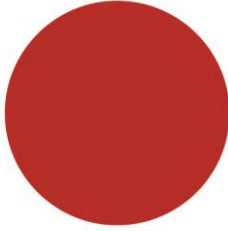


**Media Release  
For Immediate Release**

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## **Homegrown Singaporean Preschool Brand Grows from S\$55,000 to S\$200,000 per Franchise Unit**

MindChamps parent inks Franchise License Agreement

**Singapore, 23 March 2020** – MindChamps PreSchool parent, Zach Lau has signed a S\$200,000 Franchise License Agreement with MindChamps PreSchool Singapore Limited, for the opening of another MindChamps PreSchool centre in Singapore.

“Seeing my daughter blossom and grow with the MindChamps curriculum was what pushed me to join the brand. I’m excited to be able to provide high quality early childhood education that I believe in,” said Zach Lau, the newest MindChamps PreSchool Franchisee in Singapore.

MindChamps’ curriculum brings its unique '3-Minds' approach to education - based on research on the trinity of the Learning Mind, the Creative Mind and the Champion Mind.

“We are humbled that our parents trust our strong research-based curriculum, and seeing the difference in their own children, they now want to share this with others. Of our franchisees, over 75% are current or former MindChamps parents themselves,” said David Chiem, Founder CEO and Executive Chairman, MindChamps PreSchool Limited.

MindChamps has gone from point zero in 2008 to the number one position in market share in the highly competitive Singapore premium preschool space\*. The MindChamps brand is recognised as a global movement, and the value of the MindChamps PreSchool Franchise License has also strengthened over the years from S\$55,000 in 2008 to S\$200,000 today.

In 2013, MindChamps PreSchool was awarded the Franchisor of the Year Award amongst all categories by the Franchising and Licensing Association (Singapore). Since then, MindChamps PreSchool has leveraged on such successes, and earlier this year, for the second consecutive year, MindChamps PreSchool was ranked among the top 50 of Singapore’s fastest growing companies in a list by the Straits Times and Germany-based global research firm, Statista.

*\* Based on independent market research as of 15 September 2017*

End

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**About MindChamps PreSchool Limited**

MindChamps PreSchool holds the Number One position in market share of premium range preschools in Singapore, with a market share of 38.5 per cent\*. Its growing global presence includes premium preschools and enrichment centres in Australia, Abu Dhabi, Philippines, Vietnam, Myanmar and Malaysia.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly experienced management team and an esteemed MindChamps World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society). MindChamps is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3 Minds model of education - the Champion, the Creative and the Learning Minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organisation being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

This includes being ranked amongst the top 50 of Singapore's fastest growing companies in 2019 and 2020 by The Straits Times and German-based global research firm Statista; winning the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for six years in a row (2014 – 2019), the Influential Brands Top Employer Award (2019 and 2020) and the 2017 Dun & Bradstreet Business Eminence Awards. MindChamps was ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015) and 8<sup>th</sup> out of 50 top companies in the 2017 Enterprise 50 Awards.

*\* Based on independent market research as of 15 September 2017*