kong remains relevant across all demographics. This dual-pronged approach — balancing tradition with modernity — has allowed us to broaden our market share.





## Chairman's Statement (cont'd)

### Digital Transformation

Our strengthened e-commerce platform delivered encouraging results, with online sales growing 0.5% year-on-year. Enhanced features helped bridge the convenience of digital with the assurance of in-store trust.

### Enhancing the Customer Journey

Although not obvious at first sight, we continued to reimagine our physical stores. New concept outlets introduced more open layouts, lifestyle-oriented displays, and technology-enabled experiences. These innovations reflect our belief that jewellery retail is not merely transactional but experiential — and that lasting customer relationships are built through meaningful engagement.

### Environmental Stewardship and Sustainability

At Poh Kong, we believe growth must be responsible and inclusive. We recognise that our success is built not only on financial performance but also on the trust of our stakeholders. We continue to focus on the well-being of our people and the health of the communities and environments in which we operate.

Poh Kong's sustainability initiatives were in five key areas:



#### Governance:

Ensuring strong corporate governance practices.



#### People:

Taking care of employees and their development.



#### Quality & Service:

Providing innovative and high-quality products and services that meet customer expectations.



#### Supply Chain:

Promoting responsible and sustainable practices within the supply chain.



#### Environment:

Minimising environmental impact and promoting responsible practices.

On these five pillars rest Poh Kong's sustainability efforts.

We have strengthened our due diligence on sourcing practices, working to ensure that our gold is aligned with international responsible mining standards. This reinforces our commitment to ethical supply chains and supports Malaysia's reputation as a market built on trust.

Sustainability also means managing our environmental footprint. In 2025, we invested in energy-efficient lighting and cooling systems across key outlets, achieving an estimated 6% reduction in electricity use.

Employee engagement in Sustainability efforts ensures continuous improvement and relevance. Poh Kong encourages its employees and directors to attend seminars, workshops, and talks related to sustainability and ESG (Environmental, Social, and Governance) matters. This ensures our management and people develop the right mindset to put ESG at the heart of our business operations. I believe that this contributes to a broader understanding of sustainability within the organisation, helping to shape future business plans and risk management strategies. 2025, sees the corporation foster a commitment to sustainability by providing training and encouraging involvement in ESG matters for its employees and leadership.

### Community and Charitable Support

Poh Kong has always taken its role of being a responsible corporate citizen seriously. The corporation supports the community through sponsorships and monetary pledges, donating to various charitable organisations, healthcare societies, associations, and schools.

Community Engagement programmes continued unabated in 2025. We became involved with local communities through education and skill-building initiatives.

Our corporate social responsibility (CSR) initiatives also focused on health awareness and local well-being. The company engaged customers through marketing campaigns.

**COMMUNITY ENGAGEMENT PROGRAMMES**  
CONTINUED UNABATED IN 2025. WE BECAME INVOLVED WITH LOCAL COMMUNITIES THROUGH EDUCATION AND SKILL-BUILDING INITIATIVES.

### Our People

Our employees remain at the core of our growth story. In 2025, we expanded professional development opportunities, rolled out new leadership training tracks, and enhanced employee wellness programmes. We also intensified efforts to foster a diverse and inclusive workplace, reflecting our belief that a strong, empowered team is the foundation of long-term success.

### Risk Management and Outlook

We remain mindful of risks that could impact our business. Global economic uncertainty, currency volatility, and fluctuating gold prices require vigilant management. To mitigate these, Poh Kong maintains prudent hedging practices, disciplined cost control, and a flexible inventory strategy.

At the same time, opportunities abound. Rising affluence among Malaysia's younger generation, combined with a growing appreciation for gold as both adornment and investment, positions us well. The digital transformation of retail also opens avenues to reach customers in new ways, while our brand heritage gives us a competitive edge that is difficult to replicate.

## Chairman's Statement (cont'd)



## Chairman's Statement (cont'd)

### FINANCIAL PERFORMANCE

PKHB as a corporation, continues to turn in a solid financial performance despite a challenging consumer environment. However, Poh Kong's ability to maintain a strong bottom line was challenged by increasing operating costs and income tax expenses. But let me assure you, we are confident in meeting future challenges and have implemented measures to monitor our performance regularly.

A review of our financial performance reveals that our quarterly reports for fiscal year 2025 (FY2025), which ended on July 31, 2025, recorded an increase in revenue but a mixed performance in our net profit. The higher revenue was driven primarily by an uptrend in gold prices, while operating costs and increased income tax impacted the bottom line. The Group recorded revenue of RM1.69 billion, supported by sustained demand for gold investment products and steady jewellery sales. Our profit before tax stood at RM163.87 million, reflecting both favourable gold prices and disciplined cost management. As for our Balance Sheet Strength, we are pleased to announce that we have maintained a robust financial position, with strong liquidity and prudent inventory management. This resilience provides us with the flexibility to invest in growth initiatives while navigating uncertainties.

Our net profit for the fourth quarter ended July 31, 2025 (4QFY2025) came in almost unchanged at RM22.68 million compared to RM22.03 million a year ago, although revenue hit a record high of RM365.50 million as gold prices surged.

We attributed this performance to higher operating expenses during the quarter in review. Happily, our fourth quarter revenue was 6.72% higher than the RM342.50 million registered a year ago.

For the latest quarter, operating expenses rose 18% to RM55.02 million. For the financial year ended July 31, 2025 (12MFY2025), Poh Kong's net profit rose 3.57% to RM121.10 million from RM116.92 million a year earlier.

Gold demand typically surged during tariff-induced economic disruptions, as investors sought protection against inflation and market volatility, reaffirming the metal's role as a safe-haven asset.

### TAKING A LONG VIEW OF PKHB'S PROSPECTS

Gold price reached approximately \$4,024.54 per ounce in U.S. dollars end, October 2025. (Bloomberg). This rate is subject to fluctuation and therefore Poh Kong keeps a firm finger on the pulse of global trends and prices.

Looking forward, our focus is threefold: We aim to **expand market reach**, particularly in growing suburban and secondary cities. We will also look to **deepen product innovation**, balancing lifestyle jewellery with investment-focused gold products and finally, in the next few months, we will see Poh Kong **accelerate digital and experiential retail**, ensuring it remains ahead of evolving customer expectations.



FOR THE FINANCIAL YEAR  
ENDED JULY 31, 2025  
(12MFY2025), POH KONG'S  
NET PROFIT ROSE **3.57%** TO  
**RM121.10 MILLION** FROM  
RM116.92 MILLION A YEAR  
EARLIER.

## Chairman's Statement (cont'd)

### ACKNOWLEDGEMENTS

IT IS WITH GRATITUDE AND HUMILITY I EXTEND MY HEARTFELT THANKS TO OUR SHAREHOLDERS, STRATEGIC PARTNERS, FINANCIERS AND VENDORS. YOU HAVE WORKED IN CONCERT WITH US TO DELIVER RESULTS. TO MY FELLOW BOARD MEMBERS, I THANK YOU FOR YOUR COMMITTED AND SINCERE CONTRIBUTIONS.

Despite some challenges, you have been working in sync with each other to deliver corporate success. Your advice, counsel and wisdom have helped us perform better. I am also deeply appreciative of our Management team and each and every member of staff. Thank you for putting your best foot forward every day and making an indelible mark on the Malaysian retail landscape.

To the Government of Malaysia, I convey my sincere appreciation for creating a strong and stable political, social and regulatory environment that inspires confidence. This gives us the courage to step forward to a promising new chapter where we turn Gold to Growth.

**Dato' Choon Yee Seiong**  
Executive Chairman and  
Group Managing Director

21 November 2025





## Penyata Pengerusi

### DARIPADA EMAS KEPADA TUNAS

KETAHANAN, KEPERCAYAAN DAN KOMITMEN YANG TIDAK BERBELAH BAHAGI TERHADAP KECEMERLANGAN TELAH MENJADI IDENTITI POH KONG SEPANJANG 49 TAHUN LALU; DARIPADA SEBUAH KEDAI DI PETALING JAYA KEPADA RANGKAIAN RUNCIT BARANG KEMAS TERBESAR DI MALAYSIA. KISAH KAMI BERMULA DENGAN EMAS; YANG MENJADI NADI KEWUJUDAN KAMI.

Namun, kami sedar bahawa kisah kami bukan hanya tentang emas, tetapi ia juga tentang pertumbuhan — pertumbuhan perniagaan kami, warga kerja kami dan nilai yang kami cipta untuk pihak berkepentingan kami. Tema kami untuk tahun 2025, “Daripada Emas kepada Tunas” mencerminkan kesinambungan dan kemajuan. Ia merakam warisan kami dan pada masa yang sama mencorak masa depan yang sedang kami bentuk: masa depan di mana Poh Kong memanfaatkan asas kukuhnya untuk meneroka peluang baharu, berinovasi dalam produk dan perkhidmatan, dan memberi pulangan mampan jangka panjang kepada para pemegang saham.

### PANDANGAN DUNIA TENTANG EMAS

Tahun kewangan ini menyaksikan pasaran emas global yang dinamik. Pada separuh pertama 2025, harga emas melonjak kira-kira 26% dalam dolar AS, mengukuhkan kedudukannya sebagai salah satu aset berprestasi terbaik tahun ini. Permintaan suku kedua meningkat 3% berbanding tahun sebelumnya kepada 1,249 tan, dengan nilai melonjak 45% kepada rekod AS\$132 bilion. Lonjakan ini didorong oleh permintaan pelaburan runcit yang kukuh dalam bentuk jongkong dan syiling, prestasi kukuh dana dagangan bursa (ETF) serta pembelian konsisten oleh bank pusat.

Ketidaktentuan geopolitik yang meningkat, tekanan inflasi yang berterusan dan langkah pengantian mata wang asing (de-dollarisation) global telah memperkuuh daya tarikan emas sebagai aset selamat. Bank pusat terus mempelbagaikan pegangan kepada emas sebagai lindung nilai terhadap risiko mata wang, manakala pelabur mencari perlindungan daripada turun naik pasaran ekuiti dan bon.

Melihat ke hadapan, penganalisis pasaran kekal positif. HSBC menyemak semula ramalan harga emas 2025 kepada AS\$3,215 setiap auns, manakala Goldman Sachs mengunjurkan potensi kenaikan hingga AS\$3,700. Persekutaran ini menyokong saranan teras kami: bahawa emas bukan sekadar perhiasan, tetapi simpanan nilai yang berkekalan merentas generasi. (Sumber: J.P. Morgan, Rud Pedersen Public Affairs, Allianz Global Investors dan The Economic Times)

Bagi Poh Kong, konteks global ini membentang peluang yang luas. Pelanggan kami kini semakin melihat emas bukan semata-mata sebagai perhiasan, tetapi juga pelaburan. Dualiti ini — kecantikan dan nilai — telah lama menjadi kekuatan kami, dan kami terus menyelaraskan perniagaan agar ia merangkumi kedua-dua aspek ini.

## Penyata Pengerusi (cont'd)

### PENDEKATAN CEKAP, PERSONALITI POSITIF

Sepanjang tahun ini, Poh Kong telah melaksanakan pelbagai inisiatif strategik yang menunjukkan keupayaan kami untuk menyesuaikan diri dan berkembang. Walaupun pengguna lebih berhati-hati, kepelbagaian kami ke arah produk yang berorientasikan pelaburan telah membantu mengimbangi perbelanjaan tidak wajib terhadap barang kemas mewah. Ketangkasian ini mencerminkan keupayaan kami menyesuaikan diri dengan perubahan tingkah laku pasaran tanpa menjelaskan keuntungan.

#### Memperluas Capaian Runcit

Kami membuka satu butik baharu di lokasi berpotensi tinggi, sekali gus meluaskan jangkauan kami kepada komuniti di mana permintaan untuk barang kemas pelaburan mampu milik semakin bertambah. Cawangan baharu ini meningkatkan kebolehcapaian dan memperkuuh kehadiran kami di seluruh negara. Ia turut memberi lonjakan kepada keterlihatan jenama kami untuk jangka panjang.

#### Menggabungkan Tradisi dan Inovasi

Menyedari peralihan ke arah pembelian yang didorong oleh pelaburan, kami melancarkan rangkaian jongkong dan syiling koleksi baharu yang direka untuk pelabur runcit yang lebih bijak. Pada masa yang sama, kami terus memperluas koleksi barang kemas kontemporari kami yang menyasarkan pengguna yang lebih muda bagi memastikan Poh Kong kekal relevan merentas semua demografi. Pendekatan serampang dua mata ini — mengimbangi tradisi dengan kemodenan — telah membolehkan kami meluaskan bahagian pasaran.

#### Transformasi Digital

Platform e-dagang kami yang diperkuuh telah menunjukkan hasil yang memberangsangkan, dengan jualan dalam talian meningkat 0.5% tahun ke tahun. Ciri-ciri baharu yang dipertingkatkan membantu menghubungkan kemudahan digital dengan jaminan keyakinan daripada pengalaman di kedai fizikal.

#### Mempertingkatkan Pengalaman Pelanggan

Walaupun tidak ketara pada pandangan pertama, kami terus menambah baik reka bentuk kedai fizikal kami. Cawangan dengan konsep baharu kami memperkenalkan susun atur yang lebih terbuka, paparan berorientasikan gaya hidup dan pengalaman yang didayakan teknologi. Inovasi ini mencerminkan

#### Pengawasan Alam Sekitar dan Kemampanan

Di Poh Kong, kami percaya bahawa pertumbuhan mestilah secara bertanggungjawab dan inklusif. Kejayaan kami bukan sahaja bergantung pada prestasi kewangan tetapi juga kepada kepercayaan pihak berkepentingan. Kami terus memberi tumpuan kepada kebijakan warga kerja serta keadaan komuniti dan alam sekitar di mana kami beroperasi.

Inisiatif kemampanan Poh Kong tertumpu kepada lima bidang utama:



##### Tadbir Urus:

Memastikan amalan tadbir urus korporat yang kukuh.



##### Rantaian Bekalan:

Menggalakkan amalan bertanggungjawab dan mampan dalam rantaian bekalan.



##### Warga Kerja:

Menjaga kebijakan pekerja dan pembangunan mereka.



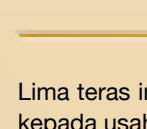
##### Alam Sekitar:

Mengurangkan impak alam sekitar dan menggalakkan amalan yang bertanggungjawab.



##### Kualiti & Perkhidmatan:

Menyediakan produk dan perkhidmatan inovatif dan berkualiti tinggi yang memenuhi jangkaan pelanggan.



Lima teras inilah yang menjadi tonggak kepada usaha kemampanan Poh Kong.

## Penyata Pengerusi (cont'd)

Kami telah memperkuuhkan usaha wajar kami dalam proses perolehan, memastikan bahawa emas kami mematuhi piawaian perlombongan bertanggungjawab antarabangsa. Ini mengukuhkan komitmen kami terhadap rantaian bekalan yang beretika dan menyokong reputasi Malaysia sebagai pasaran yang dibina atas kepercayaan.

Kemampunan juga bermaksud mengurus kesan alam sekitar kami. Pada tahun 2025, kami melabur dalam sistem pencahayaan dan penyehuan yang cekap tenaga di cawangan-cawangan utama, mencapai pengurangan penggunaan elektrik sekitar 6%.

Penglibatan pekerja dalam usaha kemampunan memastikan penambahbaikan yang berterusan dan kesesuaian. Poh Kong menggalakkan para pekerja dan pengaruhnya menyertai seminar, bengkel dan ceramah berkaitan kemampunan dan ESG (Alam Sekitar, Sosial dan Tadbir Urus). Ini memastikan pengurusan dan warga kerja kami membangunkan pemikiran yang betul untuk meletakkan ESG sebagai teras operasi perniagaan. Saya percaya ini menyumbang kepada pemahaman yang lebih mendalam tentang kemampunan dalam organisasi, membantu membentuk rancangan perniagaan dan strategi pengurusan risiko masa hadapan. Pada tahun 2025, kami meneruskan komitmen terhadap kemampunan dengan menyediakan latihan serta menggalakkan penglibatan dalam hal-hal ESG (Alam Sekitar, Sosial dan Tadbir Urus) dalam kalangan pekerja dan kepimpinannya.

### Sokongan Komuniti dan Amal

Poh Kong sentiasa mengambil serius peranannya sebagai warga korporat yang bertanggungjawab. Kami menyokong komuniti melalui penajaan dan sumbangan kewangan kepada pelbagai organisasi amal, persatuan penjagaan kesihatan, persatuan dan sekolah.

Program Libat Urus Komuniti diteruskan sepanjang tahun 2025. Penglibatan kami dengan komuniti tempatan adalah melalui inisiatif pendidikan dan pembangunan kemahiran.

Inisiatif tanggungjawab sosial korporat (CSR) kami turut memberi tumpuan kepada kesedaran kesihatan dan kesejahteraan komuniti. Kami membuat libat urus dengan pelanggan melalui beberapa kempen pemasaran.

### Warga Kerja Kami

Pekerja kami kekal sebagai teras kepada kisah pertumbuhan kami. Pada tahun 2025, kami memperluaskan peluang pembangunan profesional, melaksanakan program latihan kepimpinan baharu dan meningkatkan program kesejahteraan pekerja. Kami juga mempergiatkan usaha untuk memupuk tempat kerja yang pelbagai dan inklusif, mencerminkan kepercayaan kami bahawa pasukan yang kuat dan berdaya adalah asas kepada kejayaan jangka panjang.

### Pengurusan Risiko dan Tinjauan

Kami sentiasa berwaspada terhadap risiko yang boleh memberi kesan kepada perniagaan. Ketidaktentuan ekonomi global, volatiliti mata wang

dan turun naik harga emas memerlukan pengurusan yang teliti. Bagi mengurangkan risiko ini, Poh Kong mengekalkan amalan lindung nilai yang berhemat, kawalan kos yang berdisiplin dan strategi inventori yang fleksibel.

Pada masa yang sama, terdapat banyak peluang. Peningkatan kemewahan di kalangan generasi muda Malaysia, berserta dengan penghargaan yang semakin meningkat terhadap emas sebagai perhiasan dan pelaburan, meletakkan kami pada kedudukan yang baik. Transformasi digital dalam peruncitan juga membuka ruang baharu untuk mendekati pelanggan, manakala warisan jenama kami memberi kelebihan kompetitif yang sukar ditiru.

**PROGRAM LIBAT URUS KOMUNITI DITERUSKAN SEPANJANG TAHUN 2025. PENGLIBATAN KAMI DENGAN KOMUNITI TEMPATAN ADALAH MELALUI INISIATIF PENDIDIKAN DAN PEMBANGUNAN KEMAHIRAN.**

## PRESTASI KEWANGAN

PKHB sebagai sebuah syarikat terus menunjukkan prestasi kewangan yang kukuh meskipun dalam persekitaran pengguna yang mencabar. Walau bagaimanapun, keupayaan Poh Kong untuk mengekalkan keuntungan yang kukuh menghadapi cabaran daripada peningkatan kos operasi dan perbelanjaan cukai pendapatan. Namun ingin saya nyatakan bahawa kami yakin dapat menghadapi cabaran masa hadapan dan telah melaksanakan langkah pemantauan prestasi secara berkala.

Laporan kewangan suku tahunan kami bagi tahun kewangan 2025 (TK2025) yang berakhir pada 31 Julai 2025 menunjukkan peningkatan hasil, tetapi prestasi keuntungan bersih adalah bercampur. Hasil yang lebih tinggi didorong oleh arah aliran menaik dalam harga emas, manakala kos operasi dan cukai pendapatan memberi impak kepada keuntungan bersih. Kumpulan mencatat hasil sebanyak RM1.69 bilion, disokong oleh permintaan yang berterusan untuk produk pelaburan emas dan jualan barang kemas yang stabil. Keuntungan sebelum cukai kami berjumlah RM163.87

BAGI TAHUN KEWANGAN BERAKHIR 31 JULAI 2025 (12MFY2025), KEUNTUNGAN BERSIH POH KONG MENINGKAT **3.57%** KEPADA **RM121.10 JUTA** DARIPADA RM116.92 JUTA SETAHUN SEBELUMNYA.

juta, mencerminkan harga emas yang menggalakkan dan pengurusan kos yang berdisiplin. Bagi Kekuatan Kunci Kira-kira kami, sukacita saya umumkan bahawa kami telah mengekalkan kedudukan kewangan yang teguh, dengan kecairan yang kukuh dan pengurusan inventori yang berhemat. Daya tahan ini memberikan kami fleksibiliti untuk melabur dalam inisiatif pertumbuhan sambil menangani dan mengeluti ketidakpastian.

Keuntungan bersih kami untuk suku keempat yang berakhir pada 31 Julai 2025 (4QFY2025) hampir tidak berubah pada RM22.68 juta berbanding RM22.03 juta setahun yang lalu, walaupun hasil mencecah paras tertinggi sebanyak RM365.50 juta berikut lonjakan harga emas.

Permintaan emas biasanya melonjak semasa gangguan ekonomi yang disebabkan oleh tarif, apabila pelabur mencari perlindungan daripada inflasi dan turun naik pasaran, sekali gus mengukuhkan lagi kedudukan emas sebagai aset selamat.

## Penyata Pengerusi (cont'd)



Prestasi ini dipengaruhi oleh perbelanjaan operasi yang lebih tinggi semasa suku tahun kajian. Hasil suku keempat meningkat 6.72% berbanding RM342.50 juta setahun lalu.

Bagi suku terakhir, perbelanjaan operasi meningkat 18% kepada RM55.02 juta. Bagi tahun kewangan berakhir 31 Julai 2025 (12MFY2025), keuntungan bersih Poh Kong meningkat 3.57% kepada RM121.10 juta daripada RM116.92 juta setahun sebelumnya.

Permintaan emas biasanya melonjak semasa gangguan ekonomi yang disebabkan oleh tarif, apabila pelabur mencari perlindungan daripada inflasi dan turun naik pasaran, sekali gus mengukuhkan lagi kedudukan emas sebagai aset selamat.

## Penyata Penggerusi (cont'd)

## 主席報告

**PANDANGAN JANGKA PANJANG TERHADAP PROSPEK PKHB**

Harga emas mencecah kira-kira AS\$4,024.54 setiap auns pada akhir Oktober 2025. (Bloomberg). Kadar ini tertakluk kepada turun naik dan oleh itu Poh Kong sentiasa peka terhadap arah aliran dan harga global.

Melangkah ke hadapan, tumpuan kami adalah kepada tiga aspek utama: Kami berhasrat untuk **memperluaskan jangkauan pasaran**, khususnya di kawasan pinggir bandar dan bandar sekunder yang sedang berkembang. Kami juga akan **memperkuuh inovasi produk** dengan mengimbangi barang kemas gaya hidup dan produk emas berfokus pelaburan. Akhir sekali, dalam beberapa bulan akan datang, Poh Kong akan **mempercepatkan usaha dalam peruncitan digital dan berasaskan pengalaman** bagi memastikan kami sentiasa mendahului jangkaan pelanggan yang semakin berkembang.

Kerendahan hati dan cita-cita akan kekal sebagai unsur yang memandu segala usaha kami di masa akan datang. Kerendahan hati, kerana kejayaan kami bergantung kepada kepercayaan pelanggan, dedikasi pekerja dan sokongan pemegang saham. Cita-cita, kerana kami percaya bahawa kisah Poh Kong masih belum selesai — dan bab seterusnya akan ditakrifkan oleh pertumbuhan yang lebih besar.

Sebagaimana emas yang bertahan merentas generasi, begitulah juga komitmen kami terhadap pertumbuhan yang mampan, inklusif dan berwawasan. Pada tahun 2025 dan seterusnya, Poh Kong akan terus beralih **daripada emas kepada tunas** — mencipta pulangan yang berkekalan untuk pemegang saham, kerjaya bermakna untuk warga kerja dan pengalaman luar biasa untuk pelanggan kami.

**PENGHARGAAN**

DENGAN PENUH RASA SYUKUR DAN RENDAH DIRI, SAYA INGIN MERAKAMIKAN UCAPAN TERIMA KASIH YANG TULUS IKHLAS KEPADA PARA PEMEGANG SAHAM, RAKAN STRATEGIK, PEMBIAYA DAN PEMBEKAL. ANDA SEMUA TELAH BEKERJASAMA DENGAN KAMI DALAM MENCAPAI HASIL YANG BAIK. KEPADA RAKAN-RAKAN AHLI LEMBAGA PENGARAH, SAYA MENGUCAPKAN TERIMA KASIH ATAS SUMBANGAN ANDA YANG KOMITED DAN IKHLAS.

Walaupun berdepan cabaran, anda semua bekerja secara sehaluan demi kejayaan syarikat. Nasihat dan kebijaksanaan anda telah membantu kami melakar prestasi yang lebih baik. Saya juga amat menghargai pasukan Pengurusan dan setiap seorang warga kerja kami. Terima kasih kerana sentiasa memberikan yang terbaik setiap hari dan mencorakkan landskap peruncitan Malaysia dengan impak yang berkekalan.

Kepada Kerajaan Malaysia, saya merakamkan penghargaan yang tulus ikhlas kerana mewujudkan persekitaran politik, sosial dan kawal selia yang kukuh dan stabil yang memberikan kami keyakinan untuk terus membuka lembaran baharu yang menjanjikan, di mana kita mengubah Emas kepada Tunas.

**Dato' Choon Yee Seiong**  
Pengerusi Eksekutif dan Pengarah  
Urusan Kumpulan

21 November 2025

**从黄金迈向成长**

在过去49年，宝光始终秉持着韧性，信任和努力不懈追求卓越，从八打灵再也的一家店面发展成为马来西亚最具规模的珠宝零售连锁店。我们的故事与黄金息息相关，我们心里也始终有黄金。

回首当年，我们认为宝光的故事当然远不止于黄金。它关乎成长 — 宝光业务的成长，员工的成长，以及我们为利益相关者创造的价值。宝光的2025年度主题“从黄金迈向成长 From Gold to Growth”无疑是传承与前进的写照。它涵盖了宝光的历史，并预示着我们正在塑造的未来：宝光将屹立于坚实的基础以拓展新的机遇，在产品和服务领域不断推陈出新，并为股东们带来永续的长期回报。

**黄金的世界观**

我们在本检讨年度见证了全球黄金市场处于动态变化的状况。在2025年上半年，以美元计价的金价飙升了大约26%，再次巩固了黄金作为年度表现最强劲资产之一的地位。在第二季度，黄金需求逐年扬升3%至1249公吨，黄金价值更飙升45%至创纪录的1320亿美元。这项成长主要是由零售投资者对金条和金币的强劲需求所推动，ETF(交易所交易基金)的持续走强，以及各国中央银行的持续购入黄金。

地缘政治不确定性的加剧，持续的通货膨胀压力，以及去美元化的大势所趋，皆进一步强化了黄金的避险吸引力。值得留意的是，各国中央银行继续多元化至增持黄金以对冲汇率风险，投资者则寻求对冲股票和债券市场波动的风险。

展望未来，市场分析员依然保持乐观。汇丰银行已将其2025年金价预测上调至每盎司3,215美元，高盛则预测金价可能上涨至每盎司3,700美元。市场环境印证了我们的核心理念：即黄金不仅是珠宝，更是一种世代相传的永恒价值储存手段。(资料来源: 摩根大通, Rud Pedersen Public Affairs, 安联环球投资, 以及经济时报)

对宝光而言，这种全球性状况为我们提供了沃土。我们的顾客们越来越倾向于将黄金视为一种投资，而不仅仅是首饰。这种兼具美观与价值的双重特性一直是我们的优势所在，我们将继续调整业务以充分发挥黄金的这两大优势。

## 主席报告

### 灵活应变，积极进取

在过去一年，宝光采取了一系列战略性倡议以展现我们适应变化和成长的能力。尽管消费者依然保持步步为营，但我们通过多元化至投资型产品而有效平衡了人们在高端珠宝之可支配开销的减少。这种灵活性突显了我们能够在不影响利润之下适应瞬息万变的市场行为。

#### 拓展零售覆盖率

我们在极具潜力的地点开设了一家新精品店，将业务拓展至对容易负担投资型珠宝需求不断成长的社区。这家新分店提升了购买便利性和进一步巩固了我们在全国范围内的市场地位。我们的长期品牌知名度也得到大大提升。

#### 新与旧的融合

察觉到消费者转向投资导向型购买之后，我们推出了专为精明零售投资者而设计的新型金条和收藏金币系列。与此同时，我们继续拓展现代珠宝系列，并瞄准年轻消费者群，以确保宝光在所有消费群中都保持着相关性。这种兼顾传统与现代的双管齐下策略已使到我们扩大了市场份额。

#### 环境管理与永续性

宝光同仁相信成长必须是负责任且包容的。我们深知，我们的成功不仅建立在财务业绩之上，更建立在利益相关者的信任之上。我们将继续关注员工的福祉，以及我们运营之社区和环境的健康。宝光的永续性倡议涵盖五个关键领域：



**管制:**  
确保健全的公司管制实践。



**供应链:**  
在供应链中发扬负责任且永续性的实践。



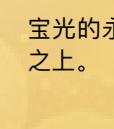
**员工:**  
关爱雇员并促进其发展。



**环境:**  
最大限度地减少对环境的影响和推广负责任的实践。



**品质与服务:**  
提供创新且高质量的产品和服务以满足顾客的期望。



宝光的永续性努力就建立在这五大支柱之上。

## 主席报告

我们已加强对采购实践的尽职调查，并努力确保我们的黄金符合国际负责任开采标准。此举强化了我们对道德供应链的承诺，以及马来西亚作为一个以信任为基础市场的声誉。

永续性也意味着管理我们的环境足迹。在2025年，我们投资于主要的分店安装节能照明和制冷系统，估计可减少6%的用电量。

雇员积极参与永续性努力确保持续改进和保持相关性。宝光鼓励雇员和董事们参加与永续性和ESG(环境、社会和管制)相关的研讨会，工作坊和讲座。这样可确保我们的管理层和员工树立正确的思维，视ESG为业务运营的核心。我相信，这样可为公司内部更广泛地理解永续性作出贡献，并有助于制定未来的业务计划和风险管理策略。在2025年，公司通过提供培训并鼓励其雇员们和领导层参与ESG事务，以强化对永续性的承诺。

#### 支持社区及慈善

宝光向来认真履行作为负责任之企业公民的职责。公司通过赞助和捐献来支持社区，以及捐助各类慈善机构，医疗协会，社团和学校。

在2025年，社区参与计划持续推进。我们通过教育和技能培训计划积极融入当地社区。

在2025年，社区参与计划持续推进。我们通过教育和技能培训计划积极融入当地社区。

我们的企业社会责任(CSR)倡议也专注于提高健康意识和当地居民的福祉。本公司通过营销活动与顾客们互动。

#### 我们的员工

我们的雇员始终是我们成长历程的核心。在2025年，我们拓展了专业发展良机，推出新的领导层培训课程，并提升了雇员福利计划。我们也加强了营造多元化和包容性工作环境的力度，这反映了我们坚信一个强大且获赋能的团队是长期成功的基石。

#### 风险管理与展望

我们始终关注足以影响本公司业务的风险。全球经济不确定性，货币波动，以及金价的波动，在在需要我们在管理方面步步为营。为纾解这些风险，宝光采取审慎的对冲策略，严格的成本控制，以及灵活的库存策略。

与此同时，机会是比比皆是的。马来西亚的年轻一代日益增长的财富，以及他们对黄金作为首饰和投资的日益重视，使我们处于有利地位。零售业的数码化转型也为开辟了以新方式接触顾客的管道，我们的品牌传承则赋予我们难以复制的竞争优势。

我们的企业社会责任(CSR)倡议也专注于提高健康意识和当地居民的福祉。本公司通过营销活动与顾客们互动。



## 主席报告

### 财务表现

尽管处于一个具挑战性的消费者环境，宝光控股有限公司作为一家公司依然交出稳健的财务表现。然而，不断上涨的运营成本和所得税开销对宝光维持稳健盈利能力构成了挑战。但我谨此向您保证，我们有信心应对未来的挑战，并已采取各项措施以定期监督我们的表现。

我们的财务表现检讨显示，根据截至2025年7月31日的2025财政年(2025财年)季度报告，我们的营业额有所增长，净利则是喜忧参半。营业额增加主要是由金价上涨所推动，运营成本和所得税增加则对净利润造成影响。本集团取得RM16亿9千万的营业额，得益于黄金投资产品的持续需求和稳定的珠宝销售。我们的扣税前盈利是RM1亿6千3百

87万，既反映了金价的有利走势，亦可归功于严格的成本控制。强势的资产负债表方面，我们欣然宣布，我们保持了稳健的财务状况，并拥有充裕的流动性和谨慎的库存管理。这种韧性让我们得以在应对不确定因素之际能够灵活地投资于成长倡议。

在截至2025年7月31日的第四季度(2025财年第四季度)，我们的RM2千2百68万净利与去年同时期相比几乎不相上下，一年前为RM2千2百零3万，尽管金价飙升使到营业额创下RM3亿6千5百50万的历史新高。

我们将这项表现归因于检讨季度运营费用的增加。令人欣慰的是，第四季度的营业额比去年同时期的RM3亿4千2百50万增加了6.72%。

在本最新季度，运营开销增长18%至RM5千5百零2万。在截至2025年7月31日的财政年(2025财年12个月)，宝光的净利比一年前增加3.57%，即从RM1亿1千6百92万增至RM1亿2千1百10万。

在关税引发的经济动荡期间，黄金需求通常激增，这是因为投资者会寻求对冲通货膨胀和市场波动的保障，这再次证明了黄金作为一种避险资产的作用。

在截至2025年7月31日的财政年(2025财年12个月)，宝光的净利比一年前增加3.57%，即从RM1亿1千6百92万增至RM1亿2千1百10万。



### 从长远角度观察宝光控股有限公司的前景

据彭博社报道，截至2025年10月底，金价已达到每盎司大约4,024.54美元。由于金价波动，因此宝光密切关注全球趋势和金价走势。

展望未来，我们把焦点放在三方面：首先，我们将致力于**拓展市场覆盖率**，尤其是在新兴郊区和二线城市。我们也将深化产品创新，即兼顾时尚生活珠宝和投资型黄金产品。最后，在未来几个月内，宝光将加速数码化和体验式零售，以确保始终超越瞬息万变的顾客期望。

展望未来，我们秉持谦逊与雄心并存的信念。谦逊源于我们深知，我们的成功离不开顾客们的信任，雇员的奉献，以及股东们的支持。雄心则源于我们相信宝光的故事仍在继续书写中 — 未来的篇章势必由更强劲的成长来定义。

正如黄金可世世代代流传，我们对永续性、包容性和前瞻性成长的承诺也一样。展望2025年及未来，宝光将继续从**黄金迈向成长** — 为我们的股东创造持久回报，为我们的员工提供具有意义的事业生涯，并为我们的顾客提供各种卓越的体验。

## 主席报告

### 鸣谢

我怀着感恩和谦卑之心，向我们的股东，策略性伙伴，融资方和供应商致以最诚挚的谢意。感谢你们与我们齐心协力交付了成绩。对于各位董事会成员，我要感谢你们的尽心尽力和真诚付出。尽管面临诸多挑战，你们始终齐心协力，共同推动公司走向成功。你们的建议，指导和智慧已帮助我们不断提升表现。我也由衷感谢我们的管理团队和每一位员工。感谢你们每天竭尽全力，为马来西亚零售业做出了不可磨灭的贡献。

我也衷心感谢马来西亚政府塑造了强大稳定的政治，社会和监管环境，增强了公众的信心。正是这份信心，让我们有勇气迈向充满希望的新篇章，从**黄金迈向成长**。

**拿督锺义翔**  
执行主席兼集团董事经理

日期: 2025年11月21日

