



NEWS RELEASE

Research shows that 86% of the Informatics students will choose Informatics again for continuous education

> Global online market research was conducted for the month of August 2005

05 Sep 2005, Singapore – The Global Higher Education Unit of Informatics, a provider of quality lifelong learning services conducted a global online market research targeted at its current students for the month of August 2005.

The market survey is an opportunity for all Informatics students to have their say about their experiences as its students. The survey asks for feedback on the quality of its services and programmes.

Markets covered

This survey provides a view of the customers' perception on the quality of the services and programmes. Its students from Singapore, Malaysia, Hong Kong, China, Sri Lanka, Myanmar, Kenya, Pakistan, Dubai and UAE participated in the survey.

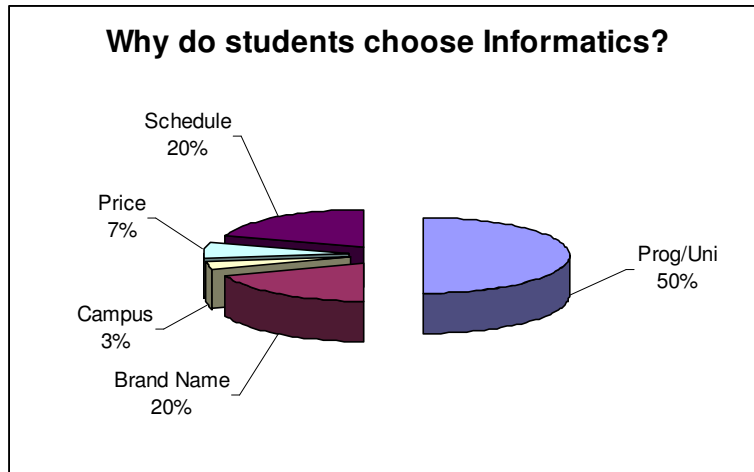
Moving toward serving our customer better

The research revealed that half of the participants chose Informatics because of the programmes offered and the university partnership and affiliations the group has (refer to figure 1).

Established since 1983, Informatics provides lifelong learning services from O/A levels (for international students) to undergraduate and postgraduate programmes in the area of business, communication, information technology, education, engineering and health sciences. The undergraduate and postgraduate programmes offered at Informatics are awarded by its strategic university partners in the UK and Australia.

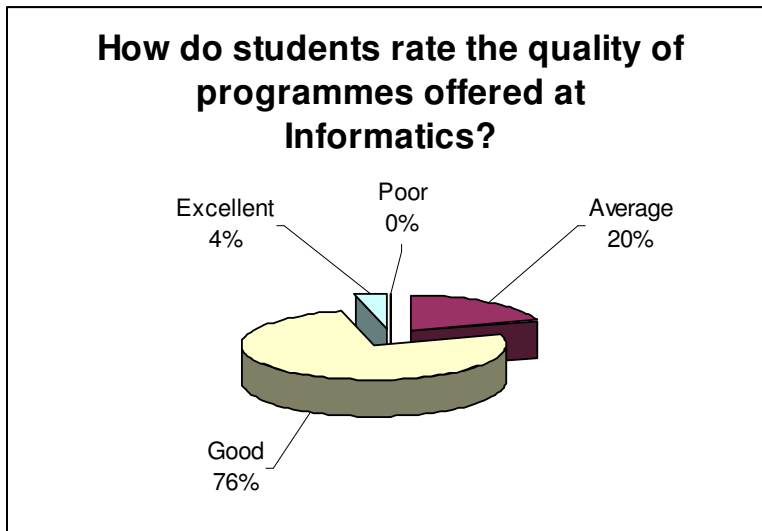


INFORMATICS GROUP



Global Higher Education Research, 1 to 31 August 2005 (figure 1)

In the research (refer to figure 2), it is also found that 85% of the students agreed that the level of customer service offered at Informatics is above average while 76% of them think that the quality of the programmes is good.



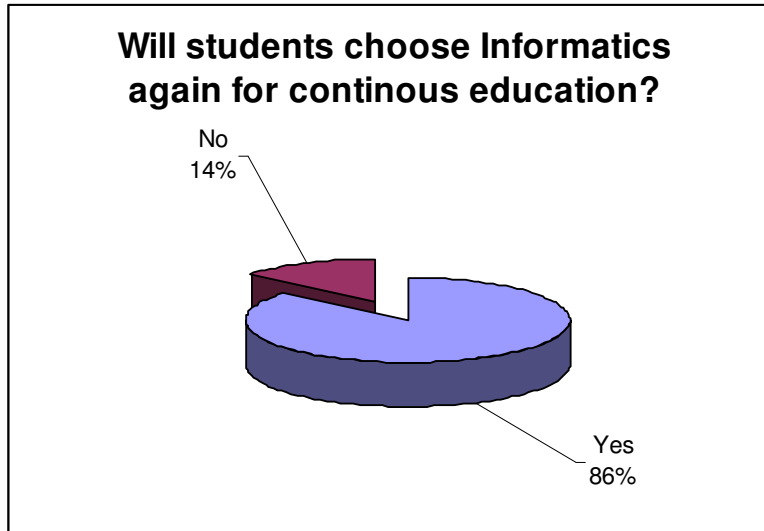
Global Higher Education Research, 1 to 31 August 2005 (figure 2)

Word of mouth is one of the most powerful selling tools in any business; it helps to generate positive and convincing publicity for a business or an organisation without incurring any marketing dollar. However, word of mouth is not controllable; it is the automatic responses of satisfied customers who relate their happy experiences to people whom they know. In actual fact, word of mouth is a final product of high quality programmes and services delivered consistently.

Findings shows that 86% of the students will choose Informatics again for continuous education and 90% will recommend Informatics to their friends and relatives. (refer to figure 3)



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Global Higher Education Research, 1 to 31 August 2005 (figure 3)

And indeed, many students have recommended Informatics to their friends, relatives and even companies for education and training needs.

“Since the year 2000, I have been with Informatics where I did my USQ programme and UOP programme, Ms. Pearly was the one who has given me her fullest support to pursue my dream of obtaining higher education. When I was about to give up my studies, she gave me good advice and help. Now, I hold a degree qualification from a prestigious UK university.

When I encountered problems during my summer school in the UK at the Portsmouth University, she helped me with my problems even when she was off duty, due to the time difference.

Many of us, students are immensely impressed with Ms Pearly and would rate her 10 out of 10 for service excellence. She helps to ease things for students like myself, which makes it a lot easier for us to concentrate in our studies. Customers and students alike will certainly benefit from her customer service skills.

The excellence in customer service shown by the staff at Informatics, Ms Pearly, Ms Arasi and Ms Vivian, is a major compelling reason for me to strongly recommend Informatics to my company, Asia Pacific Breweries Singapore, for our business and academic educational needs.”
Lee Kok Loong, student of Informatics Singapore

ABOUT INFORMATICS GROUP

The Informatics Group, listed on the Mainboard of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning more than 50 countries, offering programmes from O/A Levels (for international students) to undergraduate and postgraduate degrees. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations (SQC for PEO) as well as the People Developer Standards Award. In July year 2005, Informatics attained CaseTrust for Education, a scheme by



the Consumer Association of Singapore to certify companies that have foundation for good quality student welfare practices and standards. For more information, please visit <http://www.informaticsgroup.com>.

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