



Sim Leisure Group Ltd.

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Sim Leisure Group closes in on a new Guinness World Record as it passes the halfway point in constructing the world's longest water slide measuring 1,140 metres

- The Group's latest water slide at its ESCAPE theme park in Penang will set a new Guinness World Record for the longest water slide measuring 1,140 metres, smashing the current record of 602 metres
- During a recent site visit, Mr Yeoh Soon Hin, Penang Tourism Development, Heritage, Culture and Arts Committee Chairman, hails ESCAPE theme park for putting Penang on the global map
- Ranked the number one theme park in Malaysia and number one thing to do in Penang under TripAdvisor, the ESCAPE theme park in Penang is expected to see rising numbers of visitors with the opening of the new slide scheduled for end-July 2019, in conjunction with the launch of ESCAPE Gravityplay, the third in the ESCAPE series of theme parks

Singapore – 24 June 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 that it has surpassed the halfway point in constructing the world's longest water slide which will measure 1,140 meters.

Upon its expected completion by end-July 2019, the water slide will officially set the Guinness World Records¹ for the world's longest water slide, smashing the current record of 602 metres held by Action Park in New Jersey. While the water slide at Action Park uses inflatable polyvinyl chloride, ESCAPE's water slide uses fibre reinforced polymer and is a permanent structure, which is attached to steel poles which extends to the ground. As of today, the Group has constructed 705 metres long of the water slide, surpassing the halfway point. To provide some context on the sheer length of the slide, the typical length of a water park slide is less than 200 metres while existing water slides at ESCAPE range between 250 metres and 300 metres long.

This new unprecedented water slide sits atop the highest point of ESCAPE's forested land area with an elevation of 70 metres at the launch tower. The slide will be about a four-minute downhill joyride which zigzags and criss-crosses through natural forest and tree canopies before eventually crossing the main

¹ Subject to verification from the Guinness World Records

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Teluk Bahang Road and into ESCAPE Waterplay on the opposite track of land. As part of the development, a cable car chairlift, the only chairlift of its kind in Malaysia, is being built to transport customers from the foot of the hill to the top. This chairlift will also carry the slide rafts as well as other equipment for Hill Rider and Tubby Racer, two additional attractions that will open next to the world's longest water slide. First of its kind in the region, the Hill Rider spans across two tracks measuring 580 metres and 700 metres respectively while the track at Tubby Racer measures 450 metres. As part of the Group's commitment to preserving the environment, the construction of the new water slide does not involve any heavy machinery being used as most of the work is being carried out manually.

The Group's ESCAPE theme park in Penang, already rated the number one theme park in Malaysia and number one thing to do in Penang by TripAdvisor, continues to see rising numbers of visitors with approximately 185,000 visitors in 2018. As a bedrock for tourism in Penang, **Mr Yeoh Soon Hin, Penang Tourism Development, Heritage, Culture and Arts Committee Chairman** recently visited ESCAPE, commenting, *"I am delighted to be here to witness another important milestone from ESCAPE. From the introduction of their water park to the launching of an international high dive show at ESCAPE, ESCAPE consistently introduces new attractions and products to keep visitors interested and to keep them coming back for more. Now, we are about to be part of another extraordinary achievement by ESCAPE as ESCAPE is creating history by building the longest waterslide in the world and setting a new Guinness World Record. I am certain that with this world record setting attraction, more tourists and visitors from all over the world will come to Penang. Penang needs more world-class tourism products such as ESCAPE in order to place Penang on the global map."*

Industry veteran and **CEO of Sim Leisure, Mr Sim Choo Kheng**, who has more than 28 years of experience in the theme park industry, said, *"Breaking the world record was never our intention. I'm always baffled by how rides are made so short and quick. I wanted to build rides that last a good few minutes, with non-stop smiles and giggles as visitors fly through the rainforest – something never done before! We then realised the 70-meter elevation at the hilltop would mean that the water slide would become a record-breaking feat. We thought, what the heck, if we can put the extra smiles on our customers' faces, it would all be worthwhile. Afterall, ESCAPE is in the business of selling FUN, where success is measured in smiles per hour."*

– 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 28 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

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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 by end-July 2019. The ESCAPE theme parks welcomed approximately 112,000 visitors in 2017 and approximately 185,000 visitors in 2018.





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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/>

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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.

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