SHARP

2026 Year End Promotion

Brand & Channel Marketing

5th Nov 2026

SHARP

ARIGATOU, MALAYSIA

15 NOV - 31 DEC 2026

UP TO 40% OFF

Purchase & Get

NITORI ONLINE VOUCHER

OR

Touch 'n GO eWallet CASH REBATE

1357 — THE SHARP PROMISES



1-to-1 Exchange

3 Years Warranty

5 Years J-tech Warranty

7 Days Service Completion Assurance

2026 Year End Promotion | Overview

Campaign Date: 15 November – 31 December



Objectives

To drive year-end sales and encourage product upgrades through attractive promotional offers and added-value rewards, while strengthening consumer confidence and purchase consideration with 1•3•5•7 The SHARP Promises under the "Arigatou, Malaysia" campaign.

Campaign Strategy

Drive Sales
Leverage year-end promotional offers to stimulate purchases and product upgrades.

Strengthen Brand Confidence
Integrate 1•3•5•7 promises into campaign communication to reinforce SHARP's reliability and after-sales commitment.

Promotion Mechanic

Gift with Purchase (GWP)
Customers who purchase selected SHARP products can enjoy Nitori e-Voucher or TNG eWallet credit as added-value rewards.

1•3•5•7 The SHARP Promises
Enjoy exclusive 1-to-1 exchange, 3-year warranty, 5-year J-Tech Inverter warranty, & 7-day service completion assurance with SHARP's 1357 promotion.

Online Activities



Microsite



E-Catalog



Social Media Post & Digital Ads



Video Content

Offline Support

Consistent Brand & promo Messaging Across all POSM and on-ground activation



Product List

SHARP

BU	Total SKU
TVS	16
B1	27
B2	10
B3	9
B4	16
B5	14
Total SKU	**92**



- **Nitori Vouchers** value including:
  RM30, RM80, RM100, RM150, RM160, RM200, RM300, RM400, RM700 RM1600
- **TnG voucher** value including:
  RM50, RM80, RM100, RM150, RM200, RM250, RM300, RM350, RM400, RM800
- The **TNG voucher value is set at 50% of the corresponding Nitori voucher value** to **encourage higher Nitori voucher redemption**.

New Model **Focus Model**

BU	CAT.	SIZE	MODEL	Product Description	OFFER TYPE	3 Year Warranty	5 Year Warranty	Nitori Voucher	TNG	RCP	SP	Discount	VAR
TVS	TV	75"	4TC75JL5500X	75" 4K QLED Google TV	SLASH PRICE+NITORI/TNG	Yes		400.00	200.00	7,699	5,299	31.2%	2,400
TVS	TV	65"	4TC65JL5500X	65" 4K QLED Google TV	SLASH PRICE+NITORI/TNG	Yes		300.00	150.00	5,399	3,499	35.2%	1,900
TVS	TV	55"	4TC55JL5500X	55"4K QLED Google TV	SLASH PRICE+NITORI/TNG	Yes		200.00	100.00	3,799	2,699	29.0%	1,100
TVS	TV	85"	4TC85JJ5000X	85"4K Ultra HD Google TV	SLASH PRICE+NITORI/TNG			400.00	200.00	8,999	6,499	27.8%	2,500
TVS	TV	75"	4TC75JJ5000X	75"4K Ultra HD Google TV	SLASH PRICE+NITORI/TNG			300.00	150.00	6,999	3,999	42.9%	3,000
TVS	TV	65"	4TC65JJ5000X	65"4K Ultra HD Google TV	SLASH PRICE+NITORI/TNG			100.00	50.00	4,999	3,099	38.0%	1,900
TVS	TV	55"	4TC55JJ5000X	55"4K Ultra HD Google TV	SLASH PRICE			-	-	3,299	2,099	36.4%	1,200
TVS	TV	50"	4TC50JJ5000X	50"4K Ultra HD Google TV	SLASH PRICE			-	-	3,099	1,899	38.7%	1,200
TVS	TV	55"	4TC55HN7000X	55" 144Hz 4K HDR Google TV	SLASH PRICE+NITORI/TNG	Yes		200.00	100.00	4,799	3,999	16.7%	800
TVS	TV	65"	4TC65HN7000X	65" 144Hz 4K HDR Google TV	SLASH PRICE+NITORI/TNG	Yes		200.00	100.00	5,599	4,599	17.9%	1,000
TVS	TV	75"	4TC75HN7000X	75" 144Hz 4K HDR Google TV	SLASH PRICE+NITORI/TNG	Yes		400.00	200.00	8,399	6,999	16.7%	1,400
TVS	TV	85"	4TC85HN7000X	85" 144Hz 4K HDR Google TV	SLASH PRICE+NITORI/TNG+All Risk+ MIC (Mic is W	Yes		400.00	200.00	11,999	9,999	16.7%	2,000
TVS	TV	98"	4TC98HN7000X	98" 144Hz 4K HDR Google TV	SLASH PRICE+NITORI/TNG+All Risk+ MIC (Mic is W	Yes		1,600.00	800.00	19,199	15,999	16.7%	3,200
TVS	TV	65"	4TC65HU8500X	65" 144Hz Xtreme Mini LED 4K Google TV	SLASH PRICE+NITORI/TNG	Yes		200.00	100.00	6,999	5,799	17.1%	1,200
TVS	TV	75"	4TC75HU8500X	75" 144Hz Xtreme Mini LED 4K Google TV	SLASH PRICE+NITORI/TNG	Yes		400.00	200.00	11,399	9,499	16.7%	1,900
TVS	TV	85"	4TC85HU8500X	85" 144Hz Xtreme Mini LED 4K Google TV	SLASH PRICE+NITORI/TNG+All Risk+ MIC (Mic is W	Yes		1,600.00	800.00	15,299	12,699	17.0%	2,600
		TV TOTAL	**16**										

Product List

SHARP

New Model | Focus Model

BU	CAT.	SIZE	MODEL	Product Description	OFFER TYPE	3 Year Warranty	5 Year Warranty	Nitori Voucher	TNG	RCP	SP	Discount	VAR
B1	REF	300L & below	SJ1988MDS	198L 2 Door Refrigerator	SLASH PRICE	Yes		-	-	1,699	1,319	14.7%	380
B1	REF	300L & below	SJ2688MDS	267L 2 Door Refrigerator	SLASH PRICE	Yes		-	-	1,899	1,619	7.3%	280
B1	REF	400L - 499L	SJ3822MSS	380L 2 Door Refrigerator	SLASH PRICE		Yes	-	-	2,199	2,039	11.2%	160
B1	REF	400L - 499L	SJ4122MSS	410L 2 Door Refrigerator	SLASH PRICE		Yes	-	-	2,419	2,149	11.2%	270
B1	REF	400L - 499L	SJ4122MWH	410L 2 Door Refrigerator	SLASH PRICE		Yes	-	-	2,419	2,149	11.2%	270
B1	REF	400L - 499L	SJ4122MDS	410L 2 Door Refrigerator	SLASH PRICE		Yes	-	-	2,419	2,149	11.2%	270
B1	REF	400L - 499L	SJ4422MSS	440L 2 Door Refrigerator	SLASH PRICE		Yes	-	-	2,789	2,469	11.5%	320
B1	REF	400L - 499L	SJ5022MDS	460L 2 Door Refrigerator	SLASH PRICE + NITORI/TNG		Yes	100.00	50.00	3,679	3,379	8.2%	300
B1	REF	400L - 499L	SJ5522MDS	500L 2 Door Refrigerator	SLASH PRICE + NITORI/TNG		Yes	100.00	50.00	3,999	3,599	10.0%	400
B1	REF	500L & Above	SJPT666MFMK	610L 2 Door Refrigerator	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	4,399	4,079	7.3%	320
B1	REF	500L & Above	SJPT666MFGMW	610L 2 Door Refrigerator, AIOT	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	5,499	5,099	7.3%	400
B1	REF	500L & Above	SJPT776MFMK	670L 2 Door Refrigerator	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	4,799	4,329	9.8%	470
B1	REF	500L & Above	SJPT776MFGMB	670L 2 Door Refrigerator, AIOT	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	5,899	5,199	11.9%	700
B1	REF	500L & Above	SJPT886MFMK	720L 2 Door Refrigerator	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	4,999	4,629	7.4%	370
B1	REF	500L & Above	SJPT886MFGK	720L 2 Door Refrigerator, AiOT	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	5,999	5,249	12.5%	750
B1	REF	500L & Above	SJPT886MFGMW	720L 2 Door Refrigerator, AiOT	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	6,199	5,349	13.7%	850
B1	REF	500L & Above	SJPT886MFGAS	720L 2 Door Refrigerator, AiOT	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	6,299	5,439	13.7%	860
B1	REF	400L - 499L	SJF489MK	480L Avance Refrigerator	SLASH PRICE + NITORI/TNG	Yes		100.00	50.00	4,399	3,399	22.7%	1,000
B1	REF	400L - 499L	SJF489GK	480L Avance Refrigerator	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	4,499	3,499	22.2%	1,000
B1	REF	400L - 499L	SJF489GW	480L Avance Refrigerator	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	4,599	3,599	21.7%	1,000
B1	REF	400L - 499L	SJF589GW	530L Avance Refrigerator	SLASH PRICE + NITORI/TNG	Yes		200.00	100.00	5,179	4,179	19.3%	1,000
B1	REF	500L & Above	SJF609SFGW	551L NEOFIT Refrigerator	SLASH PRICE + NITORI/TNG	Yes		700.00	350.00	9,999	6,999	30.0%	3,000
B1	REF	500L & Above	SJF821VMSS	700L Avance Refrigerator	SLASH PRICE + NITORI/TNG		Yes	400.00	200.00	6,099	5,369	12.0%	730
B1	REF	500L & Above	SJF921VMSS	750L Avance Refrigerator	SLASH PRICE + NITORI/TNG		Yes	400.00	200.00	6,599	5,729	13.2%	870
B1	REF	500L & Above	SJF921VGK	750L Avance Refrigerator	SLASH PRICE + NITORI/TNG		Yes	400.00	200.00	7,299	6,419	12.1%	880
B1	REF	500L & Above	SJF921VGW	750L Avance Refrigerator	SLASH PRICE + NITORI/TNG		Yes	400.00	200.00	7,499	6,499	13.3%	1,000
B1	REF	500L & Above	SJF1022VMDS	750L Avance Refrigerator	SLASH PRICE + NITORI/TNG		Yes	400.00	200.00	7,199	6,369	11.5%	830
B1 TOTAL			27						-				

Product List

SHARP

New Model | Focus Model

BU	CAT.	SIZE	MODEL	Product Description	OFFER TYPE	3 Year Warranty	5 Year Warranty	Nitori Voucher	TNG	RCP	SP	Discount	VAR
B2	SKA	35L	EO35STMA	35L, 1500W, Stainless Steel Casing with Easy	SLASH PRICE			-	-	369	319	13.6%	50
B2	SKA	42L	EO42KMA	60Litre, 2000W, Black Casing with Easy Key F	SLASH PRICE			-	-	499	429	14.0%	70
B2	MWO	31L	AX3100VB	31L, Inverter, 930W Powerful Steam, Superhea	SLASH PRICE + NITORI/TNG			300.00	150.00	4,599	3,999	13.0%	600
B2	MWO	26L	AX2600VMB	26L, Inverter, 2300W powerful steam, 5 in 1 St	SLASH PRICE + NITORI/TNG			300.00	150.00	2,759	2,399	13.0%	360
B2	MWO	23L	R23GD6FAVMC	23L 1350W Grill Touch MWO Flatbed Beige	SLASH PRICE + NITORI			30.00	-	599	529	11.7%	70
B2	MWO	23L	R23GD6FAVMW	23L 1350W Grill Touch MWO Flatbed White	SLASH PRICE + NITORI			30.00	-	599	529	11.7%	70
B2	RC	1.8L	KSL18MYBK	1.8L, 860W, Digital Low sugar rice cooker	SLASH PRICE + NITORI/TNG			100.00	50.00	799	559	30.0%	240
B2	RC	1.8L	KST18AMWH	1.8L, 790W, Non Stick Inner Pot, LCD Digital R	SLASH PRICE + NITORI			30.00		569	489	14.1%	80
B2	RC	1.0L	KSF101MW	1.0L, 610W, Non Stick Inner Pot, LED Digital Ric	SLASH PRICE + NITORI			30.00		329	279	15.2%	50
B2	RC	1.8L	KSF18AMWH	1.8L, 790W, Non Stick Inner Pot, LED Digital R	SLASH PRICE + NITORI			30.00		349	299	14.3%	50
		B2 TOTAL	10						-				

BU	CAT.	SIZE	MODEL	Product Description	OFFER TYPE	3 Year Warranty	5 Year Warranty	Nitori Voucher	TNG	RCP	SP	Discount	VAR
B3	AP	84m²	FXS120LH	84m², 26000 AIoT Plasmacluster Air Purifier , I	SLASH PRICE + NITORI/TNG			300.00	150.00	4,699	3,999	14.9%	700
B3	AP	39-77m²	DWT30FLH	3 in 1 dehumidifier, 39-77m² dehumidifying, 37n	SLASH PRICE + NITORI/TNG			300.00	150.00	3,499	2,999	14.3%	500
B3	AP	30m²	FPS42LL	30m², Dual Sided Filter, Double filtration, AIOT	SLASH PRICE + NITORI/TNG			160.00	80.00	1,699	1,499	11.8%	200
B3	AP	30m²	FPS40LT	30m², Dual Sided Double Filtration, Auto & Haz	SLASH PRICE + NITORI/TNG			100.00	50.00	1,299	1,049	19.2%	250
B3	AP	21m²	KCF30LW	21m², Humidifying : 16m² Haze Mode, Auto Re	SLASH PRICE + NITORI/TNG			100.00	50.00	1,289	1,079	16.3%	210
B3	AP	40m²	FPGM50LB	40m², Mosquito Trap Function, Haze Mode, Au	SLASH PRICE			-	-	1,357	1,079	20.5%	278
B3	AP	23m²	FPJ30LB	23m², Haze Mode, Off Timer	SLASH PRICE			-	-	649	459	29.3%	190
B3	Fan	4L	PJR34TVB	4L Air Cooler, Air volume 360m3/h, 4 Ice Packs	SLASH PRICE			-	-	499	399	20.0%	100
B3	Fan	10L	PJA100TVW	10L Air Cooler, Air volume 370m3/h, 4 Ice Pac	SLASH PRICE + NITORI/TNG			100.00	50.00	699	579	17.2%	120
B3	Fan	20L	PJA200TVB	Packs, Remote Control, Low Water Protection	SLASH PRICE			-	-	889	799	10.1%	90
		B3 TOTAL	9						#VALUE!				

Product List

SHARP

New Model | Focus Model

BU	CAT.	SIZE	MODEL	Product Description	OFFER TYPE	3 Year Warranty	5 Year Warranty	Nitori Voucher	TNG	RCP	SP	Discount	VAR
B4	AC	1.0HP	AHXP10DHD	Flagship Inverter : 1.0HP AIoT PCI	SLASH PRICE + NITORI/TNG		Yes	160.00	80.00	2,749	2,499	9.1%	250
B4	AC	1.5HP	AHXP13DHD	Flagship Inverter : 1.5HP AIoT PCI	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	3,269	2,969	9.2%	300
B4	AC	2.0HP	AHXP18DHD	Flagship Inverter : 2.0HP AIoT PCI	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	3,739	3,399	9.1%	340
B4	AC	2.5HP	AHXP24DHD	Flagship Inverter : 2.5HP AIoT PCI	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	4,369	3,969	9.2%	400
B4	AC	1.0HP	AHXP10DMD	Deluxe Inverter : 1.0HP PCI	SLASH PRICE + NITORI/TNG		Yes	160.00	80.00	2,529	2,299	9.1%	230
B4	AC	1.5HP	AHXP13DMD	Deluxe Inverter : 1.5HP PCI	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	3,049	2,769	9.2%	280
B4	AC	2.0HP	AHXP18DMD	Deluxe Inverter : 2.0HP PCI	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	3,519	3,199	9.1%	320
B4	AC	2.5HP	AHXP24DMD	Deluxe Inverter : 2.5HP PCI	SLASH PRICE + NITORI/TNG		Yes	300.00	150.00	4,149	3,769	9.2%	380
B4	AC	1.0HP	AHXP10YMD	Deluxe Inverter : 1.0HP PCI	SLASH PRICE + NITORI/TNG		Yes	100.00	50.00	2,449	2,019	17.6%	430
B4	AC	1.5HP	AHXP13YMD	Deluxe Inverter : 1.5HP PCI	SLASH PRICE + NITORI/TNG		Yes	100.00	50.00	2,799	2,289	18.2%	510
B4	AC	2.0HP	AHXP18YMD	Deluxe Inverter : 2.0HP PCI	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	4,029	3,199	20.6%	830
B4	AC	2.5HP	AHXP24YMD	Deluxe Inverter : 2.5HP PCI	SLASH PRICE + NITORI/TNG		Yes	200.00	100.00	4,529	3,769	16.8%	760
B4	AC	1.0HP	AHXP10DSD	Standard Inverter : 1.0HP PCI	SLASH PRICE + NITORI/TNG		Yes	100.00	50.00	2,349	2,149	8.5%	200
B4	AC	1.5HP	AHXP13DSD	Standard Inverter : 1.5HP PCI	SLASH PRICE + NITORI/TNG		Yes	100.00	50.00	2,649	2,449	7.6%	200
B4	AC	2.0HP	AHXP18DSD	Standard Inverter : 2.0HP PCI	SLASH PRICE + NITORI/TNG		Yes	160.00	80.00	3,649	3,349	8.2%	300
B4	AC	2.5HP	AHXP24DSD	Standard Inverter : 2.5HP PCI	SLASH PRICE + NITORI/TNG		Yes	160.00	80.00	4,299	3,999	7.0%	300
		B4 TOTAL	16										

BU	CAT.	SIZE	MODEL	Product Description	OFFER TYPE	3 Year Warranty	5 Year Warranty	Nitori Voucher	TNG	RCP	SP	Discount	VAR
B5	WM	>13kg	ESX1521	15.5kg Fully Auto Top Load Washer	SLASH PRICE + NITORI/TNG	Yes		100.00	50.00	2,369	1,899	19.8%	470
B5	WM	>13kg	ESX2021	20kg Fully Auto Top Load Washer	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	3,569	2,569	28.0%	1,000
B5	WM	>13kg	ESWX14AMG	14.5kg Fully Auto Top Load Inverter Washe	SLASH PRICE + NITORI/TNG	Yes		100.00	50.00	2,179	1,889	13.3%	290
B5	WM	>13kg	ESWM15BMG	15kg Fully Auto Top Load Inverter Washer	SLASH PRICE + NITORI/TNG	Yes		100.00	50.00	2,399	1,899	20.8%	500
B5	WM	>13kg	ESWX18AMG	18kg Fully Auto Top Load Inverter Washer	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	2,849	2,299	19.3%	550
B5	WM	>13kg	ESWX24AMG	24kg Fully Auto Top Load Inverter Washer	SLASH PRICE + NITORI/TNG	Yes		200.00	100.00	3,709	2,899	21.8%	810
B5	WM	>13kg	ESWJ18CMG	18kg Fully Auto Top Load Inverter Washer	SLASH PRICE + NITORI/TNG	Yes		200.00	100.00	3,099	2,299	25.8%	800
B5	WM	>13kg	ESWJ21CMG	21kg Fully Auto Top Load Inverter Washer	SLASH PRICE + NITORI/TNG	Yes		200.00	100.00	3,299	2,599	21.2%	700
B5	WM	10kg - 13kg	ESFX11APB	11.0kg Inverter Front Load Washer	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	2,629	2,309	12.2%	320
B5	WM	10kg - 13kg	ESDX11APB	11.0kg/6.0kg Inverter Front Load Washer Dr	SLASH PRICE + NITORI/TNG	Yes		200.00	100.00	3,149	2,829	10.2%	320
B5	WM	10kg - 13kg	ESFJ1054AMG	10.5kg ProFlex Front Load Washer	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	3,699	2,649	28.4%	1,050
B5	WM	10kg - 13kg	ESFJ1254AMG	12.5kg ProFlex Front Load Washer	SLASH PRICE + NITORI/TNG	Yes		160.00	80.00	4,099	2,999	26.8%	1,100
B5	WM	10kg - 13kg	ESDJ1054AMS	10.5/7kg ProFlex Front Load Washer Dryer	SLASH PRICE + NITORI/TNG	Yes		200.00	100.00	4,599	3,549	22.8%	1,050
B5	WM	10kg - 13kg	ESDJ1254AMS	12.5/8kg ProFlex Front Load Washer Dryer	SLASH PRICE + NITORI/TNG	Yes		300.00	150.00	4,999	3,899	22.0%	1,100
		B5 TOTAL	14										

Microsite http://my.sharp/ArigatouMalaysia

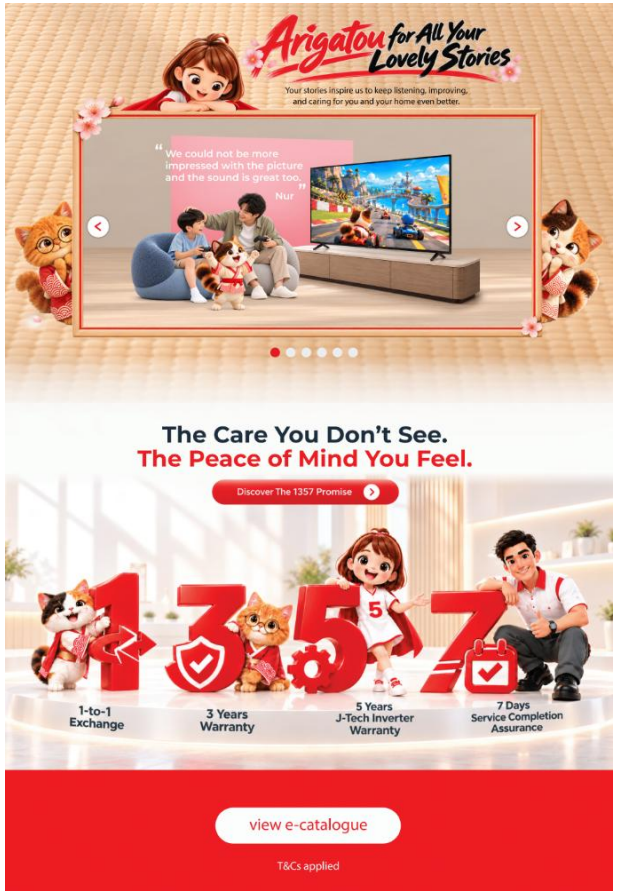
Live Date
12 Nov 2026

SHARP



Product Highlights with link to view **Promotion e- Catalog**

GWP info with link to **Redemption Page**



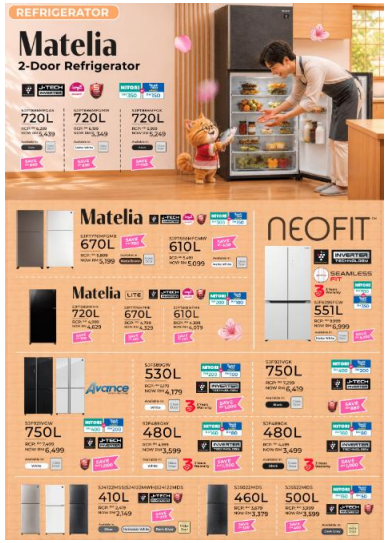


Highlight **1•3•5•7** Service promise with link to its **Microsite**

Target Completion Date
9 Nov 2026

SHARP















SHARP

(1) Tentcard

Est. Arrival Date
MTD – Nov 10
BMD – Nov 12





(2) Outdoor Banner

Available upon request only)





(3) New Promotion Sticker







- Please utilise the existing sticker stock before switching to the new design.



- For the new design, please submit the required quantity to Siou Cheong's team. BCM will liaise with them to arrange production accordingly.

(1) Bunting



(2) Wobbler



(3) Table Talker



SHARP

In step with your future.