



**Media Release
For Immediate Release**

Singapore Premium Early Childhood Education Brand, MindChamps, to Lift Educational Standards in Myanmar

Singapore, 11 December – “We were looking around the world for the best early childhood model of education to bring to our country, and we found it in Singapore, with MindChamps PreSchool. Amongst so many in the market, MindChamps is the only brand that has the empirical research that can nurture the champion mindset which is so important for the children in Myanmar.” Shared Ms. Kyi Kyi Moe, Director of Passion Capital Venture Pte Ltd, the MindChamps Master Franchisee in Myanmar.

Passion Capital Venture has signed a Master Franchise Agreement with MindChamps PreSchool and has plans to launch ten MindChamps PreSchool centres and five Reading centres, starting with Yangon. The first MindChamps PreSchool centre is targeted to open in Yangon in August 2018.

MindChamps brings to Myanmar its unique ‘3-Minds’ approach to education - based on the trinity of the Learning Mind, the Creative Mind and the Champion Mind.

MindChamps is the only educational institute to collaborate with World-Renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society) on the empirical research of the 3 minds model of education - the Champion, the Creative and the Learning minds, which is uniquely built into the MindChamps curriculum.

According to Mr. David Chiem, Founder CEO and Executive Chairman, “It is extremely meaningful to be able to contribute to the young minds of Myanmar, as they will be the leaders of tomorrow who will shape and lead the nation into the future.”



MindChamps Founder CEO & Executive Chairman and Ms. Kyi Kyi Moe, Director of Passion Capital Venture Pte Ltd

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About MindChamps PreSchool Ltd

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, Abu Dhabi, Dubai, Philippines, Myanmar, Vietnam, and soon China.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly-experienced management team and an esteemed World Advisory Board, Chaired by World-Renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society).

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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 winning both the Influential Brands®' Top Brands Award and the Superbrands®' Mark of Distinction for four years in a row (2014 - 2017), ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015), and most recently ranked 8th out of 50 top companies in the 2017 Enterprise 50 Awards and the 2017 Dun & Bradstreet Business Eminence Awards.

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