

Media Release
For Immediate Release

MindChamps PreSchool Maintains Steady Growth with Net Profit of S\$2.6 million Amidst Expansion Plans

Singapore, 23 February 2022 –MindChamps PreSchool Limited (MindChamps) reported a steady growth with a net profit of S\$2.6 million for the full Financial Year (FY) of 2021, amidst active expansion plans into new markets.

The revenue of S\$62.7 million is a 21% increase from the S\$51.8 million revenue that was reported for FY2020. The increase in revenue shows MindChamps' steady growth with strong enrolment numbers in FY 2021 and reflects signs of recovery from the effects of COVID-19.

In FY2021, MindChamps continued its success with its franchise model, attracting new franchise partners in Australia. 11 franchise licenses have been executed in 2021, with more in the pipeline.



David Chiem, Founder CEO & Executive Chairman of MindChamps PreSchool Limited, said: "It is wonderful to welcome so many passionate business owners who believe in the depth of our research and what it will do to lift early childhood education in Australia."



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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, the Philippines, Myanmar, Malaysia and Indonesia.

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 Emeritus Professor Allan Snyder (Fellow of the Royal Society). MindChamps is the only educational institute to collaborate with Emeritus 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 being ranked amongst the top 50 of Singapore's fastest growing companies in 2019 and 2020 by The Straits Times and German-based global research firm Statista; winning the Influential Brands® Top Brands Award for seven consecutive years (2014–2021, 2020 was a year in which the awards didn't take place) and the Superbrands® Mark of Distinction for eight years in a row (2014–2021), the Influential Brands Top Employer Award (2019 and 2020) and the 2017 Dun & Bradstreet Business Eminence Awards. MindChamps was ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore 1000 Awards (2011-2015) and 8th out of 50 top companies in the 2017 Enterprise 50 Awards. In 2021, MindChamps was ranked 58th in Brand Finance's top 100 Brands in Singapore, being the highest new entrant and the only preschool in the list.

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