

**Media Release  
For Immediate Release**

## **MindChamps' profit increases 12% year-on-year and looks set for further growth as the global pandemic stabilises**

**Singapore, 1 March 2023** – MindChamps PreSchool Limited (MindChamps) reported a steady growth with a net profit of S\$2.9 million for the full Financial Year of 2022, and looks set for further growth as the global pandemic stabilises.

In FY2022, the MindChamps franchise strategy and strong business model attracted another 10 new franchise partners in Australia.

MindChamps' launch of the ChampionGold™ Standard Nutrition Programme has been rolled out into all MindChamps centres in Australia and has been hailed by major Australian press, including The Herald Sun, as a 'Childcare Food Revolution'. MindChamps is also the only early education provider to have appointed a Chief Nutrition Officer, Mandy Sacher - Australia's leading paediatric nutritionist and bestselling author.

MindChamps' commitment to continuous cutting-edge research has drawn the attention of major universities, including the University of South Australia, which is partnering with MindChamps to embark on multi-prong approaches to education-based research such as multiple literacies and the impact of augmented reality and technology on learning.

In another ground-breaking initiative, MindChamps is the only education group to launch a research project to assess the literacy levels of 1,000 Australian children at the age of five. This initiative has been covered by many major Australian media titles including [The Herald Sun](#), [The Mercury](#) and [The Daily Telegraph](#).

David Chiem, Founder CEO & Executive Chairman of MindChamps PreSchool Limited said: *"It is heartening to know that our investment in research is making such a profound difference to the lives of children and their families, and to be the only early learning group to have a programme with patent-pending status in the US, Singapore, UK and Australia. As a result, MindChamps is poised to expand our movement into the US in 2023."*

New York Times and Wall Street Journal No. 1 bestselling author, Dr Joseph A Michelli, had this to say: *"There are very few things more important to invest in for the future of all of us than the wellbeing of our children and specifically setting our children up and giving them the tool for success. And the more broadly that tool is applied, the more successful our society will be. That tool for me is MindChamps, and so I am really rooting for MindChamps in the United States to just catch fire like crazy."*



## For media enquiries and/or interviews

Conor O'Sullivan  
Group Creative & Communications Director  
MindChamps  
DID: 6828 2676  
Email: conorosullivan@mindchamps.org

Marie Wee  
Founder  
Marie Wee LLP  
DID: 9061 6082  
Email: marie@mariewee.com

## **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 Leaning 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 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 eight consecutive years (2014-2022, 2020 was a year in which the awards didn't take place) and the Superbrands® Mark of Distinction for nine years in a row (2014-2022), the influencer 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*