STUDY GOAL AND OBJECTIVES
This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES
◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
◆ To help company to succeed in a competitive market, and

METHODOLOGY
Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.
Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.
Abstract

Since 2010, China has introduced a number of policies such as the Outline of Medium and Long-term Programs for National Education Reform and Development (2010-2020), Preschool Education Three-Year Action Plan, etc. to strongly prompt the development of preschool education. As of 2014, China had invested RMB204.876 billion in preschool education, 8.37 times that in 2009, which basically eased the "kindergarten crunch" and other issues.

Under the radical impetus of policies, China kindergarten industry advances rapidly and shows the following characteristics:

1. A substantial increase in the number of kindergartens, especially private kindergartens.
   In China, the number of kindergartens jumped from 116,000 in 2003 to approximately 219,000 at the end of 2015 with a CAGR of 5.4%; wherein, the number of private kindergartens swelled from 55,500 to 143,500 at a CAGR of 8.2%.

2. Significant regional differences due to varying economic levels.
   In 2015, Beijing, Shanghai, Guangzhou and other economically developed regions saw the gross enrollment rate of 3-year preschool education hit more than 95% while the central and western regions (such as Tibet, Yunnan, Guangxi and Ningxia) only about 60%.

3. Few dominant enterprises, low market concentration.
   A kindergarten has limited range of influence, so the Chinese kindergarten market is scattered. Plus, nationwide brand kindergartens are rare, and the market CR5 is less than 2.0%.

4. The promising preschool education market attracts numerous listed companies.
   In 2015, numerous listed companies got involved in kindergartens, for instance, Jiangsu Xiuqiang Glasswork Co., Ltd. acquired Whole Person Education, Vtron Technologies Ltd. took over Hoing Education and Golden Cradle, Time Publishing and Media Co., Ltd. built its own kindergartens.

5. Preschool education + Internet becomes increasingly popular.
   Amid the development of Internet, brand kindergartens have enhanced competitiveness via the Internet. They mainly build websites to facilitate the interaction with parents, present online orientation courses, enroll students, etc.
China Preschool Education (Kindergarten) Industry Research Report, 2016 by ResearchInChina focuses on the following:

- Development of China education industry (including number of various schools, enrollments, education funding and spending, private education, etc.);
- Development environment (including policies and society) and teaching models of kindergartens in China;
- Development of China kindergarten industry (containing number of kindergartens and enrollments by institution/province (municipality)/region, faculty and structure, competitive landscape, development trend, etc.);
- Development of private kindergartens (including relevant policies, number of kindergartens, enrollments, faculty and structure, operating modes, charges, competitive pattern, etc.);
- Development of kindergartens in Beijing, Shanghai, Tianjin, Chongqing, etc. (embracing overall conditions and development of private kindergartens);
- 14 preschool education institutions (covering profile, educational philosophy, curriculum, regional distribution of kindergartens, charges, main kindergartens).
1. Development of China Education Industry
  1.1 Development of Schools and Students
  1.2 Education Fund Investment
     1.2.1 Educational Investment
     1.2.2 Fixed-asset Investment
  1.3 Education Spending
  1.4 Private Education

2. Development Environment of China Kindergarten Industry
   2.1 Concept
   2.1.1 Preschool Education
   2.1.2 Kindergarten Education
   2.2 Policies
     2.2.1 Main Policies
     2.2.2 Pre-school Educational Expenditure
     2.2.3 Special Central Funds
   2.3 Social Environment

3. Teaching Models of Kindergarten
   3.1 Overview
   3.2 John Dewey’s Activity Education
     3.2.1 Teaching Idea
     3.2.2 Teaching Goal
   3.2.3 Operating Procedure
   3.2.4 Role of Teachers and Students
   3.2.5 Teaching Strategy

4. Development of China Kindergarten Industry
   4.1 Kindergartens Nationwide
     4.1.1 Number of Kindergartens
     4.1.2 New Entrants
     4.1.3 Enrollments
   4.2 Kindergartens by Region
     4.2.1 Number of Kindergartens
     4.2.2 New Entrants
     4.2.3 Enrollments
   4.3 Kindergartens by Province/Municipality
     4.3.1 Number of Kindergartens
     4.3.2 New Entrants
     4.3.3 Enrollments
   4.4 Kindergarten by Province/Municipality
     4.4.1 Number of Kindergartens
     4.4.2 Enrollments
     4.4.3 Average Enrollments of Each Kindergarten

5. Development of Private Kindergarten in China
   5.1 Market Status and Policies
     5.1.1 Market Status
     5.1.2 Policies
   5.2 Industry Operation
     5.2.1 Number of Kindergartens
     5.2.2 Number of Kindergarten Classes
     5.2.3 New Entrants
     5.2.4 Enrollments
     5.2.5 Faculty
     5.2.6 Student-Teacher Ratio and Student-Faculty Ratio
   5.3 Kindergartens by Province/Municipality
     5.3.1 Kindergartens by Province/Municipality
     5.4 Operating Mode
     5.5 Charge of Kindergarten

---

1.2.1 Educational Investment
1.2.2 Fixed-asset Investment
1.3 Education Spending
1.4 Private Education

2. Development Environment of China Kindergarten Industry
2.1 Concept
2.1.1 Preschool Education
2.1.2 Kindergarten Education
2.2 Policies
2.2.1 Main Policies
2.2.2 Pre-school Educational Expenditure
2.2.3 Special Central Funds
2.3 Social Environment

3. Teaching Models of Kindergarten
3.1 Overview
3.2 John Dewey’s Activity Education
3.2.1 Teaching Idea
3.2.2 Teaching Goal
3.2.3 Operating Procedure
3.2.4 Role of Teachers and Students
3.2.5 Teaching Strategy

4. Development of China Kindergarten Industry
4.1 Kindergartens Nationwide
4.1.1 Number of Kindergartens
4.1.2 New Entrants
4.1.3 Enrollments
4.2 Kindergartens by Region
4.2.1 Number of Kindergartens
4.2.2 New Entrants
4.2.3 Enrollments
4.3 Kindergartens by Province/Municipality
4.3.1 Number of Kindergartens
4.3.2 New Entrants
4.3.3 Enrollments
4.4 Kindergarten by Province/Municipality
4.4.1 Number of Kindergartens
4.4.2 Enrollments
4.4.3 Average Enrollments of Each Kindergarten

5. Development of Private Kindergarten in China
5.1 Market Status and Policies
5.1.1 Market Status
5.1.2 Policies
5.2 Industry Operation
5.2.1 Number of Kindergartens
5.2.2 Number of Kindergarten Classes
5.2.3 New Entrants
5.2.4 Enrollments
5.2.5 Faculty
5.2.6 Student-Teacher Ratio and Student-Faculty Ratio
5.3 Kindergartens by Province/Municipality
5.3.1 Kindergartens by Province/Municipality
5.4 Operating Mode
5.5 Charge of Kindergarten

Table of contents
3.3 HighScope Curriculum
3.3.1 Teaching Idea
3.3.2 Teaching Goal
3.3.3 Teaching Content
3.3.4 Teaching Conditions
3.4 Montessori Education
3.5 Reggio Emilia Approach
3.6 Waldorf Education
3.7 Forest Kindergarten
4. Development of China Kindergarten Industry
4.1 Kindergartens Nationwide
4.1.1 Number of Kindergartens
4.1.2 New Entrants
4.1.3 Enrollments
4.2 Kindergartens by Region
4.2.1 Number of Kindergartens
4.2.2 New Entrants
4.2.3 Enrollments
4.3 Kindergartens by Province/Municipality
4.3.1 Number of Kindergartens
4.3.2 New Entrants
4.3.3 Enrollments
4.4 Kindergarten by Province/Municipality
4.4.1 Number of Kindergartens
4.4.2 Enrollments
4.4.3 Average Enrollments of Each Kindergarten
4.4.4 Gross Enrollment Rate of 3-Year Preschool Education
4.5 Faculty
4.5.1 Number of Faculty
4.5.2 Structure of Faculty
4.5.3 Student-Teacher Ratio and Student-Faculty Ratio
4.6 Competitive Landscape
4.6.1 Kindergarten Competition
4.6.2 Regional Competition
4.7 Development Trend
5. Development of Private Kindergarten in China
5.1 Market Status and Policies
5.1.1 Market Status
5.1.2 Policies
5.2 Industry Operation
5.2.1 Number of Kindergartens
5.2.2 Number of Kindergarten Classes
5.2.3 New Entrants
5.2.4 Enrollments
5.2.5 Faculty
5.2.6 Student-Teacher Ratio and Student-Faculty Ratio
5.3 Kindergartens by Province/Municipality
5.3.1 Kindergartens by Province/Municipality
5.4 Operating Mode
5.5 Charge of Kindergarten
5.5.1 Overview
5.5.2 Charge of Public Kindergartens
5.5.3 Charge of Inclusive Private Kindergartens
5.6 Competitive Landscape

6. Development of Kindergarten in Beijing

6.1 Policies
6.1.1 Beijing’s Plan for Medium and Long-term Education Reform and Development (2010-2020)
6.1.2 Beijing’s Plan for Education Reform and Development during 12th Five-Year Plan Period
6.2 Number of Kindergartens and Classes
6.2.1 Kindergartens
6.2.2 Classes
6.3 Number of Students
6.3.1 New Entrants
6.3.2 Enrollments
6.4 Faculty, Student-Teacher Ratio and Student-Faculty Ratio
6.4.1 Number of Faculty
6.4.2 Student-Teacher Ratio and Student-Faculty Ratio
6.5 Kindergartens by District/County
6.6 Private Kindergarten
6.6.1 Number of Kindergartens
6.6.2 Number of Students
6.6.3 Number of Faculty

6.7 Top 20 Kindergartens

7. Development of Kindergarten in Shanghai

7.1 Policies and Education Appropriations
7.1.1 Shanghai’s Plan for Medium and Long-term Education Reform and Development (2010-2020)
7.1.2 Shanghai’s Plan for Elementary Education Reform and Development during 12th Five-Year Plan Period
7.2 Number of Kindergartens
7.2.1 Kindergartens all over the City
7.2.2 Kindergartens by District/County
7.3 Number of Students
7.3.1 New Entrants
7.3.2 Enrollments
7.4 Faculty, Student-Teacher Ratio and Student-Faculty Ratio
7.4.1 Number of Faculty
7.4.2 Student-Teacher Ratio and Student-Faculty Ratio
7.5 Floor Space
7.5.1 Kindergartens all over the City
7.5.2 Kindergartens by District/County
7.6 Private Kindergarten
7.6.1 Private Kindergarten
7.6.2 Number of Students
7.6.3 Number of Faculty
7.7 Number of Faculty

8. Development of Kindergarten in Tianjin
8.1 Relevant Policies
8.2 Number of Kindergartens
8.3 Number of Students
8.3.1 New Entrants
8.3.2 Enrollments
8.4 Faculty, Student-Teacher Ratio and Student-Faculty Ratio
8.4.1 Number of Faculty
8.4.2 Student-Teacher Ratio and Student-Faculty Ratio
8.5 Private Kindergartens
8.5.1 Number of Kindergartens
8.5.2 County/District Kindergartens
8.6 Top12 Kindergartens

9. Development of Kindergarten in Chongqing
9.1 Relevant Policies
9.2 Number of Kindergartens
9.3 Number of Students
9.3.1 New Entrants
9.3.2 Enrollments
9.4 Faculty, Student-Teacher Ratio and Student-Faculty Ratio
9.4.1 Number of Faculty
9.4.2 Student-Teacher Ratio and Student-Faculty Ratio
9.5 Private Kindergartens
9.5.1 Number of Kindergartens
9.5.2 Number of Students
9.6 Top15 Kindergartens

10. Major Preschool Education Institutions in China
10.1 Etonkids Educational Group
10.1.1 Profile
10.1.2 Methodology and Academic Programs
10.1.3 Regional Distribution of Kindergartens
10.1.4 Teacher Allocation
10.1.5 Charge (Taking Beijing as an Example)
10.2 Golden Kids International School
10.2.1 Profile
10.2.2 Educational Philosophy
10.2.3 Main Kindergartens
10.2.4 Charge
10.3 R.Y.B. Education Institution
10.3.1 Profile
10.3.2 Educational Philosophy and Curriculum
10.3.3 Profit Model
10.3.4 Regional Distribution of Kindergartens
10.4 Kid Castle Educational Institute
10.4.1 Profile
10.4.2 Educational Concept and Curriculum
10.4.3 Business Model
10.5 Golden Cradle Potential Education Institution
10.5.1 Profile
10.5.2 Development Course
10.5.3 Regional Distribution of Kindergartens
10.5.4 Educational Programs and Curriculum
10.6 Tomorrow Kindergarten Group
10.6.1 Profile
10.6.2 Educational Idea and Projects
10.6.3 Regional Distribution of Kindergartens
10.6.4 Tuition
10.7 HOING Education
10.7.1 Profile
10.7.2 Number of Kindergartens
10.7.3 Operation
10.8 Oriental Cambridge Education Group
10.8.1 Profile
10.8.2 Regional Distribution of Kindergartens
10.8.3 Education Characteristics
10.9 Little Harvard Education Group
10.9.1 Profile
10.9.2 Cooperative Companies
10.9.3 Main Kindergartens
10.10 New Oriental Stars Education & Consulting Co., Ltd.
10.10.1 Profile
10.10.2 Operating Model
10.11 Others
Selected Charts

- Number of Schools in China by Type, 2008-2016
- Number of New Entrants in China by School Type, 2008-2016
- Enrollments of Schools in China by Type, 2008-2016
- Total Investment and YoY Growth of Educational Funds in China, 2003-2020
- Fiscal Educational Funds and YoY Growth in China, 2003-2020
- Spending on Education and % of Total Public Spending in China by Province/Municipality, 2014
- Per Capita Annual Consumer Spending of Urban Residents on Education, 2003-2020
- Number of Private Schools and Training Institutions in China, 2008-2016
- Number of Students on Campus of Private Schools in China, 2008-2016
- Main Modes, Core Elements, and Representative Enterprises of Preschool Education
- Preschool Education Policies in China, 2010-2016
- Pre-school Educational Expenditure in China, 2009-2016E
- National Financial Educational Expenditures on Kindergartens in China, 2009-2016E
- Proportion of Financial Pre-school Educational Expenditures in China and Abroad
- Special Central Funds for Development of Pre-school Education, 2011-2015
- Births and Birthrate in China, 2011-2020E
- Per Capita Disposable Income of Urban and Rural Residents in China, 2013-2020E
- Structure of Teaching Model
- Number and YoY Growth of Kindergartens in China, 2003-2016E
- Number of Classes and YoY Growth of Kindergartens in China, 2003-2016E
- Average Number of Classes of Each Kindergarten in China, 2003-2016E
- Number of New Entrants and YoY Growth of Kindergartens in China, 2003-2016E
- Number of New Entrants of Kindergartens in China by Age, 2005-2016E
Selected Charts

- Enrollments and YoY Growth of Kindergartens in China, 2003-2016E
- Enrollments of Kindergartens in China by Age, 2005-2016E
- Average Enrollments of Each Kindergarten in China, 2003-2016E
- Gross Enrollment Rate of 3-Year Preschool Education in China, 2003-2016E
- Number of Kindergartens in China by Institution, 2005-2016E
- Number of Classes of Kindergartens in China by Institution, 2005-2016E
- Average Number of Classes of Each Kindergarten in China by Institution, 2005-2016E
- Number of New Entrants of Kindergartens in China by Institution, 2005-2016E
- Enrollments of Kindergartens in China by Institution, 2005-2016E
- Average Enrollments of Each Kindergarten in China by Institution, 2005-2016E
- Number of Kindergartens in China by Region, 2003-2016E
- Number of Classes of Kindergartens in China by Region, 2003-2016E
- Average Number of Classes of Each Kindergarten in China by Region, 2003-2016E
- Number of New Entrants of Kindergartens in China by Region, 2003-2016E
- Enrollments of Kindergartens in China by Region, 2003-2016E
- Average Enrollments of Each Kindergarten in China by Region, 2003-2016E
- Number of Kindergartens in China by Province/Municipality as of the end of 2014
- Enrollments of Kindergartens in China by Province/Municipality, 2014
- Average Enrollments of Each Kindergarten in China by Province/Municipality, 2014
- Gross Enrollment Rate of 3-Year Preschool Education in China by Province/Municipality, 2010/2015
- Faculty Number and YoY Growth of Kindergartens in China, 2003-2016E
- Average Faculty Number of Each Kindergarten in China, 2003-2016
- Faculty Structure of Kindergartens in China by Type, 2003-2016E
- Average Faculty Structure of Each Kindergarten in China by Type, 2003-2016E
- Student-Teacher Ratio and Student-Faculty Ratio of Kindergartens in China, 2003-2016E
China’s Top 50 Kindergartens and Their Nature
- Regional Distribution of Top 500 Kindergartens in China by Province/Municipality
- Classification of Private Kindergarten
- Number and YoY Growth of Private Kindergartens in China, 2003-2016
- Number of Private Kindergartens in China by Region, 2003-2016
- Proportion of Private Kindergartens in China’s Total by Region, 2003-2016
- Number of Classes and YoY Growth of Private Kindergartens in China, 2003-2016
- Number of Classes of Private Kindergartens in China by Region, 2003-2016
- Proportion of Classes of Private Kindergartens in China’s Total by Region, 2003-2016
- Average Number of Classes of Each Private Kindergarten in China by Region, 2003-2016
- Number of New Entrants of and YoY Growth of Private Kindergartens in China, 2005-2016
- Number of New Entrants of Private Kindergartens in China by Region, 2005-2016 64
- Proportion of New Entrants from Private Kindergartens in China’s Total Kindergartens by Region, 2005-2016
- Enrollments and YoY Growth of Private Kindergartens in China, 2005-2016
- Enrollments of Private Kindergartens in China by Region, 2005-2016
- Average Enrollments of Each Private Kindergarten in China, 2005-2016
- Faculty Number and YoY Growth of Private Kindergartens in China, 2003-2016
- Faculty Structure of Private Kindergartens in China by Type, 2003-2016
- Faculty Structure of Each Private Kindergarten in China by Type, 2003-2016
- Faculty Number of Private Kindergartens in China by Region, 2003-2016
- Average Faculty Number of Each Private Kindergarten in China by Region, 2003-2016
- Student-Teacher Ratio and Student-Faculty Ratio of Private Kindergartens in China, 2003-2016
- Number of Private Kindergartens in China by Province/Municipality as of the End of 2014
- Proportion of Private Kindergartens in Total Kindergartens in All Chinese Provinces/Municipalities, 2010/2014
- Operating Mode of Private Kindergartens
- Charges of Public Kindergartens in Some Chinese Cities
- Charges of Inclusive Private Kindergartens in Some Chinese Cities
- Kindergarten Layout of Private Education Institutions (Top 5) in China
- SWOT Analysis of Private Kindergartens in China
- Number and YoY Growth of Kindergartens in Beijing, 2003-2016
- Number of Kindergartens in Beijing by Region, 2013-2016
- Number of Classes and YoY Growth of Kindergartens in Beijing, 2003-2016
- Number of Classes of Kindergartens in Beijing by Region, 2013-2016
- Average Class Number of Each Kindergarten in Beijing, 2003-2016
- Number of New Entrants and YoY Growth of Kindergartens in Beijing, 2003-2016
- Enrollments and YoY Growth of Kindergartens in Beijing, 2003-2016
- Enrollments of Kindergartens in Beijing by Region, 2013-2016
- Enrollments of Each Kindergarten in Beijing, 2003-2016
- Enrollments of Each Class of Kindergartens in Beijing, 2003-2016
- Faculty Number and YoY Growth of Kindergartens in Beijing, 2003-2016
- Number and YoY Growth of Full-time Teachers in Kindergartens in Beijing, 2003-2016
- Faculty Structure of Kindergartens in Beijing by Region, 2013-2016
- Faculty Structure of Kindergartens in Beijing by Type, 2014
- Student-Teacher Ratio and Student-Faculty Ratio of Kindergartens in Beijing, 2003-2016
- Number of Kindergartens and Full-time Teachers and Enrollments in Beijing by District/County, 2012-2014
- Number and YoY Growth of Private Kindergartens in Beijing, 2005-2016
- Proportion of Private Kindergartens in Beijing’s Total, 2005-2016
- Number of New Entrants and YoY Growth of Private Kindergartens in Beijing, 2009-2016
- Enrollments and YoY Growth of Private Kindergartens in Beijing, 2009-2016
Selected Charts

- Proportion of New Entrants and Enrollments from Private Kindergartens in Shanghai's Total, 2003-2016
- Average Enrollments of Each Private Kindergarten in Shanghai, 2003-2016
- Number of Full-time Teachers and YoY Growth of Private Kindergartens in Shanghai, 2003-2016
- Student-Teacher Ratio of Private Kindergartens in Shanghai, 2003-2016
- Shanghai's Top 20 Kindergartens and Their Nature
- Major Policies on Preschool Education in Tianjin, 2010-2016
- Number and YoY Growth of Kindergartens in Tianjin, 2006-2016
- Number of New Entrants and YoY Growth of Kindergartens in Tianjin, 2006-2016
- Enrollments and YoY Growth of Kindergartens in Tianjin, 2006-2016
- Average Enrollments of Each Kindergarten in Tianjin, 2006-2016
- Faculty Number and YoY Growth of Kindergartens in Tianjin, 2006-2016
- Number of Full-time Teachers and YoY Growth of Kindergartens in Tianjin, 2006-2016
- Student-Teacher Ratio and Student-Faculty Ratio of Kindergartens in Tianjin, 2006-2016
- Number and YoY Growth of Private Kindergartens in Tianjin, 2006-2016
- Proportion of Private Kindergartens in Tianjin's Total, 2006-2016
- Private Kindergartens with Enrollment Qualification in Tianjin by District/County, 2014
- Ranking of Tianjin's Top 12 Kindergartens and Their Nature
- Major Policies on Preschool Education in Chongqing, 2010-2016
- Number and YoY Growth of Kindergartens in Chongqing, 2003-2016
- Number of New Entrants and YoY Growth of Kindergartens in Chongqing, 2005-2016
- Enrollments and YoY Growth of Kindergartens in Chongqing, 2005-2016
- Average Enrollments of Each Kindergarten in Chongqing, 2005-2016
- Enrollment Rate of 3-Year Preschool Education in Chongqing, 2005-2020E
- Faculty Number and YoY Growth of Kindergartens in Chongqing, 2005-2016
- Number of Full-time Teachers and YoY Growth of Kindergartens in Chongqing, 2005-2016
• Student-Teacher Ratio and Student-Faculty Ratio of Kindergartens in Chongqing, 2005-2016
• Number and YoY Growth of Private Kindergartens in Chongqing, 2005-2016
• Proportion of Private Kindergartens in Chongqing’s Total, 2005-2016
• Enrollments and YoY Growth of Private Kindergartens in Chongqing, 2005-2016
• Proportion of Enrollments for Private Kindergartens in Chongqing’s Total, 2005-2016
• Average Enrollments of Each Private Kindergarten in Chongqing, 2005-2016
• Chongqing’s Top 15 Kindergartens and Their Nature, 2013
• Number of Etonkids Kindergartens by City as of 2015
• Teacher's Disposition of Etonkids
• Curriculum Examples of Golden Kids Kindergarten
• Development Milestones of R.Y.B. Education Institution, 1998-2015
• Courses of R.Y.B Kindergarten and Early Years Center
• Number of R.Y.B Kindergartens by Province/Municipality as of 2015
• Study Plan of Kid Castle
• Number of Kid Castle Kindergartens by City as of 2015
• Milestones of Golden Cradle
• Directly-managed Kindergartens under Beijing Golden Cradle Potential Education Institution
• Number of Franchised Kindergartens of Golden Cradle by Province/Municipality as of 2015
• 0-16-year-old Growth Management High-Quality Education Ecosystem of Golden Cradle
• Profile of Major Training Course of Golden Cradle
• Kindergartens directly under Tomorrow Kindergarten by the end of 2015
• Number of Franchised Kindergartens of Beijing Tomorrow Kindergarten Group by Province/Municipality as of 2015
• Tuition Standard of Tomorrow Kindergarten Group (Take Beijing Yiyu Tayuan Campus as Example)
• Number of Kindergartens of HOING Education, 2008-2016E
• Revenue Structure of HOING Education, 2014
• Net Income of HOING Education, 2013-2017E
• Number of Kindergartens of Oriental Cambridge by Province/Municipality as of Nov. 2015
• Kindergartens of Little Harvard
• Kindergarten Coverage of Boyuan Education
• Profitability of F-Dadi, 2010-2016E
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