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Official opening of Project Rock, an indoor rock climbing centre at IKEA Batu Kawan

Singapore – 13 December 2019, Sim Leisure Group Ltd. (“**Sim Leisure**” or the “**Company**”, together with its subsidiaries, the “**Group**”), a theme park developer and operator based in Penang, Malaysia, announced today the official opening of Project Rock, an indoor climbing centre at IKEA Batu Kawan in Penang. Project Rock will be operated under Sim Leisure Rock Sdn. Bhd., a subsidiary of the Group.

Project Rock, located within the world's favourite furniture store, will be an anchor tenant at IKEA Batu Kawan. It will also be the largest indoor rock climbing centre in Northern Malaysia. Project Rock will feature over 6,000 square feet of climbing area for children, a bouldering wall as well as roped climbing walls measuring up to 11 metres high.

Project Rock aims to make rock climbing fun, open to people from all walks of life and all ages. Each visitor will be given a full orientation on indoor rock climbing before being able to experience rock climbing in a safe environment.

Mr Sim Choo Kheng, CEO of Sim Leisure said, “*We see the potential in Project Rock's business, which is in line with our leisure business promoting active, healthy fun and we are happy to support young entrepreneurs like Goh Kae Vin. We want this to be part of the Sim Leisure family and make it a global success.*”

Mr Goh Kae Vin, Director of Sim Leisure Rock said, “*Climbing as a human instinct is being quickly forgotten in the modern world. At Project Rock, we believe that rock climbing is the perfect activity for friends and families to bond, have fun and get active. Our aim is to create a safe and fun environment for everyone to relive the fun times of our childhood - back when we climbed everything in sight!*”

Project Rock has officially opened on 12 December 2019, with operating hours from 10am to 10pm daily. For more information, visit <https://www.projectrock.com.my>.

You may also purchase day passes and membership from <https://ticket.projectrock.com.my>.



Pictured: Climbing walls at Project Rock which measure over 11 metres. Project Rock aims to introduce rock climbing as a fun and safe sport to the general public



Pictured: Peter Kamprad, the heir of IKEA founder Ingvar Kamprad paying a visit to Project Rock

– The End –

About Sim Leisure Group Ltd.

The Group is a well-established developer and operator of theme parks based in Penang, Malaysia. The Group's founder, Sim Choo Kheng, has more than 29 years of experience in the theming industry. The Group presently operates ESCAPE theme parks (<http://www.escape.my/>), in Penang, Malaysia and caters to both local and foreign visitors. ESCAPE Adventureplay is an outdoor adventure theme park which contains eco-friendly features and design elements reminiscent of traditional villages and pastimes in Malaysia. ESCAPE Waterplay is the first water park in Penang and also features the same eco-friendly and traditional design elements as ESCAPE Adventureplay. ESCAPE Gravityplay, which will feature a chairlift and two downhill karting tracks, is the third in the ESCAPE series of theme parks and is targeted to be launched in the first half of 2019. The ESCAPE theme parks welcomed approximately 112,000 visitors in 2017 and approximately 185,000 visitors in 2018.



ESCAPE is the answer to the Penang state government's vision of a world-class leisure destination when Sim Leisure won a development tender in 2009 over the 60-acre land ESCAPE currently inhabits. This Guinness World Record will place Penang on the world map and draw large tourism crowds domestically and internationally.

ESCAPE has been awarded the TripAdvisor Certificate of Excellence every year from 2014 to 2019, the Certificate of Merit and Winner in the category of Best Tourist Attraction (Man-Made Attraction/Theme Park) at the 19th Malaysia Tourism Awards for 2014/2015 and 20th Malaysia Tourism Awards for 2016/2017, respectively.

The Group's business model disrupts the typical mainstream business model from the West which pays hefty royalties and requires costly investments in themed structures and mechanical rides. More importantly, ESCAPE theme parks address the original pursuit of fun which comes from childhood, mischievous play with friends, and not strap-on mechanical rides.

ESCAPE theme parks re-introduce the forgotten childhood play of yesteryear to today's generation, showing that fun can be affordable. ESCAPE re-connects visitors with the nature we once lived in, co-existed with, and depended on by embracing green ideas. Currently, the ESCAPE theme parks in Penang featuring various play-centric attractions which include climbing zones, obstacle courses, vertical leap, zip lines, high dive platform and waterslides have guests re-discover their innate balance, agility, physical strength, courage, and play instincts. These are part of Sim Choo Kheng's vision of fun, environmentally-friendly, and economically viable theme parks. These also explain ESCAPE theme parks' success with corporate team building programmes and school field trips.

For more information, please visit <https://www.escape.my/>

Issued for and on behalf of Sim Leisure Group Ltd. by Financial PR

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PRESS RELEASE

*This press release has been prepared by Sim Leisure Group Ltd. (the “**Company**”) and its contents have been reviewed by the Company’s sponsor, ZICO Capital Pte. Ltd. (the “**Sponsor**”), in accordance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) Listing Manual Section B: Rules of Catalist.*

This press release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this press release including the correctness of any of the statements or opinions made or reports contained in this press release.

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