

**Media Release
For Immediate Release**

MindChamps Enters Joint Venture to Open Preschool in Sunsuria City

Singapore, 11 March 2021 – MindChamps is expanding its strategic footprint in Malaysia with a new preschool centre.

Located at Giverny Walk in the integrated township of Sunsuria City, the latest MindChamps PreSchool centre is 7,861 square feet and provides premium preschool education to residents and the community. Children between the ages of 18 months and 6 years old will benefit from MindChamps' breakthrough research-based curriculum, including the unique '3-Minds' (the Champion Mind, the Learning Mind and the Creative Mind).

This MindChamps PreSchool centre is part of a joint venture between Victoria Education Sdn Bhd, MindChamps' master franchisee in Malaysia, and Sunsuria Arena Sdn Bhd, a wholly owned subsidiary of Sunsuria Berhad. Both companies will incorporate a joint-venture company – with 70% and 30% shareholding respectively – to establish and operate preschools under the MindChamps PreSchool Limited brand name.

According to Dato' Jeffrey Lai Jiun Jye, Managing Director of Victoria Education, "We were instinctively drawn towards MindChamps' breakthrough preschool curriculum and is Singaporean parents' number one choice in the competitive Singapore market. Hence, we are determined to bring the excellent education system into Malaysia."

"Education is the hallmark of a civilised and sustainable society. We are proud to offer one of the region's most recognised preschool brands in Sunsuria City, as we believe MindChamps equips young children with the right mindset and tools to stay curious and open-minded in this rapidly changing world," said Sunsuria's Executive Chairman Tan Sri Datuk Ter Leong Yap.

"MindChamps is the perfect fit to complete our education ecosystem at Sunsuria City, which comprises primary and secondary level schools, Year 7 to Year 13 schooling under Concord College Malaysia, as well as tertiary education via Xiamen University Malaysia. The partnership aligns well to Sunsuria City's 'Smart Liveable and Sustainable' value proposition, as we strive to provide customers with products and services of quality and excellence," said Tan Sri Datuk Ter.

Mr David Chiem, MindChamps' Founder CEO and Executive Chairman said, "We are excited about this partnership between Victoria Education and Sunsuria to build MindChamps Preschools. This partnership will enable us to nurture and teach the young minds of Malaysia to realise their fullest potential."

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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*. Our growing global presence includes centres in Australia, the Philippines, Myanmar and Malaysia.

First launched as an educational research centre in Sydney, Australia in 1998, MindChamps established our global headquarters in Singapore in 2002 and launched our first preschool in Singapore in 2008. MindChamps PreSchool subsequently listed on the Mainboard of the Singapore Exchange in November 2017.

We grew from a passion for filling educational gaps and improving education practices around the world in education systems world-wide and a vision to provide the world's best early childhood curriculum and care. With our focus on the skills and strategies of learning, we emphasise teaching the 'how to learn' rather than the 'what to learn'.

Based on a cutting edge scientifically researched curriculum, MindChamps works alongside international experts and draws inspiration and research from the domains of Education, Psychology Neuroscience and Theatre. MindChamps is the only educational institute where world-renowned Neuroscientist Emeritus Professor Allan Snyder's (Fellow of the Royal Society) empirical research of the revolutionary 3 Minds model of education – the Champion Mind, the Creative Mind and the Learning Mind – 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 and in the region, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding. Find out more about at MindChamps at www.mindchamps.org, [LinkedIn](#) and [Facebook](#).

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