



FOR IMMEDIATE RELEASE

New first of its kind app makes learning maths a breeze.

Pupils, parents and educators now have access to all-round support in maths education in the palm of their hands.

Singapore, 1 December 2015 - Maths Heuristics Pte. Ltd. will be officially launching an app that makes learning primary school mathematics more integrated on 8 December 2015. The app named mathsHeuristics™, allows not only pupils but also parents and educators to learn how to approach maths problems in a smart and efficient manner.

Today primary school maths focuses on information processing and problem-solving by logic, called heuristics, rather than the traditional approach of using formulas. Unfortunately, the heuristics are taught through different topics and not as techniques by itself. This cause many pupils to struggle with the subject.

The app's key benefit is that it teaches proprietary heuristics developed by the company with step-by-step interactive explanations that help users to learn systematically at their own pace. It comes with a rich database of maths problems and sample questions based on the highly popular guidebooks produced by Maths Heuristics and used in their workshops.

Pupils have the option of working out the solutions on their own and then checking the answers immediately or activating the Professor and the Whiz Kid characters to give them step-by-step explanations. They can then share their working with their friends on email or social media platforms.

"We developed mathsHeuristics™ based on a gap that we identified in the tuition industry. Pupils get access to tutors only once a week. At home, they only have their parents for guidance. Parents, on the other hand, are not familiar with the heuristics approach to solving maths problem and cannot help much," said Sunny Tan, director of Maths Heuristics Pte. Ltd., and the brains behind the app. "mathsHeuristics™ gives pupils and parents access to our

expertise 24/7. They can revise their maths at anytime from the palm of their hands, literally". This is a first in the industry.

Currently, parents who want to get actively involved in their children's maths learning process don't have any other resources other than the textbooks. Now, they can learn the heuristics right off their smartphones on the go and be more confident in guiding their children. William Goh, 37, is one of the parents who has been using the app since September as part of the beta testing process. He used the app as a tool to bond with his primary five going daughter. William said, "Jeanette and I use the app together as she works through the same questions in the workbook. The structured explanations on the app let us have good conversations around the maths problems. This is very different from before when I tend to get frustrated just trying to teach her the way I understood it".

Maths Heuristics is a pioneer in teaching heuristics in Singapore since 2008. The app is part of its effort to remain a leader in this field. mathsHeuristics™ took one year and around \$80,000 to develop. Currently, it already has 251 users to date. It is part of Maths Heuristics mission to develop a multi-modal maths learning ecosystem with its hardcopy guidebooks, app and the upcoming video element that will be included in the app. The videos will be first launched as an online platform this December. The app will pave the way for expansion in countries where Singapore's maths education is highly regarded.

Maths Heuristics will be partnering with Popular e-Learning Holdings Pte. Ltd, member of Popular Holding Ltd. The e-books and video will be made available on Go-Easel, their online learning platform (www.go-easel.com.sg). The app and video will be officially launched at Popular Bookfest event on 8 December 2015.

The Math Heuristics app is currently free for download on Apple App Store and Google Play with the option of in-app purchase of five workbooks for a price ranging between US\$7 and US\$9 each.

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Released on the behalf of Maths Heuristics Pte. Ltd. by

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Note to Editors

About Maths Heuristics Pte Ltd

Maths Heuristics was founded by Sunny Tan in 2008. An ex-teacher with Singapore's Ministry of Education (MOE), Sunny has been teaching mathematics since 1997. Early in his career, he observed how the mathematics syllabus left many students stumped. Sunny designed and ran classes that delivered the mathsHeuristics™ programme to help students achieve breakthroughs in their study of mathematics.

Today, mathsHeuristics™ offers a total learning experience with its suite of learning tools – classes, guidebooks, mobile app, soon-to-be-launched web videos and upcoming virtual classrooms. By embracing technology, we give students, parents and educators 24/7 access to our expertise.

For more information: www.mathsheuristics.com

About Popular Bookfest

BookFest@Singapore has established itself as Singapore's largest and most successful book festival over the past eight years. In 2015, the annual mega book and stationery event will return for the ninth year running, targeting book lovers, retailers, distributors, students, educators, families and working professionals.

This event seeks to expand horizons through a greater exchange of knowledge, culture and ideas. Since its inauguration in 2006, it has seen a three-fold increase in visitors to this one-stop event, offering a comprehensive range of the best and latest publications, stationery, electronic peripherals, gadgets & IT products and educational aids.

This event expects an average of half a million visitors with multitude of reading and learning opportunities for all, new releases, local and overseas author appearances, educational talks and guest appearances by celebrities.

For more information: www.bookfestsingapore.com, www.popular.com.sg/about-us