

MEDIA RELEASE

MindChamps awards \$200,000 worth of scholarships to under-privileged children in Marine Parade GRC

This scholarship is in conjunction with the official launch of MindSpace (a subsidiary of MindChamps Holdings) to provide underprivileged primary school children with the ultimate environment afterschool to develop their full potential.



(L-R) Nur Seri Umairah Bte Mohamad Rohaizad, Minister Edwin Tong, Kyle Raveen, Mr David Chiem (Founder and Chairman of MindSpace by MindChamps), Ms Michelle Peh (Global Chief Brand Officer & Chief Operating Officer of MindChamps), Lin Sheng. Photo credit: MindSpace by MindChamps

[Singapore, 27 January 2024] – MindChamps has officially launched ***MindSpace, the Ultimate School After School & Enrichment Academy*** and, in celebration of this milestone, has given out \$200,000 in scholarships to under-privileged children in Marine Parade GRC.

The scholarships were awarded during MindSpace by MindChamps' official opening ceremony at Kinex Mall by guest-of-honour Mr Edwin Tong, Minister for Culture, Community and Youth, Second Minister for Law and MP for Marine Parade GRC, Mr David Chiem, Founder Chairman of MindSpace, Ms Michelle Peh, Global Chief Brand Officer & Chief Operating Officer of MindChamps and Mr David Lee, Centre Owner of MindSpace @ Kinex.

These scholarship awards are part of an initiative aimed at providing needy children with access to an after-school programme built on MindChamps' research-backed 3-Mind



The Ultimate School After School
& Enrichment Academy

education model - the Champion, Learning and Creative Mind, which will equip these students with the tools and the Champion mindset to give them the edge in school and in life.

Said Minister Tong: "This is a wonderful initiative, as the scholarship will allow less fortunate students in our community to be taken care of and better supported after school.

"It will not only benefit the kids but also their parents and caregivers, who are now freed up to tend to other needs like employment for more financial stability or taking care of aged family members.

"This initiative, and the support it gives to our community, is a great example of the ForwardSG movement in action. The ForwardSG movement is a national strategy that aims to build a Singapore that is more inclusive, vibrant and united. But the government cannot do this alone.



(L-R) Minister Edwin Tong, Kyle Raveen, Nur Seri Umairah Bte Mohamad Rohaizad, Kris Raveen, Lin Sheng, Goh Julio Vicnado, Jordon Aarin s/o Kenny Ravivhandran, Mr David Chiem (Founder & Chairman of MindSpace by MindChamps). Photo credit: MindSpace by MindChamps

"We need the help of individuals, families, businesses, and community groups, to make sure that we continue to help one another and foster our commitment to live as one united people."

Added Mr Chiem: "Education is the most powerful tool for levelling society. This scholarship aligns with MindChamps' social charter to challenge and lift education standards globally and provide educational opportunities to those who would not otherwise have the means."

The scholarship is aimed at uplifting lower-income families and closing the gaps for children from such families and is aligned with goals set forth in the Forward Singapore national road map.



The Ultimate School After School
& Enrichment Academy

MindSpace is the culmination of over 25 years of MindChamps' extensive research in education, psychology, neuroscience and theatre and is now revolutionising the concept of after school education.

Among the students who received the scholarship are brothers Kyle and Kris Raveen, who are in Primary Four and Primary Two respectively.

The boys' mother, Ms Theresa Bose, 48, currently works part-time to help provide more support for the family. She is grateful that she no longer has to rush home to care for the kids after work.

"It's been tough juggling work and looking after the kids after school," said Theresa.

"But with the scholarship, they will now have dedicated help with their various subjects, especially Mandarin. MindSpace will also come in handy as this means I will be able to explore full-time job opportunities."

Like Theresa, Mr Lin Quanhong, 44, believes MindSpace will be able to provide a more nurturing environment for his seven-year-old son Lin Sheng to thrive.

He said: "Both my wife and I work part-time, and we've faced some challenges juggling work and looking after Lin Sheng after school. He has difficulty with English and Chinese in school, so enrolling him into MindSpace provides an opportunity for him to enhance his educational skills.

"It hasn't been easy for us financially. With my parents in China and my mother-in-law unwell, both sides of our family are unable to assist in looking after our child after school. The MindSpace after-school programme is critical for us. It not only allows us to consider full-time work, but just as importantly, supports Lin Sheng's development.

"I believe in the saying – 'Every child is like a seed. If you put them in good soil, they will flourish'."

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The Ultimate School After School
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About MindChamps

Globally, MindChamps has over 131 centres and has expanded into seven markets – Singapore, Malaysia, the Philippines, Indonesia, Myanmar, Australia and the U.S.A. Its key business units are MindChamps PreSchool, MindSpace by MindChamps, The Ultimate School After School and Enrichment Academy, MindChamps Enrichment Academy and MindChamps Allied Care Group.

MindChamps PreSchool holds the Number One position among premium-range preschools in Singapore, with a market share of 38.5 per cent.¹

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-Mind education model – the Champion, Learning and Creative Mind – 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:

1. 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
2. Winning the Influential Brands® Top Brands Award for nine consecutive years (2014-2023, 2020 was a year in which the awards didn't take place)
3. Superbrands® Mark of Distinction for ten years in a row (2014-2023)
4. Influential Brands® Top Employer Award (2018 and 2019)
5. Winning the 2017 Dun & Bradstreet Singapore Business Eminence Awards.
6. MindChamps was ranked in the top 1000 Singapore companies for 5 consecutive years in Singapore 1000 Awards (2011-2015)
7. Being ranked 8th out of 50 top companies in the 2017 Enterprise 50 Awards.
8. Being ranked in Brand Finance's top 100 Brands in Singapore in 2021 as the highest new entrant and the only preschool on the list.

¹Based on Independent market research as of 15 September 2017

About MindSpace

MindSpace by MindChamps, is The Ultimate School After School & Enrichment Academy.

It is the culmination of over 25 years of MindChamps' extensive research in education, psychology, neuroscience and theatre and is now revolutionising the concept of after school education.

MindSpace is the ONLY Afterschool to:

1. Have a Duo Teaching approach that provides 2 Teachers simultaneously for each School Subject - a Subject Head & Subject Specialist.
2. Have MindChamps' Brain-Based Art of Learning Techniques.
3. Have Breakthrough PSLE Results from MindChamps' Proprietary Optimal Flow MethodTM Programme for English, Maths, Science & Chinese verified by KPMG in Singapore.²
4. Foster the development of the 3 Minds - the Champion, Learning & Creative Mind - to give students the Edge in School & Life

Since opening its first centre in January 2022, MindSpace has expanded to a network of 26 centres island-wide in Q1 2024. Plans are in place to open additional centres in the coming years, further underlining MindSpace's position as the No. 1 Premium Afterschool & Enrichment Academy.³

² These results have been verified by KPMG in Singapore to supporting records provided by the Company, based on specified procedures in accordance with the Singapore Standard on Related Services SSRS 4400 Engagements to Perform Agreed-upon Procedures Regarding Financial Information.

³ As voted by parents in a survey conducted by Influential Brands