

Superbrands

Modern Montessori International is awarded the "Most Preferred Brand" award by Superbrands, based on an independent survey by AC Nielsen



AN INSIGHT INTO MANY OF SINGAPORE'S STRONGEST BRANDS

MMI Modern[®] Montessori International (LONDON)

A LEADER in Montessori Pre-school Education
Modern Montessori International Group

MARKET

The Modern Montessori International Group (MMI) is a key player in the early childhood education industry in Singapore as well as in the Asia-Pacific region. The proliferation of its franchise concept of operations is buoyed by phenomenal growth in the demand for private preschool education across the region over the last decade.

MMI's core target market is the discerning parents who desire to give their children a quality and proven head start in their early years. They see MMI's offerings and brand philosophy as a preferred and desired alternative to mainstream and conventional government-run preschools' offerings available, even if it means having to pay premium rates.

The rise in dual income families as well as a trend of declining birth rates are also contributing factors to the increasing desire in parents to seek higher quality education for their offspring and as early as possible.

ACHIEVEMENTS

Today, The Modern Montessori International Group (MMI) is the exclusive master franchisee for Modern Montessori International (London)'s unique and trademarked brand, for the Montessori pre-school education. A key achievement of the Group was and still is its distinct ability to introduce, adapt and overcome the obstacles of introducing a perceived western methodology of education to the people in the Asia Pacific region. In the course of 20 years, the Group has turned its brand of offerings into among the most sought-after education models in the market.

MMI is continuously delivering a consistently high standard of quality education. This is driven by a proven management system, a prime business model and an astute corporate culture. Added to that, the Group possesses a good branding strategy, an unreserved investment in research and development as well as a capable and dedicated staff to support its cause.

As a testament of MMI's commitment to the industry, their presence is wide-spread spanning across four continents. South East Asia sees immense potential with the ongoing growth of offices in Malaysia, Indonesia and Thailand. MMI Malaysia currently operates a teacher training centre together with seven pre-schools in Malaysia's bustling state of Selangor. MMI Thailand which is located in a prime district, in Bangkok has earned its name



as a boutique pre-school with its state-of-the-art facilities. Recognizing the need for greater early childhood education, MMI projects rapid expansion in Indonesia. Currently MMI appointed two unit franchisees that extend both teacher training courses and child development services.

Inroads into the Indian subcontinent have been created with MMI India and MMI Sri Lanka. MMI India is a multi-million dollar venture between the MMI Group and the Jaipuria Group, one of India's most prominent corporations. Over the next 10 years the group plans to open 200 more centers with its presence in every state. MMI Sri Lanka's primary objective is to raise the local standard of Montessori preschool education; it has plans to develop 30 centers in Sri Lanka over the next 5 years. MMI Middle East has a site in Abu Dhabi, as a role model for potential franchisees in the region, with projection plans to appoint at least 10 franchisees within 5 years. MMI has cast its net in Africa with MMI Nigeria, MMI Kenya and MMI Egypt, which serves as the platform for MMI's foray into the potentially lucrative market of the continent.

East Asia sees ongoing prospects with cosmopolitan Hong Kong and China, both are rising economic powers

with vast populations and rising spending power, making it an important market for the MMI Group.

Despite its growing presence internationally, the MMI Group continues to create inroads for further expansion plans globally.

Further reinforcing the MMI Group's excellence in child development services and teacher training is the Group's accordance with a host of prestigious awards and recognitions. These include the Singapore Quality Class (SQC), ISO 9001-2008, Singapore Franchise Mark, and Accreditations from British Accreditation Council (BAC), and the Open and Distance Learning Quality Council, U.K. (ODLQC).

HISTORY

Having realized the need for quality early childhood education in Singapore in the 1980s, Dr. T. Chandroo, Chairman and CEO of the MMI Group, was keen to introduce the Montessori Method of Education to Singapore. He saw the immense potential in this unique and patented methodology. Most importantly, it matched the visions and ideals of MMI's pioneers. Being a far-sighted individual with strong business acumen, Dr. Chandroo managed to convince the Director

of Modern Montessori International (London), to grant him exclusive Master Franchise rights for the Montessori Method of Education for the entire Asia Pacific region.

From its humble beginnings as a sole-unit enrichment centre, at a modest shop house along Victoria Street with its first childcare in 1996, MMI now owns two office buildings in the Central Business District (CBD), one training centre at Orchard Road and 28 preschools in various locations island wide.

THE PRODUCT

The mainstay of MMI's product is the Montessori Method of Education. The evergreen appeal of the Montessori Method of Education, amidst the rise and fall of other preschool education programmes, is consistent with its progress in many other countries. In fact, the Montessori Method has become the most up-to-date education models for preschools in the Asia Pacific.

The Montessori philosophy, which stresses on the freedom for children to explore his/her environment, resonates with parents' deepest desire and love for their children. A child who has received quality Montessori education is inquisitive, lively and full of curiosity. He or she is better prepared for excellence in an ever-evolving world.

MMI has continually developed and enhanced its curriculum by infusing traditional Montessori elements with modern schools of thought; hence, creating a unique and patented pedagogy that has been tried and tested in giving young children a holistic form of education in their formative years.

MMI also conducts teacher-training courses under its main training arm MMI Academy, which is housed in MMI Building II, located in the Central Business District of Singapore. The academy is a registered subsidiary of the MMI Group, and it offers two diploma programmes and a degree

programme, namely the U.K accredited and internationally recognized Diploma of Montessori Method of Education (DMT) as well as the Diploma of Early Childhood Care and Education-Teaching (DECCE-T), which is the requisite programme for preschool teachers in Singapore, and the Bachelor (Hons) of Early Childhood Education in collaboration with Middlesex University, U.K.

RECENT DEVELOPMENT

MMI is expanding fast in the Asia Pacific region. Recently, an MOU was signed between MMI and Ms. Tran Thi Lan Huong, the distributor of Toyota in Vietnam. Ms. Huong's company is developing a fully-equipped school with 15,000sqm of classroom space with full facilities, built on a vast piece of land in the Vietnam Singapore Industrial Park (VSIP). MMI has agreed to take a 15-year lease of the newly constructed school.

MMI is also considering a 50,000sqft facility in the township of Haifong, near Hanoi. With a population of 250,000 households, Haifong is an extremely viable location for a preschool centre. MMI plans to start operations there by 2014.

In 2010, MMI signed a partnership agreement with the Middlesex University of U.K. The two renowned institutions will work closely together to tap into the education market in Singapore and beyond.

PROMOTION

As an advocate of marketing and brand building, MMI has invested heavily in many



marketing channels, including newspapers, magazines, Internet search engines, TV and radio advertisements, exhibitions, road shows and many other modes of mass media.

MMI has also developed marketing strategies that are highly community focused. Besides generous donations and sponsorships of charitable events, Dr T.Chandoo, the Chairman and CEO of MMI has devoted much of his personal time to community service.

MMI has also set up a community childcare centre. The centre provides childcare services for lower income families at subsidized rates.

BRAND VALUES

MMI's core belief in branding extends beyond marketing and promotions. The Group's Mission, Vision and Values are an integral part of its brand and these are understood and embodied by its management, employees, students, franchisees, partners, vendors and business associates.

Parents of MMI preschoolers are assured of the highest standards of care and education, strictly governed by the doctrines of the Montessori programme. Students who attend the MMI Academy are confident that they are receiving the best training in preparing them for a bright career in professional preschool teaching. Such is the brand equity MMI strives to achieve in Singapore and beyond.

www.modern-montessori.com

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With a string of recognition under its belt, the latest accolade of Modern Montessori International is the Most Preferred Brand™ award by SuperBrands for the pre-school sector in Singapore for 2011. The Award was based on an independent survey by AC Nielsen.



MMI'S OPERATION WORLDWIDE



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