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PRESS RELEASE

HARTASUMA SDN BHD AND DOPPELMAYR SEILBAHNEN GMBH SIGN CONTRACT FOR PENANG HILL CABLE CAR PROJECT

The Penang Hill Cable Car project is set to break ground in June 2024 and promises to elevate the tourist experience for the region, following the signing of a contract today.

Hartasuma Sdn Bhd, a leading Malaysian homegrown pioneer in the local rail industry with almost 30 years of experience, has formally entered into a contract with **Doppelmayr Seilbahnen GmbH**, a global market leader in the field of ropeway engineering, for the anticipated Penang Hill Cable Car project. Doppelmayr/Garaventa Group are also the manufacturer of the Penang Hill funicular system.

The signing ceremony took place at Doppelmayr's headquarters in Wolfurt, Austria, on **25 April 2024**, and was signed by Mr. Michael Doppelmayr, Chairman of the Board of Directors of Doppelmayr Holding SE, and Tan Sri Ravindran Menon, Group Executive Director of Hartasuma Sdn Bhd.

It was witnessed by key members of the Penang delegation, including YB Zairil Khir Johari, Penang State Exco for Infrastructure and Transport; YB Wong Hon Wai, Penang State Exco for Tourism and Creative Economy; and other delegates. The delegates also made technical visits to Doppelmayr, Garaventa, and major component suppliers for the cable car system.

The cable car project was successfully awarded to Hartasuma through a Public-Private Partnership (PPP) on a Design, Finance, Build, Operate, and Transfer basis, as announced during a press conference on 14 December 2022, with Doppelmayr providing the cable car system.

With over 15,400 ropeway installations worldwide, the Doppelmayr Group has built more than 86 cable car installations located in UNESCO Heritage, Geopark, and Biosphere sites as well as National Parks of various countries around the world. Doppelmayr's cable car systems are widely recognised for their reliability, safety, and cutting-edge technology.

With Hartasuma and Doppelmayr's involvement, Penang Hill Corporation (PHC) is confident that the cable car service on Penang Hill will meet the highest international standards. This much-anticipated project will not only enhance the tourism products in Penang but also creating hundreds of job opportunities and thus boosting economic activity in the area.

“The groundbreaking is expected to commence in June 2024. The Penang state government is pleased with the milestones achieved and looks forward to the groundbreaking soon. This project will not only create another iconic tourist attraction and spur more economic activities but also solve many of the challenges confronting the funicular system and the Penang Botanic Gardens area,” said YB Zairil Khir Johari, Penang State Exco for Infrastructure and Transport, who is also the Co-Chairman of the Cable Car Project Steering Committee.

Tan Sri Ravindran said the company shared congenial aspirations with the State Government, to create meaningful and distinctive tourism destinations within Penang

“We also continue to reiterate our steadfast commitment towards the preservation of Penang Hill's ecological environment and complete the cable car project on time,” he said.

The signing ceremony is a significant milestone for Penang, marking the first cable car in a biosphere reserve in Malaysia. The Penang Hill Cable Car project, a highly anticipated venture, will enhance connectivity and accessibility to one of Malaysia's most iconic and historical tourist destinations - a must-visit landmark for tourists in Penang.

The project also offers an opportunity to elevate and beautify the surrounding areas of Penang Botanic Gardens. This beautification effort aims to benefit both the locals and visitors by creating an enhanced



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environment involving landscaping, improved infrastructure, and creation of green spaces for recreational activities.

With the combined expertise and commitment of Hartasuma, Doppelmayr, Penang state government and PHC, the Penang Hill Cable Car project is poised to become a popular landmark for the region and serve as the gateway to the Penang Hill Biosphere Reserve.

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About Penang Hill Corporation

Penang Hill Corporation was established in 2009 through an enactment passed by the Penang State Legislative Assembly. Its main focus is to manage the funicular system, undertake the development of socio-economy and infrastructure in Penang Hill and promote the Hill as a major ecotourism destination, in its vision to make Penang Hill the Hill Resort of Choice in Malaysia and the region.

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