



AGM - Business Update

23 April 2024

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FY 2023 Group Performance

- The Group achieved revenues of RM135.50 million for the financial year ended 31 December 2023 (“FY 2023”) representing an increase of RM68 million versus the preceding financial year (“FY 2022”) and profit before taxation (“PBT”) of RM35.13 million against a PBT of RM34.25 recorded in FY 2022.
- The theme parks segment achieved revenues of RM60.08 million, and a record of approximately 500,000 visitors for all three parks for FY 2023 (FY 2022 : 489,000).
- Overall, our theme parks segment have achieved an 3.3% increase in revenues and 1.8% increase in attendance for FY 2023 when compared against the same period last year.



FY 2023 Group Performance Cont'd

- KidZania Kuala Lumpur has achieved an 31.7% increase in revenues and 18.4% increase in attendance for FY 2023 when compared against the FY 2022.
- As for theme attractions construction, the Six Flags Qiddiya project in the Kingdom of Saudi Arabia, has effectively commenced in the second half of 2023 with approximately 25% project completion at the end of FY 2023, contributing about RM24.75 million revenue with a net profit after tax margin of 18%.



Poised for Growth Escape Adventure Parks

- The company continues to invest in its existing ESCAPE Penang Park after having launched Malaysia's first Pet Friendly destination, with the expansion of the Base Camp camping area (enabling visitors to stay at ESCAPE with their pets) and the addition of a new dry tube slide to the Outdoor Ski Slope in 2023. An outdoor Obstacle Course and Swing Park are currently under construction and targeted to launch in 2024 and are expected to drive corporate team building and the family markets and increase the length of visit.



Poised for Growth Escape Adventure Parks

Cont'd

- The group is continuing to expand ESCAPE Parks in Malaysia and internationally with ESCAPE Ipoh Park opening in April 2024, construction underway with its ESCAPE KL Park (its first major outdoor park in the heart of KL) and construction about to commence on two new ESCAPE Challenge parks in Putrajaya and Johor Bahru with both parks planned to launch in Q4 2024. The company is in active discussions with landowners and developers for the development of ESCAPE Parks in Johor and Sabah and across the Asia Pacific.





Poised for Growth KidZania Singapore Cont'd

- Refurbishment works of KidZania Singapore have been underway since August 2023, and the facility is at the final stage of inspection for the Fire Certificate and by the licensor, KidZania Mexico for public opening. Barring any unforeseen circumstances, the new look facility is expected to be launched by end of second quarter (Q2) of 2024. To date, the Company has secured corporate sponsorship from around 35 leading Singapore and regional brands for KidZania Singapore, which is an integral part of the KidZania business model.



Poised for Growth KidZania Singapore Cont'd

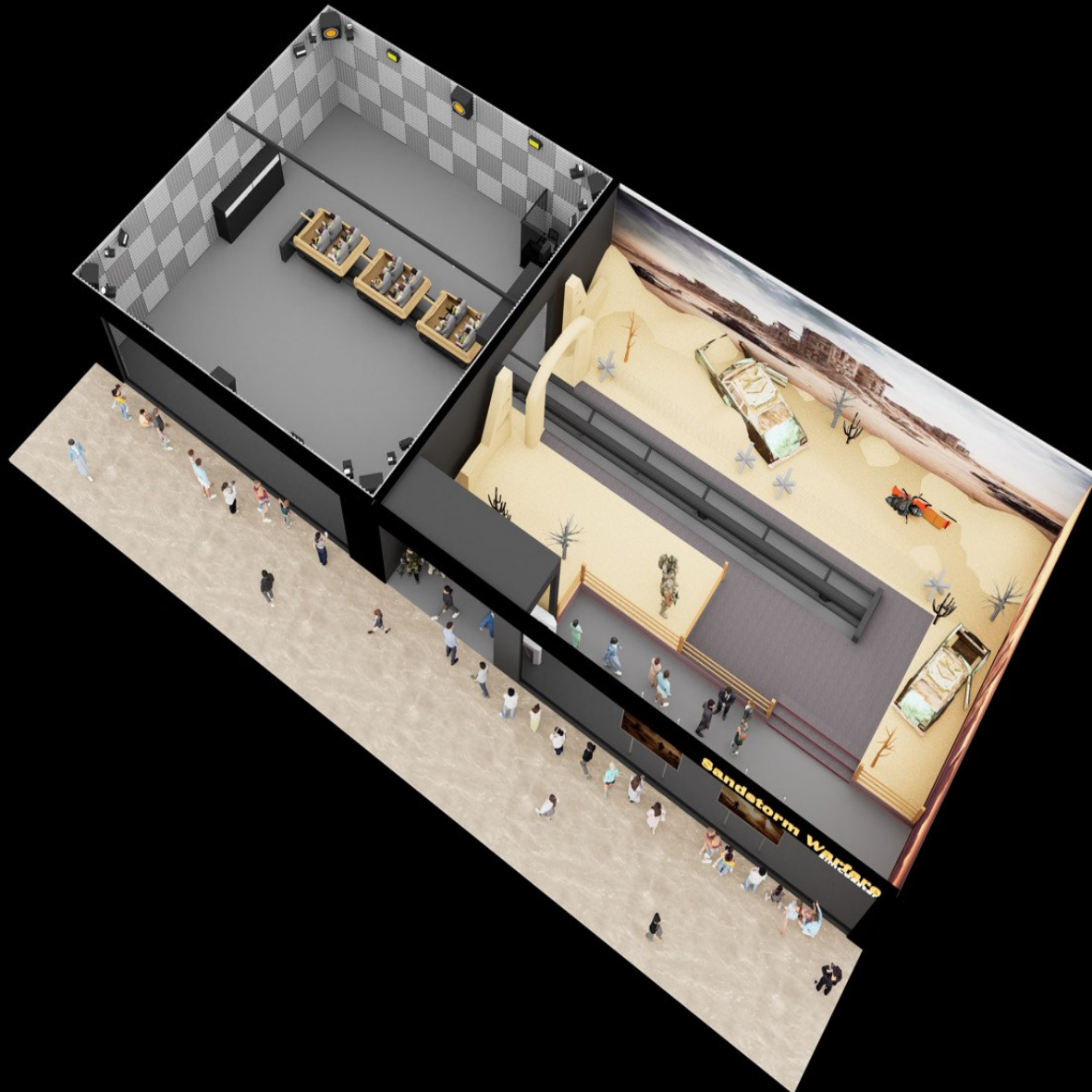
- Our target admission fees for the two principal groups of visitor (Child aged 4 – 17 years; and Adult) are between S\$70 to S\$120. With our dynamic discount model for early purchases, the Group is projecting a revenue per cap / visitor (includes merchandises and food and beverages) of S\$90 and an annual attendance of about 140,000 (representing about 60% of its last recorded annual attendance of about 235,000 before its closure in 2019, and at about 60% of KidZania Kuala Lumpur's 2023 attendance).

Poised for Growth Haven XR Cinema Centres

Cont'd

- After successfully executing an exclusive license agreement for South East Asia and China in 2023 with leading Australian entertainment company Haven XR, for the revolutionary Cinematic Immersive Adventure virtual reality attraction, development is underway to launch the first flagship HavenXR Cinema Centre in a leading mall in Malaysia in 2024.





Poised for Growth SimCoaster Cont'd

- The SimCoaster truly represents a revolution in the theme park industry and is set to make rollercoasters (as we know them) extinct.
- The SimCoaster will involve a 5 minute fully immersive simulated experience that will give riders the full sensation and feeling of riding in a mechanical rollercoaster based on different styles of coasters through diverse environments and scenery.
- Whilst offering all the thrills and sensations of the world's best rollercoaster rides, SimCoaster does this at a fraction of the price and space required for a traditional rollercoaster, the safety, comfort and convenience of a shopping mall.

THE FUTURE OF ROLLERCOASTERS IS HERE

Poised for Growth PlayMall Cont'd

- The Group is in a transitional stage of implementing its innovative new business idea to transform the company and significantly expand the business which no longer will be limited to ESCAPE Parks and its KidZania Kuala Lumpur and Singapore franchises (which were strategically acquired due to the bargain pricing they were secured at during COVID and are not seen as a viable business for the company to expand further).
- The Group is set to completely transform both the theme park and shopping mall business (which are facing impending decline due to changing trends of consumer preferences moving away from traditional rollercoaster theme parks and the explosion of online shopping respectively) through the introduction of 'PlayMall'.



Poised for Growth PlayMall Cont'd

- PlayMall is a concept it has designed and developed as an entertainment hub of diverse attraction experiences that is set to revolutionize the mall experience and to transform shopping centres into play malls and drive footfall back to the malls from consumers who are hungry for entertainment experiences.
- The Play Mall brings together an exciting array of 8 leading attraction brands including **ESCAPE Challenge** Adventure Park, **FUNDAY** Adventure Playground, the world's first **HavenXR** Cinematic VR experience, **SimCoaster** Ride, **Carnival** funfair rides and skill games, **Mini Miner** mining experience, the **Digger Builder** construction play space and **Snow Village** winter wonder playland all under the one roof!



Poised for Growth PlayMall Cont'd

- The company is currently in active discussions with leading mall owners and operators who have expressed strong interest to provide the capex funding and leasing space for Sim Leisure to develop and operate the Play Mall concept in Malaysia. Sim Leisure is also actively sponsoring and participating in leading shopping mall conferences with the aim of securing and transforming new mall sites across South East Asia.



Poised for Growth Theming Design and Contracting

Cont'd

- The Group has through its 60% indirect subsidiary company, Sim Leisure Arabia Contracting L.L.C. has commenced the subcontract theming works for the Six Flags Qiddiya project in the second half of the FY 2023. The theming construction work for this project is expected to pick up and contribute positively to the the financial performance of the Group for the financial year ending 31 December 2024 (“FY 2024”).
- Its Dubai, United Arab Emirates (“UAE”) Sim Leisure Gulf Contracting L.L.C. is also in active discussions with various attraction and mall operators for theming and design works for new attractions as well as re-design and refurbishing works for the existing attractions of its clients in UAE.



Poised for Growth Theming Design and Contracting Cont'd

- The Group expects the theming design and contracting business activities to remain robust hence, continue to contribute positively to the performance of the Group for the FY 2024.



Contact Us

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