



AGM - Business Update

29 April 2022

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Q1 2022 Group Performance

- The Group's revenue performance for Q1 2022 achieved 75% of recorded revenue for the preceding quarter ended 31 Dec 2021 (which is traditionally a super peak season for the tourism and leisure sector). This result was achieved despite not having any international tourists, corporate and school groups, and relying exclusively on local visitors.
- For Q1 2022 we have seen significant upside in visitor volume and revenue per cap (particularly at ESCAPE Penang), driven by pent up demand from the lengthy COVID lockdown period and changing behaviour of consumers wanting to reconnect with nature and high fun, low tech experiences.
- Overall our ESCAPE attractions have achieved an increase in revenues versus the pre-pandemic period.
- KidZania Kuala Lumpur has seen a steady pick up in business, with strong attendance levels achieved in Q1 2022 and increased ticket per cap and a return of support from existing and new corporate sponsors.



ESCAPE Parks

Performance

- ESCAPE Parks have seen a significant upside in visitor volume and revenue per cap for Q1 2022, driven by pent up demand from the lengthy COVID lockdown period and changing behaviour of consumers wanting to reconnect with nature and high fun, low tech experiences.
- Overall our ESCAPE attractions have achieved an increase in revenues versus the pre-pandemic period.
- Revenues for ESCAPE Penang in Q1 2022 eclipsed the corresponding period of pre-COVID pandemic year of 2019.
- The recent 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 recent introduction of the international standard Obstacle Play course and opening up of the local economy with staff from many companies now starting to return to the office, we see a big opportunity to develop the team building and event business. In fact we are already fielding increased inquiries for team building and group events across ESCAPE Penang and ESCAPE Petaling Jaya.



KidZania Kuala Lumpur

Performance

- KidZania Kuala Lumpur has seen a steady pick up in business with strong attendance levels and an increased ticket per cap achieved in Q1 2022
- Whilst we saw a slight dip in February 2022 due to the increased outbreak of the Omicron variant we have seen a steady increase in attendance over March/April 2022.
- This trend is expected to continue as consumer confidence returns and the economy starts to open up and we transition from pandemic to endemic
- With the expected return of the school business by Q3 2022 (which traditionally accounts for up to 30% of total attendance) we remain confident of our increased attendance outlook and a return to pre-COVID levels over the next 1-2 years.
- As event SOP's continue to be relaxed, Birthday Parties and Special Events also present a strong opportunity to grow revenues at KidZania Kuala Lumpur.



KidZania Kuala Lumpur --- Performance cont'd

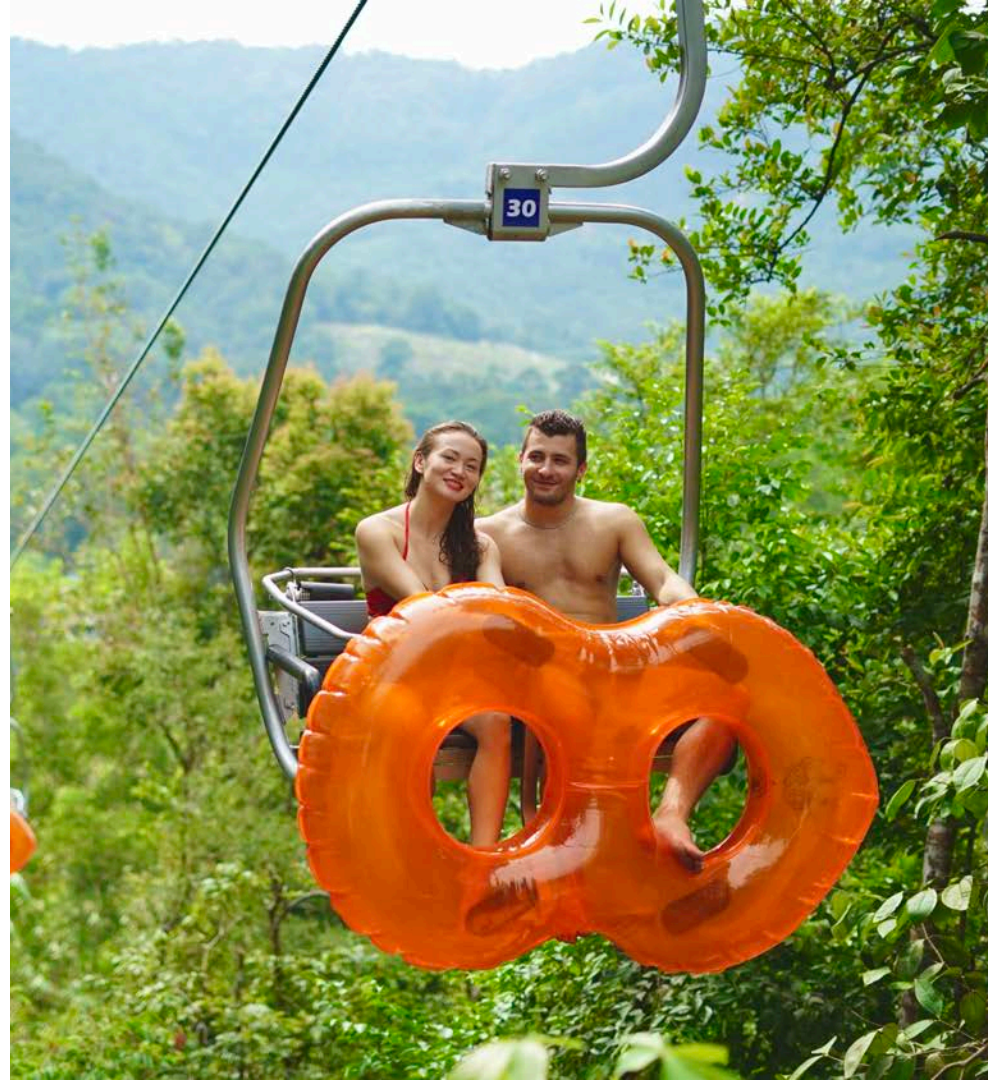
- When Sim Leisure acquired KidZania Kuala Lumpur the facility was badly impacted by the pandemic with around 50% of the establishments/role play activities discontinued during the COVID period.
- After a 2 year hiatus the majority of our corporate sponsors have opted to continue with KidZania Kuala Lumpur and start paying fees in 2022 at similar levels to the pre-pandemic period.
- A number of new corporate sponsors have been secured since the end of last year and KidZania Kuala Lumpur is seeing increased interest from potential sponsors.
- Sim Leisure continues to liaise with KidZania S.A.P.I de C.V. the franchisor of KidZania and the landlord Sentosa Development Corporation to prepare for the upcoming tender exercise for the KidZania Singapore site, expected to be finalised by Q2 2022.



Poised for Growth

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

- Recent enhancement of the World's Longest Slide with the Pepsi ESCAPE Challenge activity @ ESCAPE Penang
- Introduction of a second Guinness World Record certified attraction of the World's Longest Zip Coaster to be launched by the Governor of Penang on 12 May 2022 @ ESCAPE Penang
- Expansion of the Base Camp (overnight camping offering bundled with a 2 Day Ticket) @ ESCAPE Penang
- Launch of the international standard Obstacle Play course to capture the lucrative corporate team building and sports event markets @ ESCAPE PJ
- Introduction of new event programs (such as our new talent show The Bintang Show) and content and new sponsors and a significantly expanded marketing program at KidZania Kuala Lumpur.



Poised for --- Growth cont'd

- Sim Leisure had originally planned to expand its management team and increase its resources some two years ago, however this was put on hold due to the pandemic.
- Now that the market is opening up again and confidence is returning we have recently made some key hires in the commercial, sales and marketing areas and will be recruiting further hires in training and development and operations across the group.
- Further, we are improving our processes and systems to accommodate the increased growth we expect to see across our businesses.



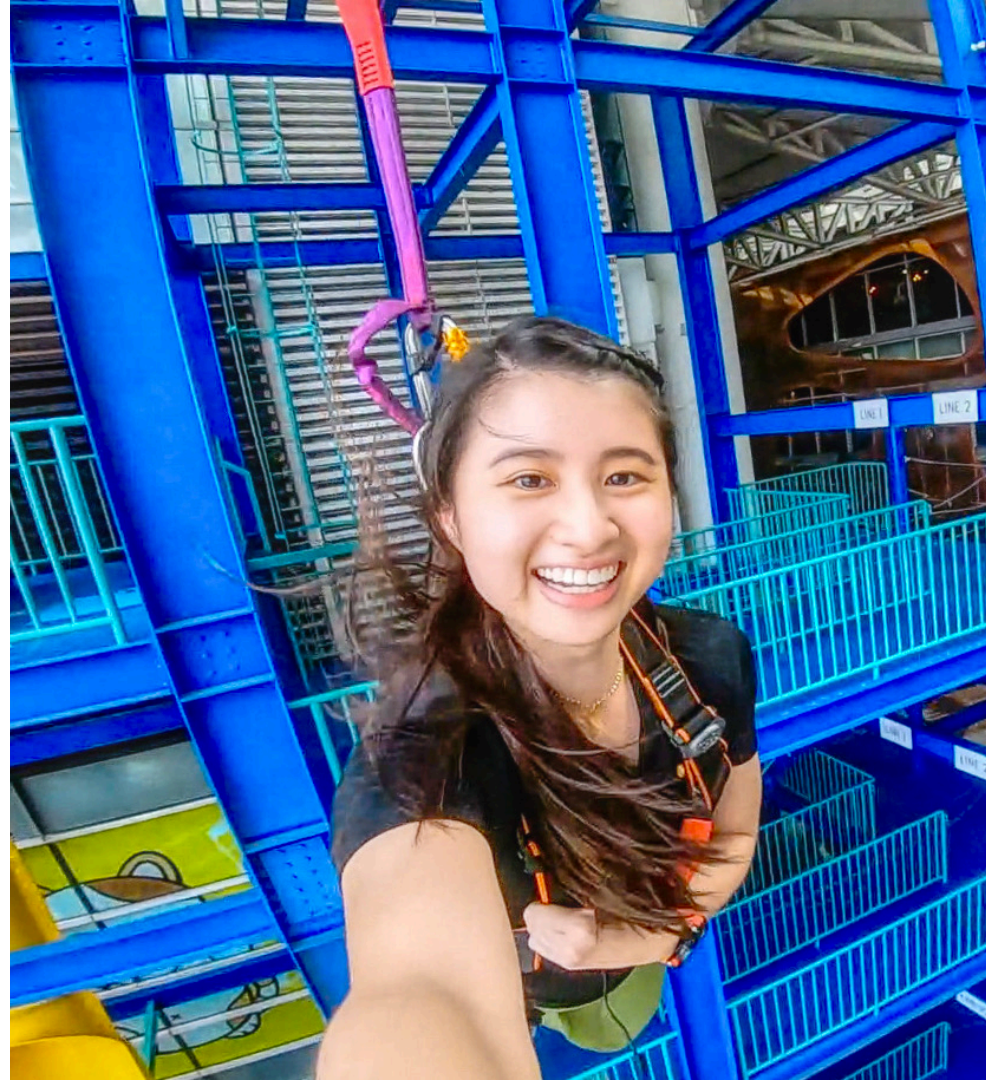
Future Expansion

- We are actively working with various parties to expand our ESCAPE brand in Malaysia across both outdoor and indoor facilities including the recently announced ESCAPE Cameron Highlands project and a new outdoor park which we plan to announce once the details have been finalized.
- We have also been fielding increased interest and enquiries from many Malaysian mall owners/operators who have been observing the ESCAPE Challenge business. These malls are willing to invest capex 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, as we have previously announced we have recently signed MOUs with representatives in Oman, Qatar and Saudi Arabia and are now in active discussions with land owners and investors to fund the design, build and operation of ESCAPE Parks in these markets.
- After a two year delay due to the pandemic, plans are now underway to start our ESCAPE Sri Lanka project from Q3 2022 onwards.
- The ground works for an ESCAPE Park and ESCAPE Challenge in China have been done and we now await the reopening of the China border to continue our planned expansion into the Chinese market.



Future Expansion cont'd

- Over the last 2 years Sim Leisure has invested considerable time to refine and expand its online ticketing system across our parks and have added further innovation with facial recognition entry/exit 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 will ultimately evolve into a new business division whereby the ticketing system will be used to white label digital solutions for the leisure and tourism industry.



Contact Us

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