

For Immediate Release

MindChamps PreSchool's Profit After Tax Grew by \$1.3M in 1st Half of 2022

Singapore, 10 August 2022 – MindChamps PreSchool Limited (MindChamps) reported that profit after tax was up by \$1.3 million year on year (1H 2022 versus 1H 2021).

The revenue of \$31.8 million in the first half of 2022 (ended 30 June), was an increase from \$31.1 million reported in 1H2021.

Despite the pandemic in the past two years, MindChamps is on track to transform its expansion plans, moving away from Company Owned, Company Operated centres (COCO) to a more rapidly-scalable Franchise Owned, Franchise Operated (FOFO) model.

Now with Australia's franchising plan on track, MindChamps has incorporated its USA presence and will be offering franchise opportunities in the USA, starting from the last quarter of this year.

MindChamps' strategic investment in research and the creation of breakthrough programmes has resulted in two 'revolutionary' world firsts in the early education sector. The MindChamps Music programme with patents pending in the USA and Singapore (US Patent Pending: 17/644,293, Singapore Patent Pending: 10202113952V) and the Children's Nutrition Literacy Programme.

David Chiem, Founder CEO & Executive Chairman of MindChamps PreSchool Limited says, "Children spend over 10,000 hours with us in their formative years, that is why at MindChamps we take this responsibility so seriously."

Empirical data from applied research into the integrative MindChamps Music pilot programme has already shown enhanced results not only in musical literacy, but in language literacy and numeracy, as measured by international standardised tests.

On the importance of nutrition, David Chiem points out, "Children eat more with us than they do at home, which is why we appointed Mandy Sacher, Australia's leading paediatric nutritionist (the industry's first Chief Nutrition Officer) to revolutionise nutrition in early childhood education. This programme has been described by NewsCorp as a 'Childcare Food Revolution'."



Now, with 15 new franchisees in Sydney, Melbourne, Canberra and Perth on board, MindChamps is pleased to equip them with two more powerful differentiators.

MindChamps' joint venture partnership with Mayapada's Tahir Family Group in Indonesia also saw the opening of 2 MindChamps International PreSchool centres in Jakarta.

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About MindChamps

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 organization 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 seven consecutive years (2014-2021, 2020 was a year in which the awards didn't take place) and the Superbrands® Mark of Distinction for eight years in a row (2014-2021), 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*

FACT SHEET:

Website: <https://www.mindchamps.org/>

Instagram: [@mindchamps.sg](https://www.instagram.com/mindchamps.sg)

Facebook: [MindChamps Singapore](https://www.facebook.com/MindChampsSingapore)

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How to get here: **MRT** City Hall MRT (Red and Green Line)

BUS 1N, 2N, 3N, 4N, 5N, 6N, 36, 36A, 36B, 56, 70M, 75, 77, 97, 97E, 106, 111, 133, 162M, 171, 195, 195A, 531, 700A, 857, 960, 961C, NR1, NR2, NR5, NR6, NR7, NR8
Alight at bus stop 06021 along Raffles Avenue

36, 36A, 36B, 56, 75, 77, 97, 97E, 106, 107M, 171, 195, 700A, 857, 960, 961C, NR2, NR5, NR7, NR8
Alight at bus stop 02089 along Raffles Boulevard

CAR Marina Square Carpark (Raffles Boulevard)

For more outlet details: [MindChamps' Centres and Facilities](#)