

Babilou Family strengthens its UAE presence with Bright Kids Nursery Acquisition

- *The French-based nursery Group is adding six nurseries to its portfolio across Abu Dhabi and Al Ain this year*
- *This acquisition expands Babilou Family's portfolio to 23 operational nurseries in the UAE and is supporting its international ambition for a better childhood education*
- *Babilou Family has set an ambitious target of 31 operational nurseries in the UAE by 2023*

UAE, 1st July 2021: Babilou Family, one of the fastest growing and most innovative early education networks in the world, has announced the acquisition of the Bright Kids Nursery (BKN), counting six centers across Abu Dhabi and Al Ain. Since its UAE launch in 2009, Babilou Family has rapidly grown as the leading childcare provider within the country and will offer 2,800 seats across 23 nurseries by the end of 2021. The Group's ambition is to reach 31 nurseries in the UAE by 2023, while investigating opportunities in the region.

Now, thanks to its strong presence in the UAE capital, this new addition to its consolidated portfolio will welcome, as of September 2021, up to 600 early learners between the ages of two months and four years old. This acquisition announcement resonates perfectly with the Group's vision to contribute towards the development of the future generations within the region and make a positive impact on early years in the UAE. The Bright Kids Nursery brand is widely recognized and appreciated by Emiratis and expatriates for its innovative curriculum by the Early Years Foundation Stage approach in Montessori settings, which incorporates STEAM subjects as part of their core learning outcomes to create the optimal 21st century learning environment.

Lama Chivi, CEO of Babilou Family, Middle East and India says, "At Babilou Family, our number one priority will always remain to ensure exceptional high-quality childcare services to families across the globe. In the UAE, our unique curriculum blended with the best learnings and approaches from early years supports children in cultivating their unique identities and laying a solid foundation for their future. With Bright Kids Nursery now part of our network, we will be able to leverage even more best practices, while staying close to each family by always offering them a tailored approach for their children."

This new acquisition enables Babilou Family to diversify its existing portfolio with strong and complementary nursery brands to meet the needs of more families with different expectations. Seven years ago, the Group started its journey in Dubai with only four Babilou nurseries. In 2017, the Blossom Nurseries joined the family with five centers providing a high

qualitative educational offering to every child: its unique modern EYFS curriculum. In 2019, the Group decided to welcome the Seashells Nursery, a nursery with an excellent reputation within its community. Bright Kids Nursery being the latest addition to this beautiful adventure, Babilou Family is now regrouping more than 400 experts who strive everyday to provide the best environment for every child to grow all together and make a positive impact on the world of tomorrow.

Over the years, the UAE has become a popular destination for expatriate families from all over the globe; moreover, the UAE government has been essential in helping women grow in the workforce. These two main dynamics drove the constant growth in demand for early childcare services in the country.

Today, Babilou Family is strictly respecting local Covid-19 regulations. In the context of the Covid-19 pandemic, Babilou Family has never stopped supporting families and children and therefore immediately launched its own Blossom e-learning unit and a new Brand '*Inspire Me at Home*'. To date, '*Inspire Me at Home*' perfectly answers the needs of families who are looking to recreate a nursery experience at their own home with the support of qualified and experienced EYFS Experts.

As the local authorities have done a phenomenal job with the rapid rollout of the national vaccination drives, businesses are almost back to normal. The economy is flourishing once again and families are looking for a solution for their little ones to grow within a safe and stimulating environment. With its three brands - Blossom Nursery, Bright Kids Nursery and Inspire Me - Babilou Family has become a strong reference and trusted partner for many families across the UAE.

"We are thrilled to welcome Bright Kids Nursery to our Babilou Family and to strengthen our presence in the UAE capital. Considered to be one of the best nurseries in Abu Dhabi, this new partnership with BKN will enable us to diversify our offerings of strong brands, in response to the needs of a greater number of families with different expectations. Since we arrived in the Middle East, we have been keen to forge partnerships with establishments that share our vision and our educational values. We are proud to have found this in Bright Kids Nursery and its 80 professionals who are eager to make a strong contribution to the development of future generations," concludes Xavier Ouvrard, CEO of Babilou Family.

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About Babilou Family:

Founded in 2003, Babilou Family is one of the world leaders in preschool and early childhood education, Leader of its activity in the European Union, Babilou Family is established in 12 countries, including the Middle East, South America, United States, India and Singapore. With

more than 3000 Babilou Family structures, children's clubs, schools, and 12,000 committed professionals, the group welcomes nearly 60,000 families to its structures each year and is committed to offering their children the highest level of education thanks to its unique global expertise.

For more information:

<https://www.bkn.ae>

<https://www.theblossomnursery.com>

<https://babilou-family.com>

Social networks:

www.facebook.com/bknuae

www.instagram.com/brightkids_nursery

www.facebook.com/TheBlossomNursery

www.instagram.com/theblossomnursery

www.linkedin.com/company/the-blossom-nursery

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