



2024 AGM

Group Performance & Business Update

28 April 2025

Commercial in Confidence – not for external circulation. Copyright © 2025. All information, images and concepts are proprietary and remain the property of Sim Leisure Group Ltd



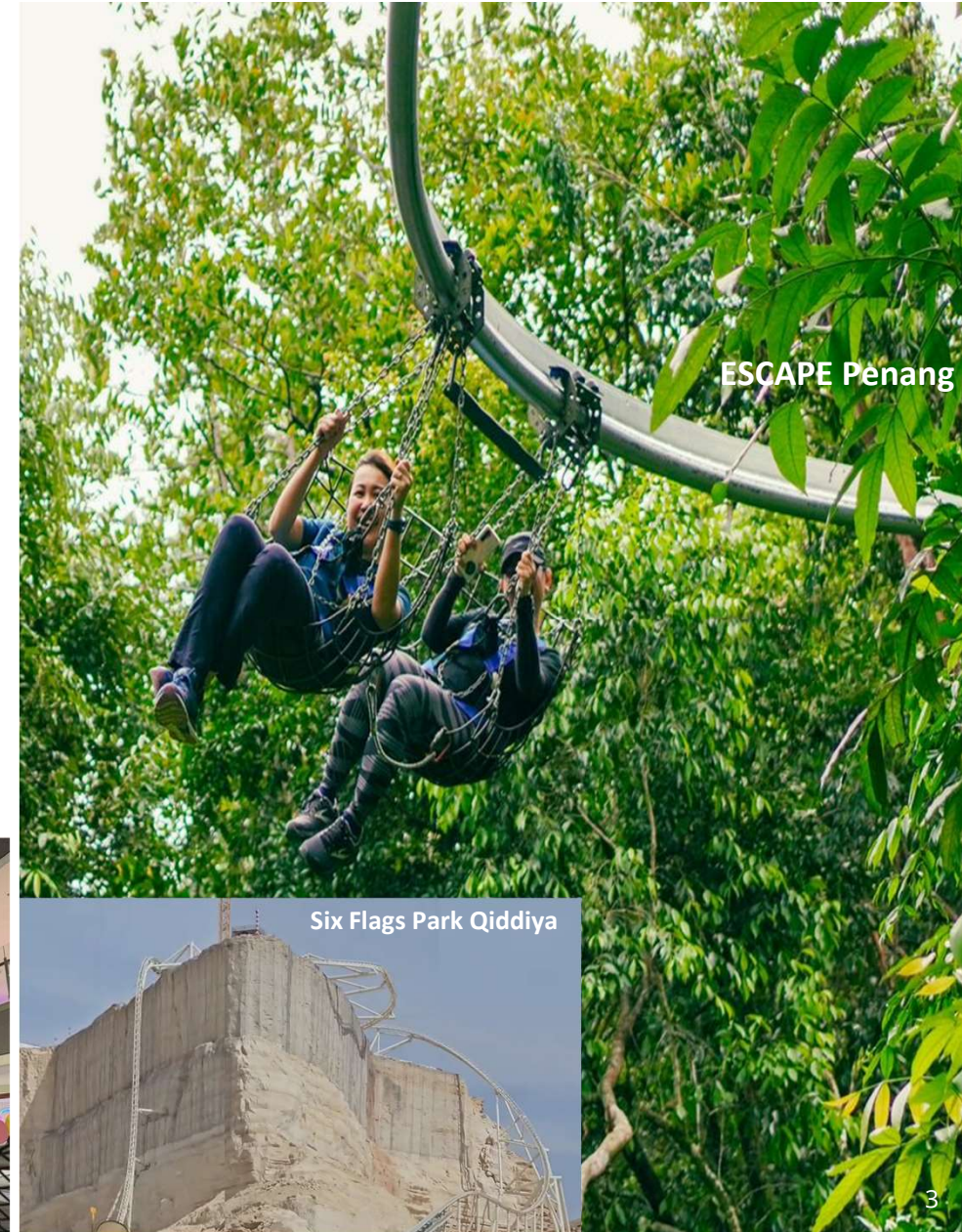
Outline

FY2024 Group Performance	3
Poised for Growth -	
ESCAPE	4
PlayMall	5
Theme Park Operations Segment	6
Construction of Theme Parks and Nature Parks	7
Our Websites & Contact	8



FY2024 Group Performance

- The Group achieved revenues of RM167.8 million with a profit before taxation (“PBT”) of RM48.8 million for the financial year ended 31 December 2024 (“FY2024”) representing an increase of RM32.3 million (23.8%) and RM13.7 million (39.0%) when compared to the preceding financial year (“FY2023”).
- The notable boost came from our Construction of Theme Park Attractions and Nature Parks segment, which reported a revenue of RM89.4 million (FY2023: RM75.4 million) and a PBT of RM35.6 million (FY2023: RM11.4 million). This success was due to the active execution of Six Flags Qiddiya project in Saudi Arabia, generating a total billing of RM72.7 million.
- The Theme Parks Operations segment achieved a 30% increase in revenue to RM78.5 million (FY2023: RM60.1 million) following the public opening of two new parks, ESCAPE Ipoh adventure park and KidZania Singapore in the second quarter of 2024, and the soft opening of Phase 1 of an indoor ESCAPE Challenge Johor Bahru park in December 2024.
- Pre-operating costs and gestation period for the two new parks reduced the Theme Park Operations segment’s PBT for FY2024 to RM17.5 million, down from RM22.5 million recorded in FY2023.



Poised for Growth - ESCAPE

- The Group continues to invest in its existing ESCAPE Penang park, which now featuring two newly-accorded Guinness World Records attractions: the largest tipping bucket and longest dry ski slope slide. With these additions, ESCAPE Penang now hosts four Guinness World Records rides and attractions. These new installations, available in the second half of 2024, are expected to sustain customer engagement and drive repeat visits in the immediate term.
- Efforts to increase indoor and mall-centric recreation continue with the launch of ESCAPE Challenge Putrajaya in February 2025. This park features 16 games and activities across a 2-acre area near Alamanda Shopping Centre. Phase 2 of ESCAPE Challenge Johore Bahru, which includes new rides and games, is now complete and open to the public.
- The Group continues its active engagements and discussions with landowners and developers for the development of ESCAPE parks in Malaysia and other parts of the world.



- Meanwhile, the expansion of our outdoor nature-inspired adventure park in Kuala Lumpur, ESCAPE @KL Base, has been paused following the termination of the Theme Park Agreement ("**Agreement**") by the landowner, Bandar Malaysia Sdn Bhd ("**Owner**") on 16 December 2024. The Group is entitled to be paid all capital expenditures ("**Capex**") invested and compensation pursuant to the Agreement. On 18 February 2025, the Group submitted a letter of demand to the Owner for settlement negotiations and discussions. Both parties are currently in active engagement for an amicable solution and/or settlement on the subject matter.



Poised for Growth - PlayMall

- PlayMall is a concept designed and developed to serve as an entertainment hub, transforming shopping centres into play malls by offering diverse attraction experiences. It's part of our on-going effort to enrich and diversify our recreation experience offerings.
- The Group is currently in active discussions with our mall partners to identify available spaces to expand the present ESCAPE Challenge park and introduce our PlayMall Entertainment Hub concept. It will feature a combination of exciting attraction brands, including FUNDAY Adventure Playground, the Haven XR Centre, Sim Coaster Ride, Carnival funfair, Mini Miner mining experience, the Digger Builder construction play, Naked Eye simulator ride, Hologate, and virtual reality game arena and adventure rides.
- With promising opportunities on the horizon and leveraging our strong track record and dynamic revenue-sharing business model, the Group is open to roles such as mall operator or anchor tenant in pursuing the PlayMall Entertainment Hub concept. This strategic initiative aims to bring the full range of PlayMall attraction brands to market and strengthen its presence moving forward.

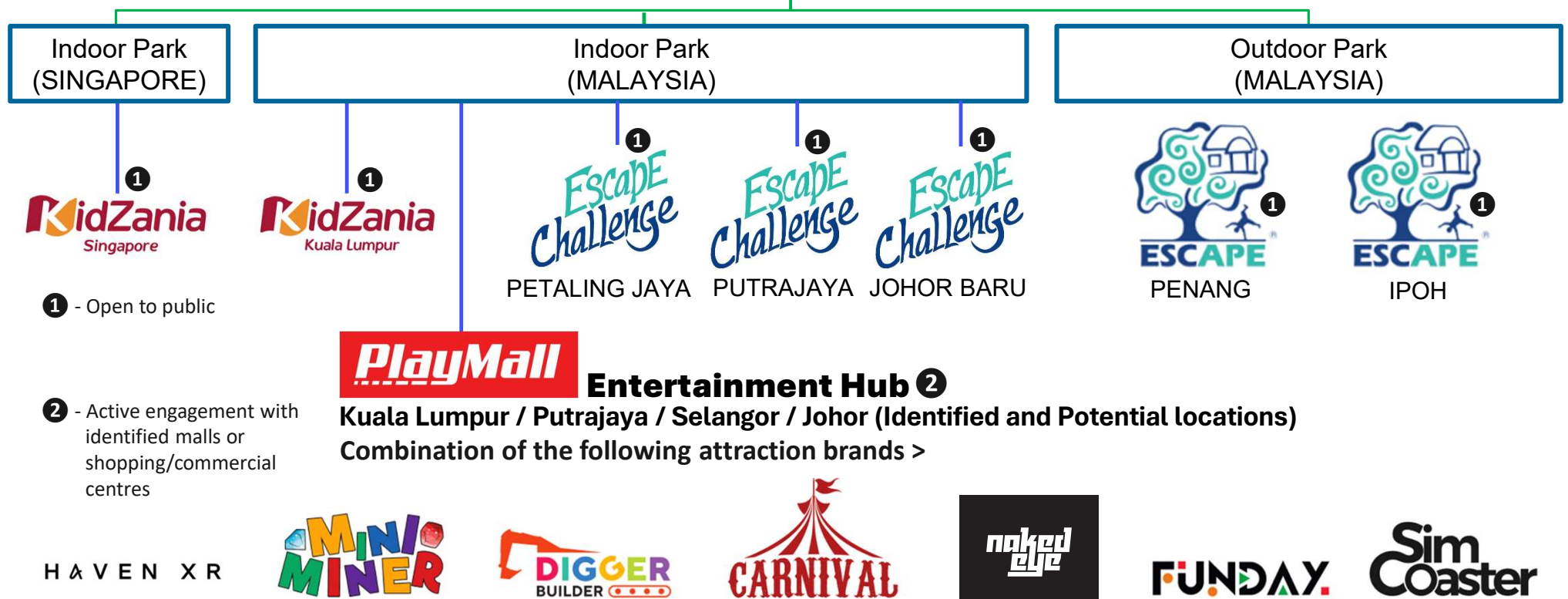


Poised for Growth – Theme Park Operations Segment

Barring any unforeseen circumstances, the Group aims to expand its park operations portfolio to a chain of eight parks/attractions which offer a wide range of games and activities with unique experiences under the ESCAPE and KidZania brands and PlayMall Entertainment hub concept in the next twelve to eighteen months, as follows:

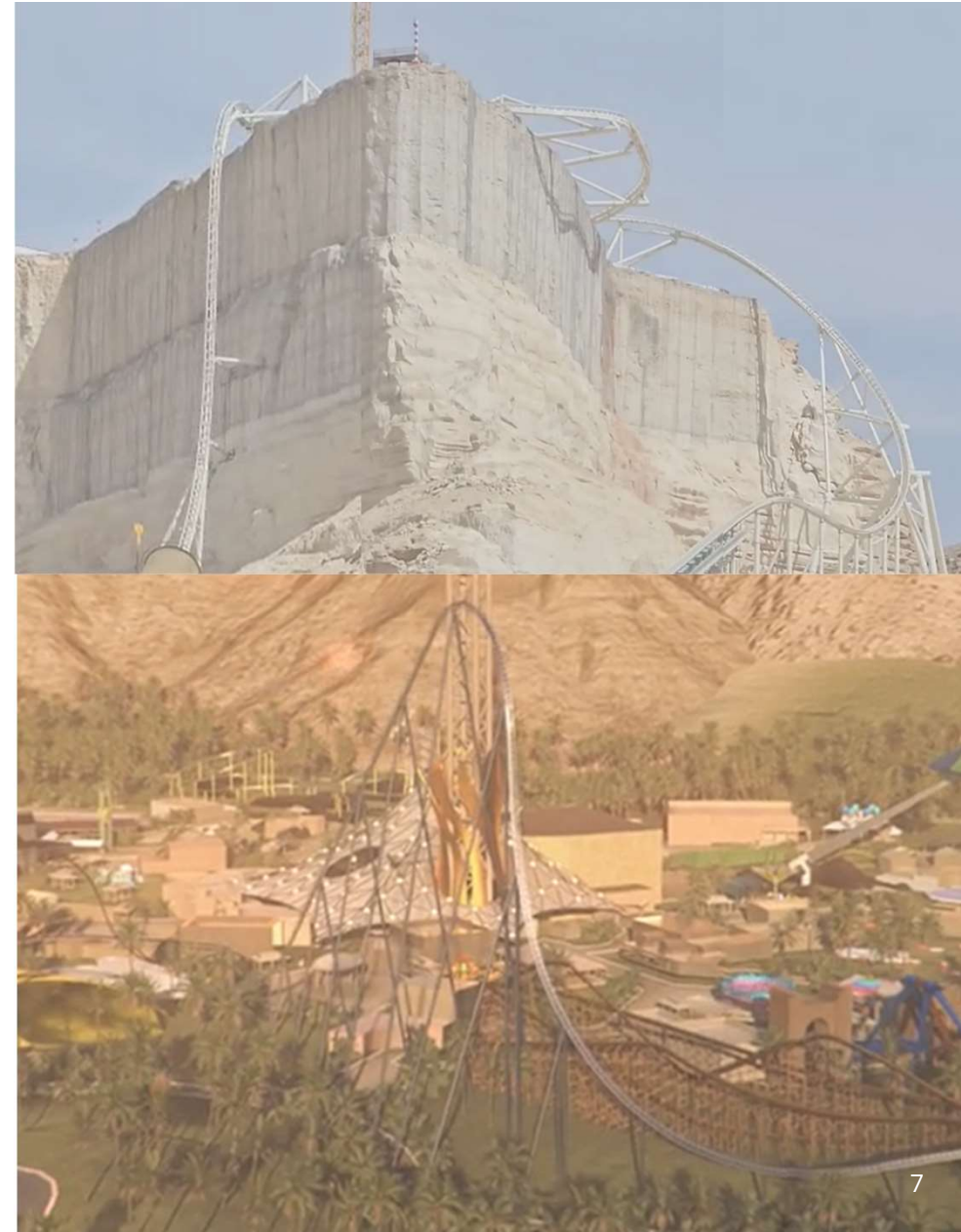
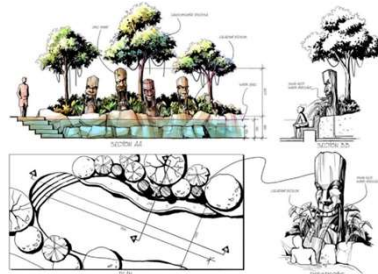
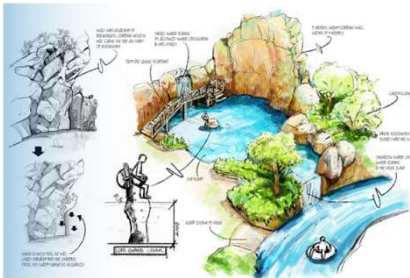


Sim Leisure Group Ltd.



Poised for Growth – Construction of Theme Parks and Nature Parks Segment

- The theming and construction works of the Group's main Six Flags Qiddiya project are in the final stages. The Group expects principal completion towards end of the first half of 2025. This business segment will remain active with ongoing and new design and construction engagements, such as theming design for hotels in Qiddiya City and the complete refurbishment of Ski Dubai in the United Arab Emirates. In the absence of any contract equivalent in size to the Six Flags project, the pace of our design and construction activities is anticipated to be relatively slower compared to FY2024.
- The Group continues to bid on and submit proposals for new theming and construction projects, while maintaining active engagement with current and past clients for the enhancement, re-designing and refurbishing of existing attractions.
- Additionally, we are exploring collaborations to export our internationally recognised integrated theme park design and construction expertise to Asia Pacific region, while actively pursuing the build, construct and operate business model for our ESCAPE and PlayMall attraction brands with land and mall owners. This segment is expected to contribute positively to the performance of the Group for the financial year ending 31 December 2025.



Our Websites & Contact

For further information:-

Visit our websites at www.escape.my; www.kidzania.com.my and www.kidzania.com.sg for all activities, funs and experiences (including images) as well as www.simleisure.com for theming design and construction capability and credentials.

