



PRESS RELEASE

Raffles Campus to establish its first International School in Bandar Seri Alam

- ***Joint venture with Seri Alam Properties Sdn Bhd (a subsidiary of United Malaysian Land Bhd)***
- ***State-of-the-art International School to house 2,000 students***
- ***International curriculum infused with Singapore curriculum***

Johor Bahru, 18 April 2011 – Seri Alam Properties Sdn Bhd (SAP), a wholly-owned subsidiary of United Malaysian Land Bhd (UMLand) and Raffles Campus Pte Ltd (Raffles Campus) announced their plans to have the first Raffles International School in Bandar Seri Alam within Iskandar Malaysia, in Johor.

At a special ceremony at Galleria Seri Alam today, SAP signed a Memorandum of Understanding (MOU) with Raffles Campus to form a joint venture to build the “Raffles International School” in Bandar Seri Alam which will be managed and operated by Raffles Campus.

The MOU was signed by UMLand’s Group Chief Executive Officer, Mr. Pee Tong Lim, and Raffles Campus Chairman and Chief Executive Officer, Mr. Ng Boon Yew. This ceremony was witnessed by the Consul-General of Singapore Consulate-General in Johor Bahru, Mr. Lim Hong Huai and Tuan Haji Mohamed Basir bin Mohamed Sali, General Manager of Johor State Investment Centre.

The purpose-built International School will spread over 15 acres of land area next to the Universiti Teknologi Mara (UiTM) campus in Bandar Seri Alam. The built up area is planned to be at least 180,000 square feet. The School will offer international curricula for children from Kindergarten to High School with age ranging from 3 years to 18 year of age. The School will feature advanced educational facilities including modern IT, Science and Multimedia laboratories and a range of sporting and recreational amenities such as an Olympic-sized swimming pool, tennis court, soccer field, running tracks and dance studios. The campus will be the flagship school for the Raffles Campus network and it plans to admit its first cohort of students in the 3rd quarter of 2013.

The cost of this project is estimated to be RM35 million. The development of the campus will span into two or three phases over a 4 to 5 year period. The establishment of an International School will complement the Bandar Seri Alam township which is known as the “City of Knowledge” for the Eastern Corridor of Iskandar Malaysia.

Mr. Ng Boon Yew, Chairman and CEO of Raffles Campus, said: “Raffles International School aims to redefine educational standards with its holistic approach towards grooming youngsters to be global citizens. Education must reflect the aspirations and needs of the society, and we are creating models that will help in shaping individuals, who will be equipped to handle the many and varied challenges that they will face in the workplace and the society at large.”

The School’s curricula will include the International Baccalaureate Diploma Programme, the American High School Diploma and the Cambridge University’s International General Certificate of Education Advanced Level for students in the High School; the International General Certificate in Secondary Education for

students in the Secondary School; and the Cambridge International Primary Programme for children in the Primary School.

Mr Ng added: “The School will take into consideration local requirements and, though the medium of instruction will be in English, all students will be encouraged to learn their mother-tongue as either first or second language. We plan to offer Bahasa and Mandarin in the School starting from the Kindergarten level. A third language is optional and will be available to students. To bring Singapore’s education nearer to the community in Malaysia, the curricula will also be infused with Singapore Ministry of Education’s curriculum. The School will continue to focus on the three Pillars of Excellence – Sciences, Sports and the Arts.”

Mr. Ng also added “Although this will be Raffles Campus’ first international school in Malaysia, the management team has extensive, in-depth experience in managing international schools, kindergartens and nurseries both locally in Singapore and overseas. Over the past 5 years, the Raffles Campus team has successfully started and helped grow schools, kindergartens and nurseries in Dubai and in Singapore. The Raffles Campus team will actively contribute its expertise to the international school in Malaysia. “

Any global city needs a dynamic hinterland which will provide it with the necessary economies of scale and critical mass. Raffles Campus sees great potential in establishing the international school in Bandar Seri Alam, which is within Iskandar Malaysia. Although other Singapore private educational institutions had earlier announced the setting up of their campuses in Iskandar Malaysia, Raffles Campus will be the first international school from Singapore to be established in Iskandar Malaysia. The school’s main objective is to provide both the local and expatriate community with high standard educational experience and to be a catalytic element in the overall economic development of Iskandar Malaysia.

Mr Pee Tong Lim, Group Chief Executive Officer of UMLand said that they are proud to be collaborating with Raffles Campus to include the Raffles International School in the community. “We strongly believe that this collaboration with Raffles Campus will further strengthen Bandar Seri Alam’s position as the nation’s Education Hub in the Eastern Corridor of Iskandar Malaysia,” he said.

He also added, “This is a noteworthy step in the positive evolution of the “City of Knowledge”, as this international school will complement the existing notable educational institutions and schools, such as six government schools (including vernacular schools), Masterskill University College of Health Sciences (MUCH), Universiti Teknologi MARA (UITM), MARA Junior Science College (the first institution built in Seri Alam), HELP University Johor Campus, University Kuala Lumpur (UniKL), The Malaysia Art School and Japanese School (which has been operational since 2001). “

This initiative is also in line with the government’s efforts under the Economic Transformation Programme (ETP) to rebrand Malaysia from a stopover location for education to a major education centre of choice and pivotal hub in the global education network. “Any significant educational effort that addresses the requirement for globalism and internationalism to be met by the citizens of the country in which it is situated, necessarily provides cross-national doorways,” he further elaborated.

He also added “Moving forward, in tandem with what has been highlighted in the recent 10th Malaysian plan which is to build an environment that enhances quality of life and to raise student quality, we hope the strategic joint venture could lead Bandar Seri Alam to be more vibrant livable city to live, with improved education system and to create more employments and sustainable livelihoods in future. “

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About Raffles Campus Pte Ltd

Raffles Campus Pte Ltd (www.rafflescampus.edu.sg), a premier education provider, is owned by Strategic Foundation, a Singapore based non-for-profit organisation. Raffles Campus has many years of experience in starting and managing nurseries, kindergartens and international schools in Dubai, India and Singapore. It is presently operating and managing Excelsior International School in Singapore. Raffles Campus will be focusing in the Asian region and aims to manage over 10 international schools, kindergartens and nurseries over the next five years.

About Excelsior International School

Excelsior International School (www.eis.edu.sg) operates from its 44,000 square metres campus located at 201 Ulu Pandan Road, and is strategically located in close proximity to expatriate communities. It admitted its first students in January 2007 and presently has students from over 50 countries. EIS is a Regular Member of the Council of International Schools (CIS), and is an approved Cambridge International Examinations (CIE) centre offering the IGCSE Programme in its Secondary School. It is an International Baccalaureate (IB) World School offering the Primary Years Programme (PYP) in its Kindergarten and Primary School and Diploma Programme (DP) in its High School. It is also a candidate school for accreditation with the Western Association of Schools and Colleges (WASC) of the United States.



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About United Malayan Land Bhd (www.umland.com.my)

Listed on the Main Board of Bursa Malaysia, UMLand is an established property developer in Malaysia. Its major shareholders include CapitaLand Limited, Tradewinds Corporation Berhad and Chee Tat Holdings (S) Pte Ltd. UMLand operates two development divisions, namely the Township and Niche Divisions.

The Township Division has three integrated township developments located in high growth areas of Malaysia. The townships of Bandar Seri Alam and Taman Seri Austin are strategically located within Iskandar Malaysia, Johor whilst Bandar Seri Putra is situated in Selangor. The Niche Division has to date completed three high-end residential serviced apartments and condominiums – Seri Bukit Ceylon at Jalan Bukit Ceylon, Suasana Sentral Loft at KL Sentral and Suasana Bangsar in the suburb of Bangsar. The Division is now developing 310-unit residential serviced apartments located in Bukit Ceylon within KL city centre known as Suasana Bukit Ceylon and is on course to launch three new niche projects within the vicinity of KLCC, Johor Bahru CBD and Nusajaya, Iskandar Malaysia.

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