



Cherie Hearts Group International Pte Ltd

Regional Head Office:

19 Cecil Street

#05-01 Cherie Hearts HQ, Singapore 049704

Tel: (65) 6 271 0080 Fax: (65) 6 271 0090

Website: www.cheriehearts.com.sg Email: care@cheriehearts.com.sg

Co. Reg No.: 200717229H

CH/HQ/CIR/STAFF/0610/1 NOVEMBER

1st November 2010

Dear Parents, Partners, Associates and Friends,

Major Group Announcement

It has been another remarkable year for the Cherie Hearts Group. And, as it has become characteristic of us, we have moved from strength to strength. Thanks to the hard work and support of our team of dynamic and committed teaching professionals, Supervisors and Principals, Branch Directors, our specialist personnel and management at HQ, our parents, our partners and friends, we celebrate our continuing growth in Singapore and further away from our shores, as we chart our course of expansion further into our five territories, the host of awards and initiatives that attest to the synonymy of our name with quality and innovation and trust.

With merely a week passed since being presented the FLA, Franchise Star Achiever Award recognising of our brand presence and systems, by Member of Parliament for Ang Mo Kio GRC and Chairman for Action Community for Entrepreneurship (ACE) Inderjit Singh, we have another reason to celebrate, as we mark a major milestone in the history of Cherie Hearts.

It is with great pleasure and pride that we announce the strategic merger of two giants from the industry, Singapore's homegrown Cherie Hearts and Australia's G8 Education Limited on 28th October 2010.

The G8 Education group of childcare centres holds the distinction of being Australia's only Australian Securities Exchange listed (ASX-GEM) child care operator. It has a well credentialed Board of Directors and management, and, leading its operations here is Managing Director, Chris Scott.

With effect of the tie-up, G8 brings Cherie Hearts into the ranks of listed organizations in Australian Securities Exchange.

With premium Australian childcare brands such as Early Learning Services, World of Learning, Bourne Learners, Community Kids, Holiday Club and Kindy Patch, included in its portfolio, G8's centre count stands at an outstanding 140 centres. The merger brings our combined centre count to a staggering close to 300 hundred centres and places us amongst the largest in Asia Pacific.

We warmly welcome onboard our new partners whose operations are directed by the vision of 'Quality Education and Care', 'Employees', 'Community' and 'Growth and Sustainability' which resonates strongly with ours.

Our commitment to 'Touching Hearts, Moulding Lives' of our Cherians, partners and staff will continue with us into this new plateau, as well as our exemplary hard work, good practices, promotion of family values and social responsibility. We look forward to sharing our systems and practices beginning with our initiatives in curriculum and professional development with our Australian counterparts and in turn, we will also seek to learn from them.



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In addition to cross-learning, the merger will ensure our competitive edge in the industry as the move to being a global company will allow us access to more resources to take our operations, services and curriculum to even higher standards. You will be pleased to learn that enhancements to our research and development team are already underway, as is the officiating of our new International Board of Advisors and programmes. The merger will also lend a boost to the strides we make in our expansion efforts overseas.

As we move into this new chapter together, we look forward to sharing even greater successes.

Warmest Regards,

Dr Sam Yap S G

**DEPUTY REGISTRAR OF MARRIAGES (ROM/MCYS)
Group Executive Chairman & Co-Founder
Cherie Hearts Group International**

Dr Gurcharn J. Singh

**WORK LIFE LEADERSHIP AWARD WINNER
Group President & Co-Founder
Cherie Hearts Group International**

*"If one dream should fall and break into a thousand pieces,
never be afraid to pick one of those pieces up and begin again"*

~ Flavia Weedn



MCYS
Appointed
Family Day
Care Centre
(FDCS)



Singapore
Promising
Franchisor Award
2005



Singapore
Franchisor
of the Year
2006
(Finalist)



Franchise Star Achiever
(Silver) 2010



Singapore Promising
Brand Award
2005 & 2006



Ernst & Young
Entrepreneur of
the Year Awards
2006 (Finalist)



SHELL LiveWIRE
Young Business Start
Up
Award 2005
(Champion)



The Entrepreneur
of the Year Award
2007
(Top Entrepreneur)



Healthy Eating
Award



Franchising and
Licensing Association
(Singapore)



People Developer
Standard



Family Life Ambassador



Employer Alliance
on Work & Family



Family Friendly Employer
Award 2004



Pro-Family Business
Mark



'COOL' Childcare
for Hygiene
Excellence



Work-Life
Leadership
Award 2008



Work-Life
Excellence Award
2006 & 2008 &
2010



Singapore
Prestige
Brand Award 07,
2008 & 2009
(Established)



Singapore Prestige
Brand Award 2008
(CitiBusiness
Regional Award)



Professional
Enterprise Award
2007
(Prestige)



Professional Enterprise
Award 2007
(Significance in
Corporate Vision
Category)



HRM Award 2009
Finalist for
'Best Work-Life
Harmony'



ASEAN Business Award
2008
'Most Admired ASEAN
Enterprise'
- Growth, SME