



Media Release  
For Immediate Release

## US\$200 Million Fund to Be Set Up to Establish and Acquire Preschool Centres Under the MindChamps Brand in China

*MindChamps to Launch 'Champion Mindset' PreSchools into China's Gigantic Education Market*

**Singapore, 18 February** – MindChamps PreSchool, Singapore's number one premium preschool brand by market share, is bringing its unique proprietary 3 Minds educational approach (based on the trinity of the Champion Mind, the Learning Mind and the Creative Mind) to preschoolers in the People's Republic of China (PRC).

MindChamps PreSchool Ltd has inked a joint venture agreement with China First Capital Group Limited (CFCG) in a partnership that will see it enter the PRC.

The joint venture will see the establishment of a fund that will target to raise an initial tranche of US\$200 million. This will be used to set up and acquire preschool centres under the MindChamps brand in China.

MindChamps is the only early childhood education provider that inculcates the Champion Mindset in children. It is also the only educational institute to have as its Chair of Research, world-renowned neuroscientist, Professor Emeritus Allan Snyder (Fellow of the Royal Society), who is the father of the global study of the Champion Mindset.



*From Left to Right: Mr. David Chiem, Founder CEO & Executive Chairman of MindChamps PreSchool Limited and Mr. Wilson Sea, Chairman & Executive Director of China First Capital Group Limited with our young Champs*

**MindChamps PreSchool Limited**

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**David Chiem, Founder CEO & Executive Chairman, MindChamps PreSchool Ltd**

“10 years ago, Professor Snyder led the research at the ‘What Makes a Champion? Forum’ - An official Olympic Cultural Event of the 2008 Beijing Olympics.

“The major breakthrough of this research was the discovery that the Champion Mindset can be learned.

“Since then, Professor Snyder and our team have successfully integrated the Champion Mindset into our unique early childhood curriculum.

“With the success of our research and implementation in Singapore, we are excited to now launch this breakthrough education model into China to make a difference to the children of China and the world at large.”

**Wilson Sea, Chairman & Executive Director, China First Capital Group Limited**

“Before this, CFCG looked around the world for the best education solution.

“We have every confidence that MindChamps can help elevate China’s preschool standards to a whole new level. CFCG highly values our tie-up with MindChamps and considers the JV as a core strategic platform of our education business in China.

“We are fully committed and firmly believe that MindChamps’ investors will reap long term benefits from their investments into the SGX-listed company.”

According to the 2017 Deloitte Education Industry Report, China's preschool education market reached a size of about RMB380 billion in 2016 (US\$ 60 billion) and is expected to exceed RMB540 billion (US\$ 85 billion) by 2020.

**For more information, please contact:**

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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, UAE, 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.

### **About China First Capital Group Limited**

China First Capital Group Limited ("CFCG") is listed on the Main Board of the Stock Exchange of Hong Kong (stock code: 1269) and has branches in major cities in China. It focuses on the operation of a complete education industry chain and offering diversified financial services. It has been providing financial services since 2014 and ventured into education operations in 2016. CFCG is a component of the MSCI China Small Cap Index and was recently selected as a constituent of Hang Seng Composite Index Series and Hang Seng Stock Connect Hong Kong Index Series, all together comprising seven major indices.

Guided by its "Education Operation plus Financial Services" strategy, CFCG intends to build an operations, investment and financing platform for education, as a complement to its wide-ranging financial services units. It focuses on investing in benchmark assets and bolt-on assets in the education sector.