



**Media Release**  
**For Immediate Release**

## **MindChamps Inks 2<sup>nd</sup> Master Franchise After IPO Taking Singapore's No. 1 Premium PreSchool to Vietnam**

**Singapore, 19 December 2017** – “We brought Singapore's number one premium preschool brand to our country to take the number one position in Vietnam.”

“We have always believed that our children’s future is our country’s future. That’s the reason why we have been searching for the best in children’s early learning education for our beloved country,” said Mr. Pham Tuan Son, Chairman and CEO of Evergrande Group Joint Stock Company (Evergrande Group).

Evergrande Group in Vietnam has signed a Master Franchise Agreement with MindChamps PreSchool Limited, with plans to open 20 PreSchool and Reading centres in Vietnam.

According to Mr. David Chiem, Founder CEO and Executive Chairman of MindChamps, “Being able to bring the MindChamps model of education to Vietnam is extremely rewarding. There is nothing more meaningful than to able to contribute to the young minds who will be the future leaders of Vietnam.”



MindChamps Founder CEO & Executive Chairman, Mr. David Chiem (left) and Mr. Pham Tuan Son, Chairman and CEO of Evergrande Group (right)



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

MindChamps is the only educational institute to collaborate with World-Renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society) and develop the 3-Minds model of education. MindChamps will bring this innovative approach to the children of Vietnam.

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**About MindChamps PreSchool Ltd**

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, Dubai, Philippines, and soon Myanmar, Vietnam and China.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly-experienced management team and an esteemed World Advisory Board, 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 organization 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 winning both the Influential Brands®' Top Brands Award and the Superbrands®' Mark of Distinction for four years in a row (2014 - 2017), ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015), and most recently ranked 8<sup>th</sup> out of 50 top companies in the 2017 Enterprise 50 Awards and the 2017 Dun & Bradstreet Business Eminence Awards.