

**Media Release  
For Immediate Release**

## **MindChamps Partners Mayapada's Tahir Family to Bring Its Premium Preschools to Indonesia**

**Singapore, 1 November 2021** – The Tahir family of the Mayapada Group, under Leaders in Learning Pte. Ltd. (Leaders in Learning) and MindChamps PreSchool Limited (MindChamps) establish a joint venture company, MindChamps PreSchool MYP Pte. Limited to bring MindChamps' premium preschools to Indonesia.

The first of the MindChamps PreSchool centres is slated to open in Bali in the first quarter of 2022. Strategically located to offer convenience to busy parents living and working in Denpasar, Sanur, Kuta, and Nusa Dua, the centre is near the intersection marked by the iconic Dewa Ruci statue. The 10,000 square foot preschool centre provides children between the ages of 18 months and 6 years old the benefit of MindChamps' breakthrough research-based curriculum, the unique '3-Mind' (the Champion Mind, the Learning Mind and the Creative Mind) approach.

"I look forward to the day that every child in Indonesia will have access to an excellent education. We are honoured to partner MindChamps in taking the first step towards this vision," said Ms Victoria Tahir, who is inspired by her father, Dato' Sri Tahir and his work with the Tahir Foundation.

Mr David Chiem, MindChamps' Founder CEO & Executive Chairman said, "We are honoured to be partnering the Tahir Family who shares our vision and passion of nurturing the young minds of Indonesia for a better tomorrow."

Hailed as a Global Education Movement by Dr Joseph A. Michelli, New York Times and Wall Street Journal #1 bestselling author, MindChamps is the Number 1 premium preschool brand in Singapore and the only preschool to be voted by parents\* as the top preschool brand in Singapore for 7 consecutive years.

\*Survey conducted by Influential Brands

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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](http://www.mindchamps.org), [LinkedIn](#) and [Facebook](#).

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