



**Media Release
For Immediate Release**

MindChamps completes first batch of 30 franchise licenses sale in China

Singapore, 01 July 2018 – MindChamps PreSchool Limited (MindChamps) has made further headway with its launch plans for the People’s Republic of China (“PRC”) and has signed a Master Franchise Agreement with MindChamps (BeiJing) Education Ltd, with plans to open the first 30 preschool centres under the MindChamps brand in the PRC.

David Chiem, Founder CEO & Executive Chairman, MindChamps PreSchool Limited

“Education should no longer be just about the content. We must nurture all children to be the best they can be. To be their own champion.

“We have been preparing to bring our unique Champion Mindset (the only one of its kind) curriculum into China for 10 years. Now with our researched and proven early childhood methodology, we are truly equipped to nurture the future champions of China.”

According to a 2017 Deloitte Education Industry Report, preschool education has a broad growth space in the PRC, as the two-child policy is favourable to the sector.

Since the full implementation of two child policy in 2016, China's new birth population has increased to 17.86 million, second and later-born children numbers have also reached a new high of 8.44 million, and this figure is expected to increase to about 9 million by 2017.

The report also states that 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.

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For more information, please contact:

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

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 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 8th out of 50 top companies in the 2017 Enterprise 50 Awards and the 2017 Dun & Bradstreet Business Eminence Awards.