



FOR IMMEDIATE RELEASE

SIM LEISURE MAKES KEY SENIOR APPOINTMENTS AMIDST GLOBAL EXPANSION

MALAYSIA, 1 JULY 2022 – Sim Leisure Group Ltd (“SLG” and together with its subsidiaries, the “Group”) had announced its planned expansion with notable ongoing projects in Oman, Qatar, Saudi Arabia, Sri Lanka and China together with local projects under the ESCAPE brand in Cameron Highlands and Ipoh. These projects add to its existing award-winning ESCAPE parks in Penang and Petaling Jaya, and its recent acquisition of edutainment facility KidZania Kuala Lumpur.

To facilitate its expansion, the Group has made several strategic executive appointments to its senior management and Board of Directors. Key among them is the appointment of Phil Whittaker who will assume the role of Chief Executive Officer beginning 1 July 2022, taking over from visionary founder and Chief Executive Officer, Sim Choo Kheng, who has devoted more than three decades of his life to the leisure industry.

Whittaker, who prior to this appointment served as Strategic Advisor and more recently as Commercial Director to the Group, carries with him more than 25 years of knowledge and expertise in developing, launching, managing and restructuring sales, marketing, commercial and operations to deliver growth in several notable travel, leisure and entertainment-related organisations in Australia, Malaysia and Singapore. These include Warner Village Theme Parks (now known as Village Roadshow Theme Parks), Warner Bros. Entertainment, Themed Attractions Resorts & Hotels and Desaru Development Holdings. He is highly regarded as a hands-on skilled strategist, negotiator, facilitator and communicator, forging fruitful and mutually-rewarding partnerships throughout his career.

Heralded as the creative engine behind the Sim Leisure Group, Sim will take on a new role as Executive Chairman where he will spearhead the Group’s new product innovation. With Whittaker’s appointment, Sim will also oversee the Group’s strategic direction and the expansion of Sim Leisure’s brands, including the design and development of new projects locally and internationally, while liaising with key stakeholders.

SLG has also made a new appointment to the Group’s board of directors, namely Eric Sho. An Accountant by profession, Sho carries with him vast experience in the Chinese Market.

In the near future, SLG is also planning to introduce greater industry representation on the board to lend their expertise and help champion SLG’s industry representation in several markets around the world.



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More information about the Sim Leisure Group can be found at www.simleisuregroup.com.

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About Sim Leisure Group

Sim Leisure Group is a well-established developer and operator of theme parks listed on the Singapore Exchange since March 2019. The Group's founder, Sim Choo Kheng, has more than 30 years of experience in the theme park industry, having designed, built and managed theme parks in Europe, the Middle East and ASEAN region.

A sister company of the Group, Sim Leisure Gulf currently based in Dubai, provides theming design and construction services to major international clients, having successfully delivered over 300 projects worldwide including The Lost Paradise of Dilmun in Bahrain, Bollywood Theme Park in Dubai, Yas Waterworld in Abu Dhabi, Ski Egypt in Cairo, Ski Dubai, the Motiongate Theme Park in Dubai, Aquapolis in Bulgaria, Ulynovsk Park in Russia, and the Egypt and Jurassic Park zones of Universal Studios Singapore.

The Group is the owner of ESCAPE brand of theme parks, showcasing ESCAPE outdoor theme park in Penang, Malaysia since 2012 and the ESCAPE Challenge indoor park at Paradigm Mall, Petaling Jaya which launched in 2020. ESCAPE's business model disrupts long standing convention of movie-based themes and mechanical roller-coaster rides in the theme park industry.

The Group has also signed agreement to expand the ESCAPE brand internationally in Sri Lanka and MOU's in China, currently these projects are delayed due to the COVID-19 pandemic. The Group also recently acquired KidZania Kuala Lumpur and plans to acquire KidZania Singapore too.

Sim Leisure Group constantly strives for excellence and does not settle for anything less. This mantra stems from the founder's obsession for upholding the highest quality & standards, consistently pushing boundaries and adopting an international global mindset. At Sim Leisure Group, it's never business as usual.

Issued for an on behalf of Sim Leisure Group

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