

**Media Release
For Immediate Release**

MindChamps Remains Profitable Despite Pandemic

Singapore, 12 August 2021 – MindChamps PreSchool Limited (MindChamps) reported a 44% increase in its revenue from the same period last year.

The revenue of S\$31.1 million in the first half ended 30 June 2021, is an increase from the S\$21.6 million in 1H2020. Despite the challenges presented by the global pandemic, MindChamps also recorded a profit after tax of S\$0.3 million in 1H2021.

MindChamps is on track with its growth plans. Locally, to meet growing demand in mature estates, it has begun to expand and upgrade its current centres in Toa Payoh and Woodlands. Aside from accommodating over 75% more students, these centres will adopt a MindChamps Version 2.0 vision with more facilities that optimises learning. In tandem with the upgrading of the physical environment, students will also benefit from the revolutionary programme, MindChamps Music.

David Chiem, MindChamps' Founder CEO & Executive Chairman said, "We are proud that our team has faced the many challenges presented by COVID-19 with the Champion Mindset and continued to strongly move forward on many fronts, especially in terms of the depth of research that is synonymous with the MindChamps' DNA."

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For media enquiries, contact:

Jessica Thomas

Deputy Director, Corporate Communications

e.jessicathomas@mindchamps.org

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*