

## NEWS RELEASE

### RAFFLESE EDUCATION CORP BAGGED TWO PRESTIGIOUS AWARDS IN 2015

- **Best Company for Leadership in Private Education in the Asia Pacific**
- **Brand of the Year 2015 National Award**

Singapore, 11 May 2015 - Raffles Education Corporation Limited ("RafflesEducationCorp") received two prestigious awards in March 2015, namely the IAIR Awards in Hong Kong and World Branding Awards in Paris, France.

The IAIR Awards held at the Conrad Hong Kong Hotel on 10 March recognised more than 50 companies for their leadership in strategic fields across sectors such as Corporate, Property Sustainability and Finance in the Asia Pacific and worldwide.

RafflesEducationCorp was recognised as the **Best Company for Leadership in Private Education in the Asia Pacific** under IAIR Corporate Awards 2015.



From left to right: Mr Scott Chew, Executive Director and Deputy CEO of RafflesEducationCorp, received the prestigious Award from Mr. Guido Giommi, President of IAIR Group.

The World Branding Awards 2015 organised by the World Branding Forum (WBF), a global non-profit organisation dedicated to advancing branding standards for the good of the branding community and consumers, was held at the iconic Hilton Paris Opera on 24 March.

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The awards ceremony honoured 50 international brands in luxury, fashion, lifestyle, hospitality, service, food and beverage from 22 countries. Some notable global winners included Cartier, Gucci, Hermes, Prada, IKEA, Nike and many more.

The Awards recognised the best global and national brands for their work and achievements. Uniquely, winners were judged through four streams: brand valuation, consumer market research, public online voting, as well as voting by the World Branding Forum Advisory Council.

RafflesEducationCorp was recognised as **Brand of the Year 2015** under the National Award category, which was presented only to the very top brands that are household names, globally and in their home countries.



From left to right: Mr Richard Rowles, Chairman of the WBF presented the premier Award to Mr Ong Kai How, Director of Human Resource and Branding at RafflesEducationCorp.

"This was a celebration of the hard work that went into building great brands. As half of the voting was by consumers, winners of the Awards clearly demonstrated that they have built strong brand loyalty among their customers and fans. The Awards is a testament to the people who worked behind the scenes in building and maintaining brands," said Richard Rowles, Chairman of the WBF.

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"Over 2,500 brands from 35 countries were nominated for the Awards. As part of the judging process, a brand valuation was conducted, taking the account financial performance, advertising, public relations, marketing, and social media engagement activities," said Peter Pek, Chief Executive of the WBF.

The two prestigious Awards conferred to RafflesEducationCorp is a testament to our relentless pursuit of academic excellence in providing a quality education across our global network of institutions, and our commitment in grooming aspiring students into successful creators and leaders of tomorrow.

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## **About IAIR Awards**

IAIR AWARDS® is one of the world's leading ranking and prize for excellences in global economy and sustainability. It is made up of the scientific committee of IAIR® and IAIREVIEW.org along with a team of dedicated legal, economic and financial journalists in over 120 countries worldwide.

Some of the past winners and top ranked companies included: Morgan Stanley, Bank of China, Rockefeller, BNP Paribas, IBM, HDFC Ergo, Freshfields, UBS, Novartis, BlackRock, Rothschild, Deutsche Bank, Aviva, Vodafone, Russel Investments, ReMark, BASF, Daimler, Royal Dutch Shell, Christian Dior, Cartier, Fedex, ABB, 3i Group, APAX Partners, Bridgepoint Capital, Allen & Overy, Willkie Farr & Gallagher, DLA Piper and CMS. For more information, please visit [www.iairawards.com](http://www.iairawards.com).

## **About World Branding Awards**

The World Branding Awards is the premier recognition programme of the World Branding Forum, a registered global non-profit organisation registered in England that produces, manages and supports a wide range of programmes covering research, development, education, recognition, networking and outreach.

Previous winners included Apple, Coca-Cola, HSBC, Louis Vuitton, McDonald's, Mercedes-Benz, the BBC, British Airways and the University of Oxford. For more information, please visit [brandingforum.org](http://brandingforum.org) or [awards.brandingforum.org](http://awards.brandingforum.org).

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## About Raffles Education Corporation Limited

Raffles Education Corporation Limited (“RafflesEducationCorp” or “the Group”) is a premier private education provider, owner and manager of education assets and facilities, and education-linked real estate investor and developer.

Since establishing its first college in Singapore in 1990, RafflesEducationCorp has grown to provide a full spectrum of education services through a vast network of 31 colleges and universities in 29 cities across 12 countries globally: Australia, Cambodia, China, India, Indonesia, Malaysia, Mongolia, Philippines, Saudi Arabia, Singapore, Sri Lanka and Thailand. More than 20,275 students enrolled in RafflesEducationCorp’s tertiary programmes benefit from a quality education that provides graduates with a well-rounded hands-on experience relevant to the industry.

The Group is also involved in the management of education assets and facilities. It provides a resilient source of recurring rental and management income. The education-linked real estate investment and development business equips RafflesEducationCorp with an asset-backed pillar against adverse economic conditions and broadens revenue and income streams with opportunistic property investment and development.

Headquartered in Singapore, RafflesEducationCorp employs close to 2,000 academic and administrative staff and is listed on the Mainboard of the Singapore Exchange. For more information, please visit [www.raffles-education-corporation.com](http://www.raffles-education-corporation.com).

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