

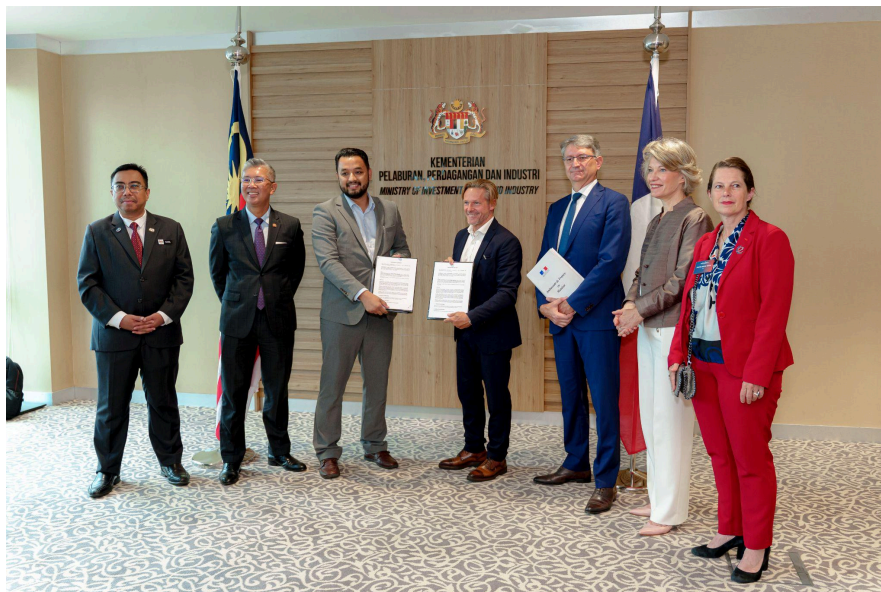
## Ascendance Expands Its International Footprint in Asia

*The European pioneer in hybrid-electric aviation signs two new strategic partnerships in Southeast Asia*

**Kuala Lumpur, September 16, 2025** – Ascendance, a leader in decarbonized aviation founded in 2018, has announced the signing of two major partnerships in Malaysia, one of the most dynamic markets in the Asia-Pacific region for air mobility.

During an official ceremony held at the headquarters of Malaysia's Ministry of Investment, Trade and Industry (MITI), the French company entered into two Memorandums of Understanding (MoU) with **Pen Aviation and Pahang Aerospace City Development Berhad (PAC)**. These agreements strengthen Ascendance's presence in a region where air traffic is expected to grow by over 5% annually through 2040<sup>1</sup>, driven by ambitious innovation and energy transition goals.

The signing ceremony was attended by His Excellency Axel Cruau, Ambassador of France to Malaysia, and Malaysia's Minister of Investment, Trade and Industry, Tengku Zafrul Abdul Aziz.



### Industrial Alliance with Pen Aviation

Ascendance is partnering with **Pen Aviation**, a key player in Malaysian aerospace, to explore the integration of its **STERNA** hybrid-electric propulsion system into locally developed UAVs (drones).

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<sup>1</sup> Airbus Global Market Forecast (GMF) 2024-2043 - <https://www.airbus.com/en/products-services/commercial-aircraft/market/global-market-forecast>

The agreement includes:

- **Distribution of the ATEA VTOL aircraft** in Southeast Asia
- Analysis of use cases for ATEA in **heliport-to-heliport connections**, as alternatives or complements to helicopters

This collaboration lays the groundwork for **Ascendance's entry into the Malaysian market** and paves the way for sustainable air mobility tailored to regional needs.

### **Strategic Presence at Pahang Aerospace City**

Ascendance is also reinforcing its strategic presence in Malaysia through its partnership with Pahang Aerospace City Development Berhad (PACDB), the developer of the Pahang Aerospace City (PAC) – a sovereign-backed aerospace innovation hub anchored within a Special Economic Zone (SEZ). The PAC development is strategically located adjacent to the site of the proposed Al-Sultan Abdullah Kuantan International Airport (WMAA), envisioned as Malaysia's next international gateway for aviation and aerospace industries.

Through this partnership, Ascendance and PACDB will assess opportunities including:

- Establishing a dedicated **hybrid propulsion competence center**
- Setting up a **co-production or assembly facility**
- Organizing **on-site flight demonstrations**
- Collaboration with **MRO ecosystem regulatory authorities** (CAAM, ICAO), and **local academic institutions** including Malaysian leading engineering and technical public university in Pahang, University Malaysia Pahang Al-Sultan Abdullah (UMPSA), to ensure alignment with both national priorities and global standards.

PAC provides Ascendance with a thriving ecosystem designed to host new industrial projects and speed the development of a sustainable Malaysian aviation sector.

### **A Major Milestone for Ascendance**

Beyond the technological scope, these partnerships open tangible economic opportunities for Ascendance: **access to a rapidly growing market**, potential for local manufacturing, and **integration into an aerospace ecosystem supported by Malaysian authorities**. With these agreements, the Toulouse-based company moves closer to its industrial vision: **opening new markets, establishing a local presence, and creating lasting value**.

They also strengthen Ascendance's presence in Southeast Asia, where a strong strategic partnership unites Ascendance with PhilJets. This collaboration involves a total of 15

Letters of Intent for the ATEA aircraft, along with joint efforts to redefine the future of regional mobility in the Philippines.

“These structuring agreements strengthen our ability to quickly deploy our solutions in strategic markets. They set the stage for future industrial partnerships and the establishment of high-value collaborations, to the benefit of our partners and the global aerospace sector,” said **Jean-Christophe Lambert, CEO and co-founder of Ascendance.**

**About Ascendance** - Founded in 2018 by Jean-Christophe Lambert, Thibault Baldivia, Clément Diné and Benoît Ferran, [Ascendance](#) is a pioneering company in decarbonized aviation. Based in Toulouse - the European capital of aeronautics - and supported by Bpifrance, the France 2030 program and the Occitanie Region, the start-up is developing [STERNA Hybrid Pack](#), an innovative hybrid-electric propulsion system that combines performance, autonomy, and a drastic reduction in emissions. This propulsion system equips [ATEA](#), a vertical take-off and landing (VTOL) aircraft, conceived as a low-carbon alternative to light helicopters and designed for regional air transport – passengers, freight, medical or security missions. Ascendance thus carries a dual civil and defense ambition serving the aeronautical transition.

For more information, visit [www.ascendance-ft.com](http://www.ascendance-ft.com)

#### **About Pen Aviation:**

Pen Aviation Sdn. Bhd., a subsidiary of PEN GROUP SAS, provides consultancy, aircraft sales, charter, and investment services, while also designing and manufacturing certified unmanned automated systems (UAS) under its PEN UAS® brand. PEN UAS delivers holistic ecosystem solutions to government and private sector clients, offering customized systems tailored to specific needs. It leverages Pen Aviation's expertise in complex automated system design and integrates DGMIND®—an AI-powered platform developed by DGMIND SAS, a spin-off of Pen Aviation and a PEN GROUP SAS subsidiary. DGMIND® enhances UAS fleet operations by uniting stakeholders, integrating data, and automating management processes, driving efficiency, scalability, and sustainable business growth. For more information, visit [www.penaviation.com](http://www.penaviation.com).

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