

**Media Release
For Immediate Release**

MindChamps Partners Success Resources to Launch Its Award-Winning Franchise Model in Australia

Australia, 3 September 2020 – MindChamps PreSchool Limited (MindChamps) through its wholly owned subsidiary, MindChamps Early Learning Australia Pty Limited, continues to expand its footprint in Australia with a new partnership with Success Resources Ventures Pty Ltd (Success Resources).

Under this partnership, Success Resources, Australia's largest events promoter with speakers such as Tony Robbins and Sir Richard Branson, will collaborate with MindChamps to promote the MindChamps' franchise model.

According to Mr Michael Lane, Director, Success Resources, "Over 27 years, Success Resources have provided quality personal and professional education to millions of people in over 70 countries. Today, we are pleased to announce a new partnership with Founder David Chiem and the MindChamps family to further our commitment and vision to produce first class education. We are particularly excited and focused to combine our premium product offering to enrich and empower Australia's Youth. Together, we elevate and redefine early childhood education for a better tomorrow."

Ms Michelle Peh, MindChamps' Chief Brand Officer and Global Group General Manager said, "We are excited to partner with Australia's largest promoter of personal and professional education. The work of our organisations complements each other perfectly. While Success Resources develops the adult mind, at MindChamps, we are passionate about nurturing the Champion Mindset in every child to give them the edge to face the unknown future."

In 2013, MindChamps was recognised as Franchisor of the Year amongst all categories, an accolade accorded by the Franchising & Licensing Association (Singapore). For six years in a row (2014 – 2019), MindChamps has won the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction.

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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, Vietnam, 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 Neuroscience, Psychology and Theatre, synthesising them with Education theory and practice. MindChamps is the only educational institute to collaborate with world-renowned Neuroscientist Emeritus Professor Allan Snyder (Fellow of the Royal Society) on the empirical research of the revolutionary 3 Minds model of education – the Champion Mind, the Creative Mind and the Learning Mind – 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 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*