



**NEWS RELEASE**  
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**IMMEDIATE RELEASE**

## **VICTORIA EDUCATION ENTERS AGREEMENT WITH SUNSURIA TO ESTABLISH AWARD-WINNING MINDCHAMPS PRESCHOOL IN SUNSURIA CITY**

**KUALA LUMPUR:** Sunsuria Berhad (“Sunsuria”) & Victoria Education Sdn Bhd (“Victoria Education”) have entered into a joint-venture (“JV”) agreement to foray into the preschool education space.

Under the Shareholders’ Agreement between Victoria Education and Sunsuria Arena Sdn Bhd (“SASB”), both companies will incorporate a joint-venture company – with 70% and 30% shareholding respectively – to establish and operate preschools under the award-winning MindChamps PreSchool Limited (MindChamps) brand name.

SASB is a wholly-owned subsidiary of Sunsuria while Victoria Education is a wholly-owned subsidiary of Paragon Education Group – the master franchisee of Singapore-based MindChamps in Malaysia.

The JV partnership is expected to bring synergistic value to Sunsuria’s flagship Sunsuria City township by offering premium quality preschool education to the residents and surrounding community.

Sunsuria City’s first MindChamps PreSchool, which measures approximately 7,861sf, will be located at Giverny Walk, the commercial centre situated close to the Monet Residences development.

Since 2019, Victoria Education has established two MindChamps PreSchool centres in Johor Bahru, with a plan to launch 18 more preschool centres and 10 enrichment centres across Malaysia by 2024.

Beyond Malaysia, MindChamps holds the Number 1 market share of premium range preschools in Singapore and now has a strong presence in Australia.

MindChamps nurtures children from 18 months to 6 years old in the playgroup, nursery, and kindergarten levels.

Based on cutting-edge scientifically researched curriculum, MindChamps has esteemed international experts on its World Research, Advisory & Education Team, chaired by world-renowned Neuroscientist Emeritus Professor Allan Snyder (Fellow of the Royal Society). The MindChamps approach to learning draws inspiration from research in the domains of Education, Psychology, Neuroscience and Theatre.

MindChamps brings its unique '3 Minds' approach – the Champion Mind, the Creative Mind and the Learning Mind – to education and empowers children to realise their full potential.

At the heart of the MindChamps curriculum is the S.M.I.L.E.S.™ environment. It is a vibrant, nurturing and conducive space for children to learn and explore as they develop their **S**ensory, **M**otor, **I**ntellectual, **L**inguistic, **E**motional and **S**ocial skills through highly experiential classroom activities.

“We were instinctively drawn towards MindChamps’ breakthrough preschool curriculum and is Singaporean parents’ number one choice in the competitive Singapore market. Hence, we are determined to bring the excellent education system into Malaysia,” said Victoria Education’s Managing Director Dato’ Jeffrey Lai Jiun Jye.

“Education is the hallmark of a civilised and sustainable society. We are proud to offer one of the region’s most recognised preschool brands in Sunsuria City, as we believe MindChamps equips young children with the right mindset and tools to stay curious and open-minded in this rapidly changing world,” said Sunsuria’s Executive Chairman Tan Sri Datuk Ter Leong Yap.

“MindChamps is the perfect fit to complete our education ecosystem at Sunsuria City, which comprises primary and secondary level schools, Year 7 to Year 13 schooling under Concord College Malaysia, as well as tertiary education via Xiamen University Malaysia. The partnership aligns well to Sunsuria City’s ‘Smart Liveable and Sustainable’ value proposition, as we strive to provide customers with products and services of quality and excellence,” said Ter.

**END**

## **<ABOUT VICTORIA EDUCATION>**

Victoria Education Sdn Bhd – a wholly-owned subsidiary of Paragon Education Group – is the Master Franchisee of MindChamps PreSchool Centres & MindChamps Reading & Writing Programmes in Malaysia.

Victoria Education aims to be the largest and top preschool operator in Malaysia, with plans to establish 20 MindChamps PreSchool centres and 10 enrichment centres across the country.

With the motto, “Educating for The Future”, Victoria Education is embarking on a new chapter in preschool education in Malaysia by elevating preschool education standards with Singapore’s leading premium preschool brand.

## **< 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*

#### **<ABOUT SUNSURIA BERHAD>**

The roots of Sunsuria Group dates to 1989, when its founder and owner, Tan Sri Datuk Ter Leong Yap, started to develop various residential, commercial, and industrial property projects within Klang Valley. Today, Sunsuria has grown into a multi-faceted and well-established public listed property developer, that also diversified into construction, landscape & nursery, food & beverages, digital development, education, integrated healthcare, retails and other complementary businesses and joint ventures. Sunsuria has embarked on a 525-acre flagship development located at Salak Tinggi, Putrajaya South with the name of "Sunsuria City". The development is designed with the guiding principles of Smart, Livable and Sustainable. It is a freehold integrated township that will become the new international landmark with Xiamen University Malaysia, the first overseas university campus from China.

Sunsuria has been growing from strength to strength, embracing new challenges as we expand our expertise. Being a community-focused, growth and value-oriented developer, Sunsuria places reliability at the core of its operations and will continue to ensure better value creation for its stakeholders, focusing especially on our customers.

Over the years, Sunsuria has gained recognition as among the leading property developers in Malaysia, such as being listed as one of the 15 Malaysian companies in

the Forbes Asia's Best Under A Billion (USD) 2020, the Honour Award for Landscape Design (Professional Category) for Suria Residence at the Malaysia Landscape Architecture Awards 2020, CIDB QLASSIC 2020 High Achievement, High rise Residential Development (The Olive @ Sunsuria City), winning notable accolades like Focus Malaysia's Best Under Billion Awards 2019's Best Revenue Growth, Best Profit Growth, and the awards' Overall Winner for 2019, The Cornerstone Award on Best Landed Development for Monet Residences by Starproperty.my Awards 2019, Property Insights Prestigious Developers Awards (PIPDA) 2018 for Best Office Development, Best Small Homes Development for Bell Suites by Starproperty.my Awards 2018, CHT Pursuit of Excellence Developer Property Award 2018, Highest Returns to Shareholders Over Three Years (Property) at The Edge Billion Ringgit Club Corporate Awards 2017, The Edge Top 30 Property Developers Award 2016-2017, Best Township Development by iProperty.com Malaysia People's Choice Awards 2016 and Best Sustainable Township Development 2016 by Property Insights.

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