

Media Release
For Immediate Release

MindChamps Cooks Up a Storm to Build Largest Premium Preschool in Malaysia



*From left to right:
Dato' Jeffrey Lai Jiun Jye, CEO, Victoria Education Sdn Bhd
Mr. David Chiem, Founder CEO & Executive Chairman, MindChamps PreSchool Limited,
Dato' Seri Edwin Tan Pei Seng, Managing Director, Victoria Education Sdn Bhd with our young Champs at the signing ceremony.*

Singapore, 10 October 2018 – MindChamps PreSchool Limited (MindChamps) is going big in Malaysia.

With the latest appointment of Malaysian education group Victoria Education Sdn Bhd as MindChamps' Master Franchise in the country, the group is looking to launch 20 MindChamps International PreSchool centres in Malaysia.

Victoria Education plans to build the largest premium preschool campuses in Malaysia which will offer MindChamps' award-winning proprietary curriculum based on the 3 Minds model of education.

The planned flagship campus in the capital of Kuala Lumpur is set to occupy over 10,000 square metres (sqm) with a capacity of 1,000 children, while the campus in Johor Bahru is expected to occupy over 6,800 sqm and cater for 650 children.

The campuses are being styled as a learning village, where classrooms are clustered in community groupings around common collaborative spaces, allowing children from different ages to interact and learn in a social

MindChamps PreSchool Limited

480 Lorong 6 Toa Payoh, Level 17 HDB Hub East Wing, Singapore 310480 T +65 6828 2688 www.mindchamps.org/preschool
UEN: 200814577H



setting. The highlight of this educational setting is a large multi-level sensory garden where children use their sense of touch and smell as learning experiences.

There are also plans for a purpose-built 20-metre indoor swimming pool among other state-of-the-art facilities within the campus grounds.

Dato' Jeffrey Lai Jiun Jye, CEO, Victoria Education Sdn Bhd

"In order for our children to be able to compete globally, Malaysia needs an educational model that nurtures our children to be the cream of the crop both nationally and internationally. We were instinctively drawn towards MindChamps' breakthrough preschool curriculum which has a proven track record of success in the competitive Singapore market."

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

"With Malaysia being our close neighbour, we have been very careful in choosing the right partner to extend our 3 Minds education movement to nurture the future champions of Malaysia. We are proud to partner Victoria Education Group helmed by Dato' Seri Edwin Tan Pei Seng and Dato' Jeffrey Lai Jiun Jye to launch the biggest premium preschool in Malaysia."

With this partnership, MindChamps is set to increase its global presence with centres already operating in Singapore, Australia, Abu Dhabi, Dubai, Vietnam, the Philippines, Myanmar and soon, China.

MindChamps is the only educational institute to collaborate with world-renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society) on the empirical research on the 3 Minds model of education - the Champion, the Learning and the Creative Minds - which is uniquely built into the MindChamps curriculum.



For more information, please contact:

Adrian Tay
Senior Director, Communications
MindChamps
DID: +65 6828 2675
Email: adriantay@mindchamps.org

Rae Teo
Assistant General Manager
Victoria Education Sdn Bhd
DID: +6012-7273261
Email: rae.teo@paragon.edu.my

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, Vietnam, Myanmar and soon, China.

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 winning both the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for four years in a row (2014 - 2017), the 2017 Dun & Bradstreet Business Eminence Awards, and ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards.

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