



Maddy Lim Kah Hoe

Resume

Founder of KpopX Fitness/ Director of Dan-Z Fitness Pte. Ltd

Dan-Z Fitness Pte. Ltd is set up by Maddy Lim in June 2013 to promote a new program KpopX Fitness and to certify KpopX Fitness Instructors. Since then KpopX Fitness program has become widespread and is endorsed by major local government agencies, the body governing dance fitness and exercise in United Kingdom also known as EMDUK, Aerobics and Fitness Association of America (AFAA) and NASM stands for National Academy of Sports Medicine (NASM).

Maddy Lim holds a Bachelor of Science (Psychology) from the University of Southern Queensland and has won a gold medal and Dean's Commendation for Outstanding Achievement as well as a Faculty Prize. From 1999-2007, she worked as a Pre-Hospital Paramedic, a Mentor, a trainer & a curriculum developer and she is familiar with common ailments, emergencies medical care and equipped with good anatomical knowledge.

This unique background gives her a powerful edge of Psychology acumen, business contacts, anatomical knowledge and sports excellence to make her dance fitness program the success it is today.

Local Government Agencies that have adopted KpopX Fitness as one of their official **permanent** classes.

- **People's Association** – A government establishment that run 170 Community Centers island wide and conducts many courses that includes fitness dance programs like Zumba, Aerobics, Kickboxing, Cardio Dance fitness, Bollywood dance, Piloxing, Ujam, etc.



In Yr. 2015, Maddy Lim also won the Best P.A Trainer Silver Award & Special Award 2015. KpopX Fitness is the 2nd most popular fitness dance program from Yr. 2015 – 2018.



In Year 2018 May to Dec, Founder Maddy's KpopX Fitness class has the highest sign ups among all the fitness and other courses in the Kreta Ayer Community Centre.

- **Sports Singapore** –Government institute that runs Sports Centers and significant sports events like Sea games. Almost every Sports Centers has a KpopX Fitness Class.
- **Health Promotion Board, Singapore** –A Government institute that promotes Healthy Lifestyle to Singaporeans. Yr. 2016, Health promotion board collaborates with KpopX Fitness by introducing instructors' course into Schools like Republic and Nanyang Polytechnics. There are regular KpopX Fitness shopping mall workouts and parks workouts free for members of publics in year 2017 to year 2019.

Collaborations

Dan-Z Fitness Pte Ltd collaborates with many established organizations local and overseas to jointly promote brands and products over the years. Collaboration enables Dan-Z Fitness Pte. Ltd to tap into bigger resources and reach out to more targeted audiences.

a) Singhealth Presidential's Challenge Sept 2018 – March 2019.

President's Challenge is a movement supported by the kindness and generosity of people from all walks of life, regardless of culture, religion or family background, to help those less fortunate.

It is the President's call to the nation to do their part to build a more caring and inclusive society.



Singapore President Halimah & Founder of KpopX Maddy

Dan-Z Fitness Pte Ltd sponsored \$1000 cash and 20,000 hospital staffs, that include nurses and doctors getting one free trial of KpopX Fitness a total value of (\$300,000). On the event day, KpopX Fitness also did a free showcase of our program in KK Hospital.

b) Got to Move Campaign 2018 – National Arts Council

Got to Move (GTM), an initiative by the National Arts Council (NAC), is the nationwide dance movement that celebrates the diversity of dance in Singapore. With two pop-up events throughout the year in addition to an anchor festival held annually in October. It is a national platform to bring together Singapore's dance professionals and enthusiasts and to showcase their talents and works to a diverse audience.

Dan-Z Fitness Pte. Ltd sponsored 8 classes this year and appeared in Got to move campaign. There were total of 300 turns out via the campaign.

c) Sponsorship for NUS Bizad Charity Run (BCR) Dec 2018

NUS Bizad Charity Run (BCR) is an annual fundraising event organized by the NUS Business School Alumni Association and NUS Bizad Club

Dan-Z Fitness Pte Ltd sponsors KpopX Online Fitness access (worth \$88 each) to 1500 participants.

e) Joyre Tcmedi Spa & KpopX Fitness Oct 2018

For the Grand opening of Joyre Tcmedi Spa, KpopX Fitness draws a crowd of 300 to the day.



Joyre Tcmedi Spa Westgate 6th Oct 2018

e) Singapore Sports Hub - KpopX Fitness Anniversary Dec 2017

One of the largest fitness events in Singapore collaborated with Singapore Sports hub has an overwhelming turnout of more than one thousand people attending.



Singapore Sports Hub - KpopX Fitness Anniversary Dec 2017

Many local companies, & schools have also engaged KpopX fitness for their corporate workout, events, resulting in a strong demand for trainers. **KpopX Fitness clients are listed as follows:**

Corporate companies like

- Great Eastern,
- Keppel Pte Ltd
- ExxonMobil
- Pfizer
- NTUC Workforce etc.
- Community Services e.g. Fei Yue
- Hospitals
- Primary Schools,
- Secondary Schools
- Tertiary Schools, Poly and Junior College
- Universities like NTU, NUS, SIM
- Army, SCDF, Police
- Ministry of Family and Social Development
- Private Dance studios
- Health & Fitness Service Providers e.g. FHI, ST Health
- Private Condo residents/committee
- Nursing Homes
- Fitness and health Spas
- Hotels e.g. Park Royal
- Shopping Malls Workout or event
- Charity organization e.g. Nursing Foundation hires KpopX trainers for their events
- Magazine & Press Events

- Event Companies
- Bigger Chain of International gyms – True Fitness, Anytime Fitness

Magazines, Newspapers, TV, websites Collaborations

Throughout the years, these are the magazines and radio stations that we have partnered or being interviewed by

- The Edge Singapore (2018)
Newspapers that target businessmen - Strategies and business insights from across Singapore and Asia-Pacific markets.
- CLEO Magazine Facebook -KpopX Prizes giveaway
- LiveWell Magazine April 2017
- Chinese Magazine -女人最爱 2016
- Interviewed by KBS World TV, Korean Broadcasting System



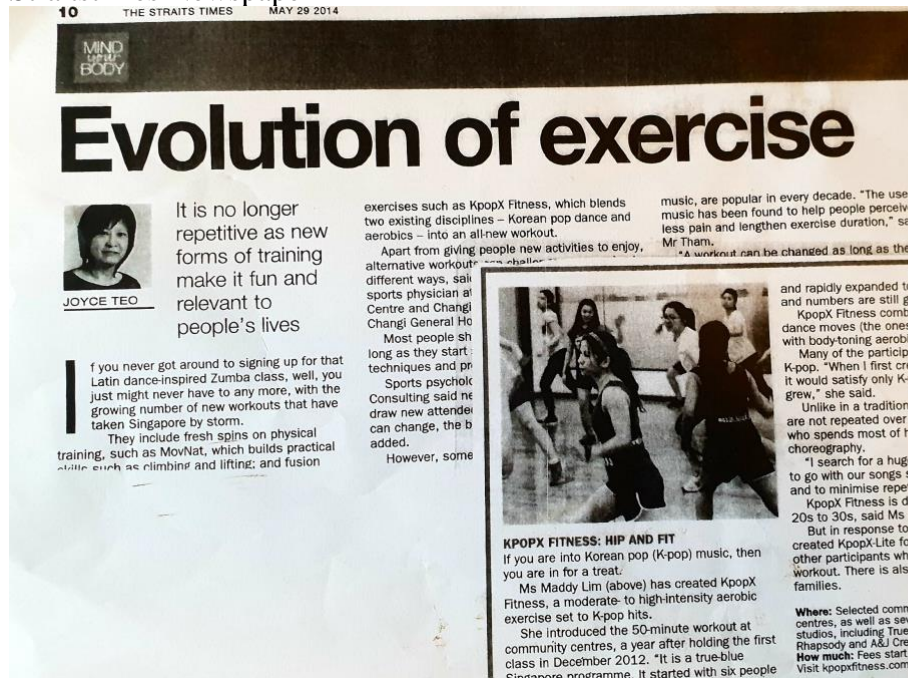
- Radio Interview by LOVE97.2FM, 30 Nov 2018 (interviewed our KpopX Instructor Angela Wong)



Radio interview by 88.3FM Live (Founder Maddy) April 2016



- SHAPE Magazine Singapore - In 2015, new launched KpopX Fitness was given the title of “Best dance fitness program 2015 alongside with Zumba”
- Straitstimes Newspaper



- Chinese Newspaper Morning papers
- Chinese Weekly Magazine Mar 2014
- Yahoo.sg
- Razor TV
- TV Morning Show- Good morning, zao an, ni hao.
- <https://www.allkpop.com/>
- Borneo Bulletin- Brunei

International KpopX Fitness -Collaborations with Overseas organisers

- Upcoming - 29 Jan 2019 – FITJAM Alton Towers, United Kingdom, presented by Leigh Hamilton
- 17 Nov 2018 – Brunei KpopX Fitness Master Class, Studio 96



- 12 -13 Oct 2018 – FITJAM Kidderminster, United Kingdom, KpopX Fitness presented by Leigh Hamilton (Educator)
- 27 -29 April 2018 Project Mayhem, Ribby, Preston United Kingdom – Presented by Founder Maddy
- 24 -25 March 2018 International Fitness Showcase – Blackpool, United Kingdom- Presented by Maddy & and KpopX instructors



- 17th Oct 2017 FitJam Birmingham United Kingdom -Presented by Maddy Lim
- Asia Fitness Conference Bangkok 2017 – Showcase by Master Trainer Natthapong and local KpopX instructors
- Asian Fitness Conference 2015 (Bangkok)- by KpopX instructors
- SCOREFIT 2015 /2016/2017 (Malaysia Kuala Lumpur) –Presented by Maddy & instructors



- International Fitness & Health EXPO (GOIFEX) 2016 Indonesia – Maddy & instructors
- Sports & Fitness Asia 2015/2016 (Singapore)- Maddy & instructors

Education & Background

Nov 2005 – September 2010

Bachelor of Science, (Psychology) with Distinction, University of Southern Queensland.

17 March – 8 May 2003

Advanced Life Support Level I program, Justice Institute of British Columbia, Canada

- Paramedic level 4 in Canada, achieved in Prehospital Care, Singapore
- Cardio Arrests Resuscitation from Trauma & Medical Emergencies (Respiratory & Cardio)
- Operating of Manual Defibrillator & administration of drugs/care

May 1999 – Feb 2001

Paramedic Competency, Singapore Military Medicine & Singapore Civil Defense Force

- Handling Emergencies - Trauma & medical Resuscitations
- Special Population – Elderly care
- Midwives delivery course and attachment

March 2007 – Dec 2009

Curriculum Developer Certification - Advanced Certificate in Training and Assessment (ACTA) CU1 to CU6 Completed.

Sports & Fitness Achievements

Maddy Lim is a Sports Fanatics and have won at least 8 Sportswoman Award of the Year with the most recent ones from Singapore Civil Defense Force Year 2003 to 2005. She actively participates in sports, track and field and a frequent goer to gym workouts and aerobics classes. After

she left medical field, she started teaching Aerobics, Kickboxing and Zumba as a part-time hobby and gotten Clients 'choice Award 2012 at Fitness and Health International Pte. Ltd. In 2012, she came out with the idea of combing simplifying K-Pop dance with Aerobics exercises and KpopX Fitness is created the following year.

May 2010
Personal Trainer Certification FISAF Singapore
FISAF Singapore

April 2010
Certificate in Aerobic and Group Exercise Instructor
FISAF Singapore

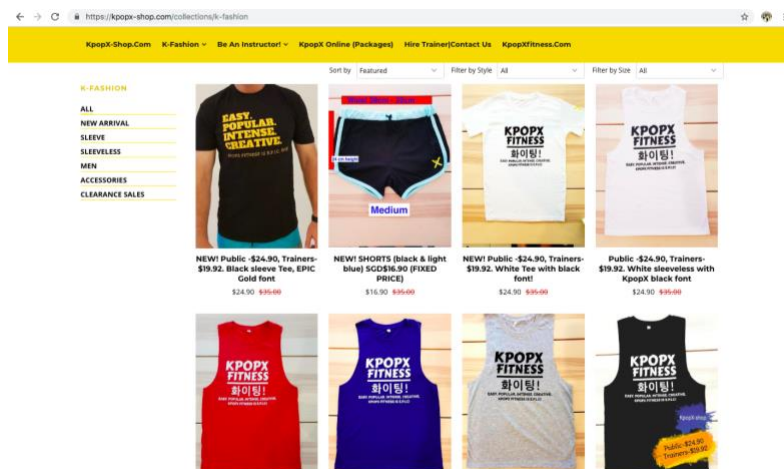
June 2016
Active Zin Member – Zumba B1 Certification

14 June 2015
Piloxing Basics Certification Course.

Achievements in Sports, Track and Field

Clients 'choice Award 2012 at Fitness and Health International Pte. Ltd
HUSRA Biathlon, 1st Runner up
Hong Kong, Cross Country Run World Firefighters' Game Feb 2006
1st Runner Up in Cross Country 10km Race)
SAFRA Shears Bridge Run and Army half Marathon Sep 2005
SCDF Sportswoman of the Year 2002, 2003, 2004, 2005

KpopX-Shop.com ecommerce generates good return since the launch in early 2017.
Turning it into fashionable wear and with our branding on it enables us to grow our branding too.
Often a good design can be sold out within 2 weeks.



Thank you.