



For Immediate Release

MindChamps expands across Australia, inking a Master Franchise Agreement for Perth, Western Australia



David Chiem, MindChamps Founder CEO and Executive Chairman and Josephine Aprilia, MindChamps Master Franchisee for Western Australia, signing the agreement at the first MindChamps flagship centre in Perth.

Australia, 14 July 2023 – MindChamps has signed a Master Franchise Agreement to take the MindChamps Movement to Western Australia. The new flagship centre, which will be located at a prime heritage site in Perth, is scheduled to open in January 2024.

David Chiem, MindChamps Founder CEO and Executive Chairman explains. “Having proven our model in Sydney, with the Honourable Brad Hazzard, N.S.W. Minister for Health & Medical Research declaring that *“MindChamps is mind-blowing! There is nothing more important than an education and nothing more valuable than an educator who can inspire,”* it is wonderful to bring our movement to Perth, Western Australia and make a difference to the lives of young children and their families in Western Australia with our research-based curriculum.”

MindChamps PreSchool Limited

6 Raffles Boulevard #04-100 Marina Square Singapore 039594 • T 6828 2688 • mindchamps.org
UEN 200814615E

"I chose MindChamps because I feel connected with its values, as well as its vision and mission," says Josephine Aprilia, MindChamps Master Franchisee for Perth, Western Australia. "I am honoured to be trusted with the brand. It's not just setting up another business for me; it's how I can represent the brand's philosophy, values, and commitment to families in WA."

Over 160,000 children in Western Australia are now set to benefit from MindChamps' revolutionary, research-backed approach to early education that has been hailed as a Global Education Movement by New York Times and Wall Street Journal No. 1 bestselling author, Dr Joseph A. Michelli.

For more information or media interviews:

Marie Wee LLP

Marie Wee

T: (65) 9061 6082

E: marie@mariewee.com

About MindChamps

MindChamps PreSchool holds the Number One position among 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, Indonesia and soon in the US.

Based on a cutting-edge, research-backed curriculum, MindChamps is helmed by a highly experienced management team and an esteemed Global Research, Advisory & Programme Development 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-Mind education model – the Champion, Learning and Creative 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:

1. Being accorded the *WIPO-IPOS IP Award* in 2015 by the World Intellectual Property Organization (WIPO) and the Intellectual Property Office of Singapore (IPOS) for excellence in the brand's Trademark Portfolio.

2. 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
3. Winning the Influential Brands[®], Top Brands Award for eight consecutive years (2014-2022, 2020 was a year in which the awards didn't take place)
4. Being awarded the Superbrands[®] Mark of Distinction for nine years in a row (2014-2022)
5. Winning the influencer Brands Top Employer Award (2019 and 2020)
6. Winning the 2017 Dun & Bradstreet Business Eminence Awards.
7. Being ranked in the top 1000 of Singapore companies for 5 consecutive years in Singapore 1000 Awards (2011-2015)
8. Being ranked 8th out of 50 top companies in the 2017 Enterprise 50 Awards.
9. Being ranked in Brand Finance's top 100 Brands in Singapore in 2021 as the highest new entrant and the only preschool on the list.

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