



A LEADING EDUCATIONAL GROUP FROM SINGAPORE

**Pre School Education Franchise Opportunity - Indonesia Market**

# GLOBAL EDUHUB

## A THOUGHT LEADER IN GLOBAL EDUCATION

We have altogether:

- Over 25 years of industry experience
- Proven multi-brand strategy
- Vast breadth of educational offerings
- International brands- Singapore, Philippines, Cambodia, China, Australia, Panama
- Best-in-class educational pedagogy & curriculum



# BY THE NUMBERS

## 5 MAIN BUSINESS SEGMENTS



INFANT CARE/  
PRESCHOOL



KINDERGARTEN



STUDENT  
CARE



ENRICHMENT



EDUCATIONAL  
PUBLISHING

10 BRANDS

50 SCHOOLS  
ACROSS 3  
COUNTRIES

OVER 5,000  
STUDENTS

# OUR BRANDS



## INFANT/PRESCHOOL



**ALPHABET**  
PLAYHOUSE



little green house

## KINDERGARTEN



Little GREEN Castle  
昌邑小绿堡国际幼儿园

# OUR BRANDS



## STUDENT CARE

**nas**scans  
Building Character · Developing Leadership · Enhancing Life Skills

## ENRICHMENT/OTHERS

buzan  
asia

Brain  
Capital  
Group

gloobaloo™

MIDAS™  
SMART KIDS INTELLIGENCE DEVELOPMENT FOR COLLEGE BOUND STUDENTS

## EDUCATIONAL PUBLISHING



Nurture  
Craft



A young girl with dark hair, wearing a white shirt and a purple checkered vest, is smiling and covering her mouth with her hands. She is sitting outdoors on a green lawn. The background is a blurred green field.

MULBERRY LEARNING

SINGAPORE'S  
BEST PRESCHOOL



# WHY EARLY CHILDHOOD?



90%

OF A CHILD'S BRAIN  
DEVELOPS BY AGE 5



# WHY SINGAPORE?

THE WORLD'S BEST IN MATHEMATICS,  
SCIENCE & READING\*



*\*ACCORDING TO OECD PISA RANKING & TIMSS STUDY*



# WHY MULBERRY LEARNING?

## VOTED SINGAPORE'S BEST PRESCHOOL

5 YEARS RUNNING



**BEST HOLISTIC  
LEARNING PROGRAMME**

2016 - 2021



**BEST REGGIO EMILIA PRESCHOOL**

2017 - 2021



MULBERRY LEARNING®

# WHY MULBERRY LEARNING?



## REGGIO EMILIA

THE ONLY GLOBAL PEDAGOGY  
ABLE TO TRULY IGNITE A CHILD'S  
LOVE FOR LEARNING



A SCIENTIFIC &  
PROBLEM SOLVING  
MIND



GOOD TEAMWORK &  
COLLABORATION



CREATIVE THINKING &  
EXPRESSION



SELF-CONFIDENCE &  
AWARENESS



ACTIVE & SELF-  
DIRECTED LEARNER



MULBERRY LEARNING®

# WHY MULBERRY LEARNING?

## HABITS OF MIND™

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THE FIRST PRESCHOOL IN THE  
WORLD CERTIFIED BY THE USA

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A FRAMEWORK OF 16 INTELLIGENT  
THINKING HABITS



USED BY ELITE SCHOOLS & SINGAPORE  
GOVERNMENT TO GROOM TOP STUDENTS



MULBERRY LEARNING®

# WHY MULBERRY LEARNING?



## LITERACY FUN™

STRUCTURED PROGRAM TO BUILD  
FLUENCY IN ENGLISH

DEVELOPED IN-HOUSE



4,500 WORD BANK BY AGE 6



RIGBY STAR PHONICS PROGRAM



MULBERRY LEARNING®



# WHY MULBERRY LEARNING?

## S.T.E.A.M.

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A WIDE RANGE OF S.T.E.A.M.  
ENRICHMENT PROGRAMS

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LITTLE TINKERER™

PICASSO KIDZ™

LITTLE NEWTON™

MUSIC MOOVES™

BUSY BAKER™

AND MORE



MULBERRY LEARNING®

# WHY MULBERRY LEARNING?



## SPACES

UNIQUE REGGIO-INSPIRED  
ENVIRONMENTS



MULBERRY LEARNING®

# WHY MULBERRY LEARNING?



**FLA**  
awards 2016  
PROMISING FRANCHISOR  
OF THE YEAR  
WINNER

## FRANCHISE SUPPORT

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STRONG SUPPORT IN PLACE TO  
FUEL YOUR GROWTH

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SITE LAYOUT

SYSTEMS

OPERATIONS

MARKETING

CURRICULUM

SUPPLIES

STAFFING

TRAINING



MULBERRY LEARNING®

# WHY MULBERRY LEARNING?

## THE VOICE OF FRANCHISE OWNERS

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“ Of all the preschool brands in Singapore, Mulberry Learning’s concept, curriculum and environment setup was the most unique and appealing to me. The team at Global EduHub was very supportive during the training and setup phase, offering us advice and guidance when needed, which made it that much easier to open our preschool in Panama. A big thank you to Global EduHub! ”

- Dr Marianela Diaz, Franchisee since 2017

“ I decided to invest in a 2nd preschool after my good experience with the 1st preschool. The support given offers me the flexibility I need, and the team at Global EduHub has been professional and most accommodating to our needs. ”

- Ms Audrey Tan, Franchisee since 2017



MULBERRY LEARNING®



# KEY COMMERCIAL TERMS

## FRANCHISE PACKAGE

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### UNIT FRANCHISE

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US\$65,000

6% ROYALTY

5 YEARS TERM

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### MASTER FRANCHISE

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FROM US\$250,000

6% ROYALTY

10 YEARS TERM



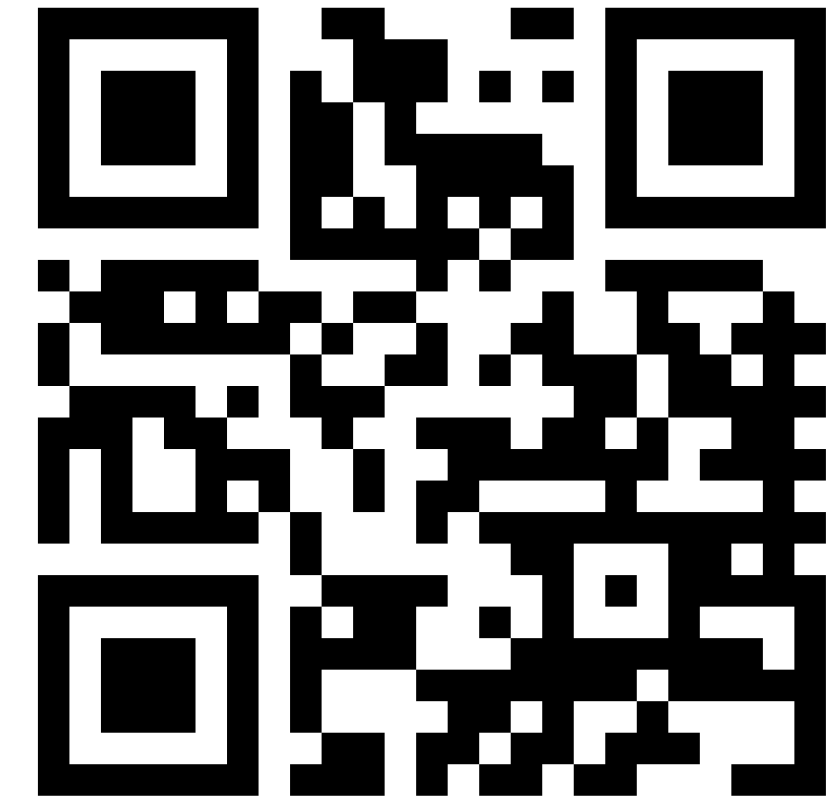
MULBERRY LEARNING®

# SUMMARY

- 1 PRIME TIME TO INVEST IN  
EARLY CHILDHOOD EDUCATION
- 2 RISING GLOBAL PROFILE OF  
SINGAPORE EDUCATION
- 3 A UNIQUE PRESCHOOL CURRICULUM, UNLIKE  
ANYTHING FROM US/UK
- 4 OVER 20 YEARS EXPERIENCE IN  
INTERNATIONAL MARKETS



# Thank You



## Because, we're here to help and connect

This proposal as presented was prepared as a guide to be implemented during the ceremony. We are hoping for a full support and participation from all parties to establish a fruitful and successful event

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