

MEDIA RELEASE

REPUBLIC POLYTECHNIC COLLABORATES WITH POPULAR E-LEARNING HOLDINGS

New tie-up will enable RP students to gain industry-relevant experience in the fast evolving digital media sector

Singapore, 9 April 2014 - Popular e-Learning Holdings Limited and Republic Polytechnic (RP)'s School of Infocomm (SOI) have signed a Memorandum of Understanding (MOU), aimed at increasing the quality and effectiveness of interactive digital learning products and solutions to keep pace with the evolving learning needs of students.

The two-year agreement will see Popular e-Learning Holdings Limited, the digital arm of Popular Holdings, formalise and extend its existing collaboration with RP. Through the MOU, Popular e-Learning Holdings Limited will offer students from RP's Diploma in Interactive and Digital Media (DIDM) the chance to gain invaluable industry insight through the Industry Immersion Programme (IIP). In addition, the collaboration provides a platform for outstanding students' final year projects to be adapted for commercialisation and implementation.

In the first year of the MOU, a total of three student Final Year Projects will be undertaken in collaboration with Popular e-Learning Holdings Limited. With the support of experienced staff from both organisations, RP students will gain invaluable experience in conceptualising and designing print and digital media products in the education field to make learning enjoyable.

"We are pleased to collaborate with an established brand name like Popular e-Learning. We believe that this MOU will open up new opportunities for our Infocomm students to work with industry partners and produce work at a level relevant to industry needs. We are also hopeful that this collaboration will pave the way for more opportunities between RP and Popular to work together to produce more innovative digital e-learning solutions," said Mr Boo Chong-Han, Director, School of Infocomm, Republic Polytechnic.

"Republic Polytechnic and Popular e-Learning share common core values and goals – nurturing innovative, entrepreneurial individuals and the use of technology in enriching learning. The collaboration displays our commitment towards education for our future generation and beyond. RP embraces Problem-based Learning which too, is our approach towards holistic learning. By working with experienced educators from RP through sharing of experiences and resources, we hope to ignite students' passion for digital learning and bring about innovative solutions for the next generation of preschool education learning needs --- transforming the students from learners to teachers.", said Ms Christine Chiang, Senior Director, Popular e-Learning Holdings Pte Ltd.



Popular e-Learning Holdings Limited currently offers internship positions to RP students through the IIP, which allows students the opportunity to put into practice the skills and techniques gained through their diploma course in areas such as storyboarding, 3D rendering and video production. Popular e-Learning Holdings Limited had positive feedback about the contribution of past batches of IIP students in enhancing the company's digital learning products and solutions. This factor was instrumental in the formalisation of the MOU, which will allow both institutions to jointly develop more innovative and vibrant e-learning solutions.

As part of the MOU, Popular e-Learning Holdings Limited will also be providing scholarships and diploma and module prizes to deserving RP students to encourage excellence in this exciting industry.

- END -

About Republic Polytechnic

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two academic centres offering thirty-nine diplomas in Applied Science, Engineering, Enterprise and Communication, Events and Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://www.rp.edu.sg>

About Popular e-Learning Holdings Pte Ltd

Popular e-Learning Holdings is the Research & Development and Content Development (Educational Technology) division of Mainboard-listed Popular Holdings Ltd. The company's core offering include:

- **Project PSL (Pre-School learning)** - for Pre-K up to K2 (Nursery, Kindergarten) curriculum & contents development
- **Go-Easel** (a mobile assessment-based learning) for K3-K21 (Primary to Tertiary)
- **ICT and New Media Courses** providing modular digital media and ICT programmes to students and professionals
- **Media Production** provides professional photography and videography services to schools, institutes of higher learning and corporate organisations,

About Project PSL (Pre-School Learning) – a Popular e-Learning initiative.

Our mission is to promote holistic learning for children through meaningful play. We believe every child should have a strong learning foundation. At Project PSL, we are constantly sourcing, improving and re-inventing how knowledge is best acquired. Our aim is to make high quality educational contents affordable, and in embracing both traditional forms of learning with digital creativity and interactivity, we make learning fun again.

Project PSL is supported by a team of curriculum and content specialists trained by the National Institute of Education (NIE Singapore) and Singapore's leading Early Childhood Education training institute (SEED) with a combined strength of over 30 years experience in classroom management ranging from pre-schools, primary and secondary Schools. Our content specialists' qualification ranges from Diploma in Early Childhood (Teaching & Leadership) to Masters Degree in Education.

Project PSL also works closely with industry leading educationists and independent childcare operators to ensure that their contents are pedagogical sound and engaging to preschoolers. In addition to producing educational mobile apps and interactive eBooks, we work with our sister publishing company, Educational Publishing House (EPH) Singapore to co-produce a range of print readers, activity worksheets, workbooks, physical play products, parents' and teachers' guidebooks. Our products are carefully designed to comply with the Ministry Of Education (Singapore) 2013 Kindergarten Curriculum Framework.

For more information, visit <http://www.earlyreaders.com.sg>

Press Contacts:

Republic Polytechnic
Office of Corporate Communications
Patrick Seng / Julian Soh
Tel: +65 9767 6701 / +65 9018 0719
Email: patrick_seng@rp.edu.sg / julian_soh@rp.edu.sg

Weber Shandwick (for Republic Polytechnic)
Matthew de Bakker / Siddharth Singh
Tel: 6825 8206 / 6825 8022
Email: republicpoly@webershandwick.com

Press Contacts:

Popular e-Learning Holdings Pte Ltd
Project PSL
Keith Kwai
Tel: +65 9727 2359
Email: keithkwai@popularworld.com