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COATINGS
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News Release

For Immediate Publication

Nippon Paint expands home improvement segment, now houses Selleys in Malaysia

Nippon Paint Malaysia integrates its business with Selleys, a leading home improvement brand in Australia for over 80 years

Selangor, 28 July 2020 – Malaysia's No. 1 coating solutions provider, Nippon Paint Malaysia ('Nippon Paint') announced that it has completed its business integration with Selleys, a leading provider of sealants, adhesives, fillers and lubricants. As a trusted brand that has pioneered the home improvement category for over 80 years originating from Australia, Selleys's range of high-quality products are designed to enhance consumers' Do-It-Yourself (DIY) experience at home.

This integration will further strengthen Nippon Paint's home improvement and DIY segment across four key categories including sealants, adhesives, fillers and lubricants, further enhancing its leadership position as a market leader beyond the Coatings industry, offering consumers with complete end-to-end solutions under one roof. Last year, Nippon Paint Holdings Co Ltd acquired DuluxGroup Limited ('DGL'), the latter which owns the Selleys business, leading to the integration of businesses between Nippon Paint Malaysia and Selleys.

Chen Lee Siong, General Manager of Group Trade User Business at Nippon Paint Malaysia said, ***"Our recent integration exercise with Selleys forms part of our overall growth strategy for the second half of 2020. The expansion of our product offerings through Selleys will further enhance Nippon Paint's end-to-end home solutions, designed to meet the needs and demands of Malaysian consumers. This strategic integration paves way for both Nippon Paint and Selleys to further grow within the Malaysian market - creating an accessible and convenient shopping experience for consumers."***

During the 3rd phase of the Movement Control Order (MCO) from 15 – 28 April 2020, statistics showed that 75%¹ of Malaysians chose to stay home and only went out to purchase essential items. This research also unveiled that there was a rise in home improvement demand during the MCO. ***“The three phases of the Movement Control Order revealed Malaysians initiative in embarking on their own Do-It-Yourself (DIY) projects at home, from repainting, to fixing faulty household items and carrying out creative projects with the family, ensuring that their home continues to be a conducive environment. As such, we identified this trend as a strategic growth opportunity to expand from our existing range of products beyond coatings and painting tools, through offering Selleys’ quality products to complete our range of home DIY solutions that deliver superior results to Malaysian homeowners,”*** continued Chen.

A report by Frost and Sullivan in February this year revealed that the Malaysian home improvement sector is likely to grow by 10.9 per cent annually between 2018 and 2023.² This paves way for Nippon Paint to further strengthen its market leadership position within the growing the home improvement segment.

Mr Yaw Seng Heng, Group Managing Director of Nippon Paint Malaysia said, ***“During this economic recovery period in the COVID-19 era, Nippon Paint remains resilient in pivoting our business strategies to further augment our leadership position as Malaysia’s leading coatings expert. The recent integration with Selleys marks a proud milestone for Nippon Paint, bringing on board synergistic brands which share similar core values with us, in line with our continuous efforts in championing innovations and providing trusted, quality products for our consumers. Amidst the challenging economic environment, Nippon Paint will continue to support not just our network of dealers, but also our customers in providing a wider range of home improvement products – paving way towards contributing to our growth journey for the year and beyond.”***

Complementing the range of Nippon Paint’s coatings solutions, Selleys’ comprehensive range of products features home improvement products such as sealants (Selleys Blockade), household adhesives (Selleys Supa Glue), construction adhesives (Selleys Liquid Nails®), fillers (Selleys No More Gaps®) and lubricants (Selleys RP7). For more information on Selleys, please visit: www.selleys.com.my/.

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¹ <https://www.statista.com/statistics/1117078/malaysia-movement-and-behavior-during-mco-covid-19/>

² <https://www.diyinternational.com/home/news/article/double-digit-growth-rates-in-malaysia/>

About Selleys Malaysia

Established in Sydney, Australia in 1939, Selleys is the leading choice for Australians and tradespeople for sealants, adhesives, fillers and paint preparation products for over 80 years. In-line with its brand values to be innovative, uncompromising and a trusted brand, Selleys' range of products makes it easier to get the job done right, the first time – offering high-quality products that are formulated to deliver superior results no matter how demanding or tough the job is, living up to its brand promise - '*If It's Selleys, It Works*'.

In 2019, Nippon Paint Holdings Co Ltd ('Nippon Paint Holdings') acquired DuluxGroup Limited ('DGL') as part of Nippon Paint Holding's global expansion initiative. Following the acquisition, Nippon Paint Holdings gained ownership of Selleys globally. Effective May 2020, Nippon Paint Malaysia ('Nippon Paint') houses Selleys' range of products, further expanding its home improvement segment. Selleys' range of products includes sealants (Selleys Blockade), household adhesives (Selleys Supa Glue), construction adhesives (Selleys Liquid Nails®), fillers (Selleys No More Gaps®) and lubricants (Selleys RP7).

For more information on Selleys Malaysia, please visit: www.selleys.com.my

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