



AGM - Business Update

28 April 2023

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2022 Group Performance

- The Group achieved revenues of RM 67.60 million representing an increase of RM 49.90 million versus 2021. This translated to a turnaround from a loss before taxation of RM 4.67m to profit before taxation of RM 34.25 million and loss after taxation of RM10.37 million to profit after taxation ("PAT") of RM25.93 million representing a 38.4% PAT margin.
- The theme parks segment achieved revenues of RM 58.18 million, and a record of approximately 497,000 visitors for all three parks for FY2022.
- In FY2022 we have seen significant upside in visitor volume and revenue per cap (particularly at ESCAPE Penang which achieved an increase of 25% in attendance and 50% in revenue), driven by pent up demand from the lengthy COVID lockdown period, the introduction of multiple new attractions and changing behaviour trend of consumers wanting to reconnect with nature and high fun, low tech experiences.
- Overall, our ESCAPE adventure parks have achieved an increase in revenues when compared against the pre-pandemic period.
- KidZania Kuala Lumpur achieved a record PAT of RM 6.46 million in FY2022, after years of losses under its previous owner.



ESCAPE Adventure Parks Performance

- ESCAPE Adventure Parks have seen a significant upside in visitor volume and revenue per cap, driven by pent up demand from the lengthy COVID lockdown period, the introduction of multiple new attractions (World's Longest Zip Coaster, Malaysia's First Ski Slope and the Dead Sea Pool) and changing behaviour trend of consumers wanting to reconnect with nature and enjoy high fun, low tech experiences.
- Overall ESCAPE Penang has achieved an increase in attendance and revenue levels, when compared against the pre-pandemic period.
- Revenues for ESCAPE Penang in 2022 eclipsed the corresponding pre-COVID pandemic year of 2019, by more than RM 15 million.
- The introduction of Base Camp (an overnight camping experience bundled with a 2 Day ticket) has seen a significant growth in visitors taking up this package and an increase in park guests average length of stay.
- With the full opening up of the local economy with staff from many companies now having returned to the office, we see a big opportunity to develop the team building and event business. This will be further boosted by the introduction of our new Obstacle Course teambuilding games in ESCAPE Penang in the 3rd quarter of 2023.



KidZania Kuala Lumpur Performance

- KidZania Kuala Lumpur has seen a steady pick up in business with strong attendance levels from families and also from schools who started to return from the 3rd quarter of FY2022 onwards and an increased ticket per cap achieved in FY2022.
- With the consolidation of the Purpose Partners (sponsor) program which includes the renewal of a number of existing partners and new partners such as Royal Canin, Panda Mart and Yayoi being signed in late 2022/early 2023, overall sponsorship revenues are expected to steadily increase in FY2023.
- After years of loss making under the previous owner KidZania Kuala Lumpur achieved a record PAT of RM 6.4 million in FY2022, after seven months of active operations.
- The return of the school business, steady growth in families and the increase in Birthday Parties present a strong opportunity to grow attendance and revenues at KidZania Kuala Lumpur in FY2023.



Poised for Growth

Sim Leisure is putting in place range of new rides and attractions and expanding our offerings across our attraction businesses including:

ESCAPE Penang

- Introduction of a second Guinness World Record certified attraction of the World's Longest Zip Coaster
- Introduction of Malaysia's first Dry Ski Slope
- Introduction of Malaysia's first Dead Sea Pool
- Expansion of the Base Camp (overnight camping offering bundled with a 2 Day Ticket) @ ESCAPE Penang
- Introduction of Malaysia's first Pet Friendly Camping Area

ESCAPE PJ

- Addition of second Sling Shot game
- Launch of the fully completed international standard Obstacle Play course

KidZania Kuala Lumpur

- Introduction of new event programs and content (such as our new talent show The Bintang Show)
- Introduction of new sponsor establishments (cookie baking, ice cream making, pizza making etc)
- Development of Astronaut Training Centre establishment



Poised for --- Growth cont'd...

Sim Leisure is in the process of acquiring and developing new attractions in 2023 including:

KidZania Singapore

- Sim Leisure has secured the tender for the KidZania Singapore facility in Sentosa and is currently finalising the tenancy agreement with the landlord Sentosa Development Corporation and License Territory Agreement with KidZania S.A.P.I de C.V. the franchisor of KidZania and payment for the previously secured assets from KidZania Singapore with the appointed receiver RSM Corporate Advisory Pte Ltd. Expected opening in early 2024.

ESCAPE Ipoh

- Sim Leisure is currently building its newest 120 acre adventure park in Tanjung Tualang, Malaysia, which will be promoted as South-East Asia's team building capital, with an expected opening in the 4th quarter of 2023.

Key Management

- Sim Leisure has expanded its management team to include key hires of CEO, Finance, Sales and Marketing, Operations, Safety and Training and Development across the group.
- Further, Sim Leisure is improving and digitising its processes and systems to increase efficiency and accommodate the increased growth we expect to see across our businesses.



Future Expansion

Future ESCAPE Adventure Parks

- We are actively working with various parties to expand our ESCAPE brand in Malaysia across both outdoor and indoor parks including the ESCAPE Cameron Highlands project and a new outdoor park in Klang Valley, Malaysia.
- We have also been fielding increased interest and enquiries from many Malaysian mall owners/operators who have been observing the success of the ESCAPE Challenge business. Currently we are finalising agreements with mall operators in Kuala Lumpur and Johor Bahru, who have agreed to invest capital to bring ESCAPE Challenge to their malls as they see it as a destination driver and offering a unique experience for their visitors.
- On the international front, we are in active discussions with land owners and investors to fund the design, build and operation of ESCAPE Parks across various countries in the Asia Pacific.



Future Expansion cont'd

Cool Melon Ticketing System

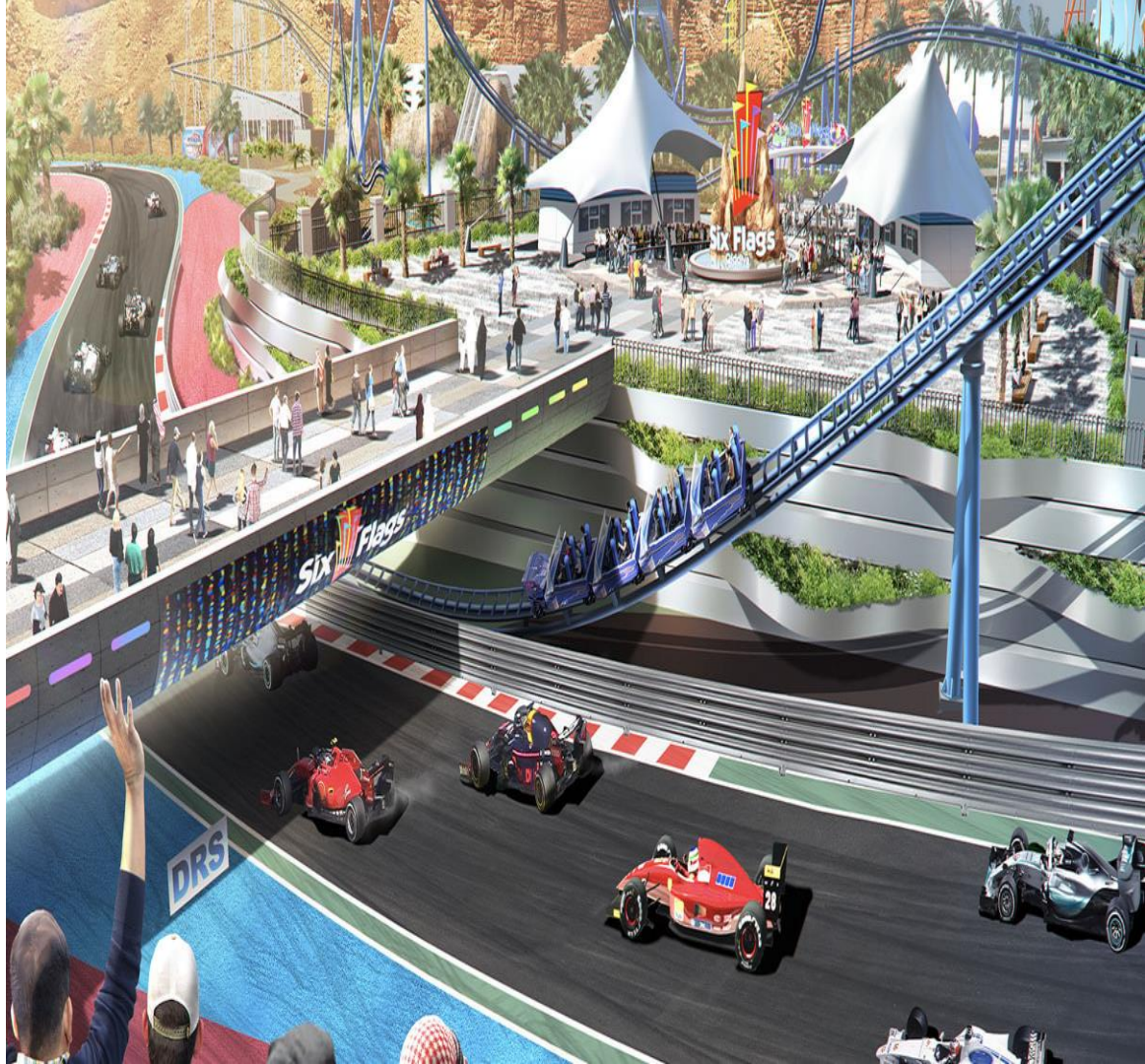
- Over the last 2 years Sim Leisure has invested considerable time and effort to refine and expand its online ticketing system across our owned and operated parks and have added further innovation with facial recognition entry together with a new personalised digital photography solution which has added an additional revenue stream to the business.
- This has become a new digital business for the group that we have been long preparing for and has evolved into a new business division, whereby the ticketing system will be used to white label digital solutions for the leisure and tourism industry. We are currently in discussions with KidZania S.A.P.I. DE C.V, the franchisor of KidZania and other leading attraction operators to consider the adoption of the Cool Melon ticketing system across their attraction facilities.



Future Expansion cont'd

Theming Design and Contracting Business

- As part of its long-established theming design and contracting business in Dubai, Sim Leisure Group has through its Dubai United Emirates (U.A.E.) team of the newly acquired subsidiary, Sim Leisure Gulf Contracting L.L.C. secured the subcontract theming works for the Six Flags Qiddiya project located in the Kingdom of Saudi Arabia. The subcontract work is to be undertaken by the newly established subsidiary, Sim Leisure Arabia Contracting L.L.C. for a contract sum of USD 18.17 million.
- The Six Flags Qiddiya Project is a theme park development project to build the KSA's first of its kind theme park spreading across 32 hectares with six themed lands and 28 rides and attractions. (Source:- <https://qiddiya.com/en/venue/six-flags-qiddiya/>)



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