



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 and create 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 like Skillsfuture, Health promotion board, Sports Singapore, People Association and even in overseas dance fitness body governing institution in United Kingdom also known as Exercise, Move Dance United Kingdom (EMDUK), and in U.S.A - Aerobics and Fitness Association of America (AFAA) and NASM stands for National Academy of Sports Medicine (NASM). Up till yr 2023, there are about three hundreds instructors with valid licence and certified under KpopX Fitness, 150+ instructors certified under Line dance instructors' Course and Kickboxing instructors.

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 Communiti Centers island wide and conducts many courses that includes fitness dance programs like Zumba, Aerobics, Kickboxing, Cardio Dance fitness, Bollywod 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 2<sup>nd</sup> 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.

#### **Current**

##### **Skillsfuture Endorsed Training Operator Cum Curriculum Developer**

1. Dance Fitness & Aerobics KpopX Fitness Accelerated Course
2. Dance Fitness & Aerobics KpopX Fitness Accelerated Course (Synchronous e-learning)
3. Aerobics Kickboxing Accelerated Course
4. Line Dance Accelerated Course

#### **Year 2022**

Sport Singapore – Biggest Aerobics Kickboxing Mass Workout 21 Aug 23, 300 participants signed up at Tanjong Pagar Community Centre Multi purpose hall.

#### **Year 2021**

##### **Major projects involved -Sport Singapore -Self Employed Person Project Grant.**

20 May 21, receiving a grant of \$6k to create two Fitness Dance Videos for Sport Singapore

Jun to Aug 21, Consulting and helping more than 50+ fitness instructors (SEP ) in applying and creating fitness dance videos under Sports Singapore SEP grants.

#### **Year 2020 (Major Projects involved)**

- 20 Sep 21 : Biggest KpopX Fitness Zoom workout with 1000 participants signed up.
- 28 Jun 20 : KpopX Fitness Zoom workout -500 participants sign up.

- Apr 20: (Active Enabler Programme Grant) **Title: A Singapore Family Fitness Workout Videos ( 4 episodes)** receive a grant of \$11,800 to produce these videos under SportSG circle.

### **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) Singapore KpopX Fitness Workout Concert 25 May 2019**

One of the largest fitness events in Singapore collaborated with Singapore Sports hub, fully sold tickets of 500 pax.

### **c) Got to Move Campaign 2018/2019 – 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.

### **d) 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 6<sup>th</sup> Oct 2018

**e) Malaysia- Johor Bahru Dec 2018 - KpopX Fitness Anniversary 2018** ( with nearly 60 to 80 instructors ) and participants of 500 (fully booked - paid admission) in Johor Bahru Sutra Mall. (organised by Dan-Z Fitness Pte Ltd)

**f) 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

### **17 March 23, Fri.**

#### **Event: Facets of Entrepreneurship: Prisms of Well-Being**

Maddy is invited to one of the speakers at this event. This event is attended by 80 members of the NTU community, mainly undergraduates who are interested in entrepreneurship and overall well-being. The main thrust of this fireside chat is for the audience to discover the entrepreneurial experiences of the speakers and to understand how their entrepreneurial journeys are pivoted towards the various domains of well-being.

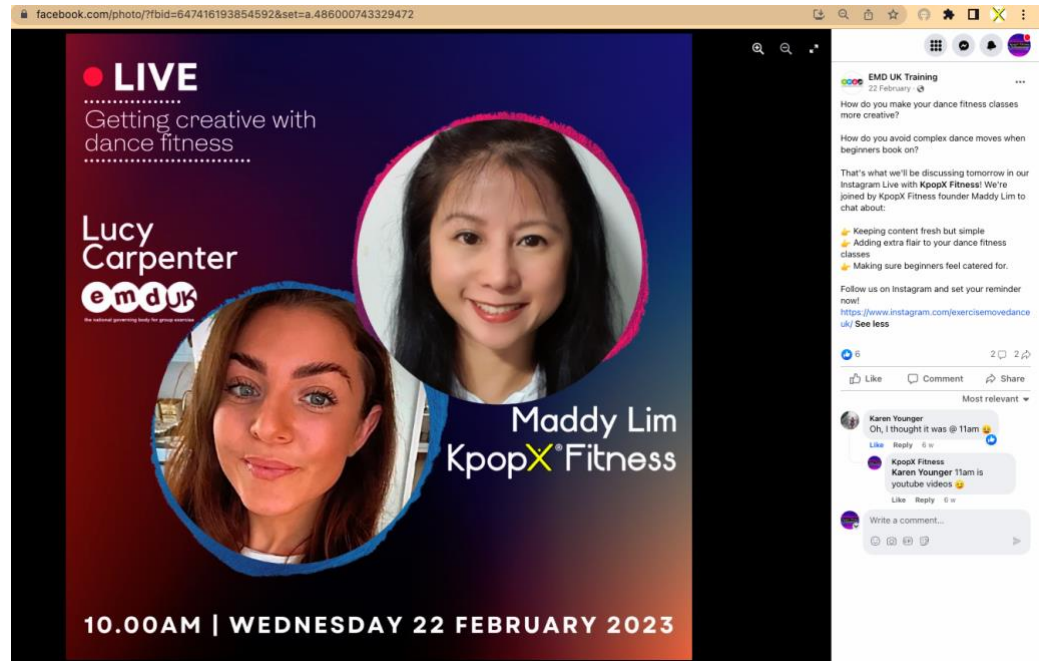
Venue: (Nanyang Technopreneurship Center), Chua Thian Poh Chamber at Research Techno Plaza.

### **22 Feb 2023, Wed**

EMDUK Exercise Move Dance, United Kingdom interviewing Maddy founder of KpopX Fitness via social media Live on FB/IG.

EMDUK is the national governing body for group exercise and has endorsed KpopX Fitness program.





- 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

10 THE STRAITS TIMES MAY 29 2014

MIND AND BODY

# Evolution of exercise

It is no longer repetitive as new forms of training make it fun and relevant to people's lives

**JOYCE TEO**

If you never got around to signing up for that Latin dance-inspired Zumba class, well, you just might never have to any more, with the growing number of new workouts that have taken Singapore by storm.

They include fresh spins on physical training, such as MovNat, which builds practical skills such as climbing and lifting; and fusion exercises such as KpopX Fitness, which blends two existing disciplines – Korean pop dance and aerobics – into an all-new workout.

Apart from giving people new activities to enjoy, alternative workouts offer different ways, says sports physician at Centre and Changi General Hospital.

Most people shun long as they start techniques and progress.

Sports psychologist said new draw new attendees can change, the body added.

However, some music, are popular in every decade. "The use of music has been found to help people perceive less pain and lengthen exercise duration," said Mr Tham.

"A workout can be changed as long as the

and rapidly expanded to and numbers are still growing. KpopX Fitness combines dance moves (the ones with body-toning aerobics).

Many of the participants K-pop. "When I first started it would satisfy only K-pop," she said.

Unlike in a tradition are not repeated over who spends most of their choreography.

"I search for a hug to go with our songs and to minimise repetition." KpopX Fitness is designed 20s to 30s, said Ms.

But in response to created KpopX-Lite for other participants who workout. There is also families.


**Where:** Selected community centres, as well as several studios, including True Rhapsody and A&J Cre.

**How much:** Fees start from \$10. Visit kpopxfitness.com

**KPOPX FITNESS: HIP AND FIT**  
If you are into Korean pop (K-pop) music, then you are in for a treat.

Ms Maddy Lim (above) has created KpopX Fitness, a moderate-to high-intensity aerobic exercise set to K-pop hits.

She introduced the 50-minute workout at community centres, a year after holding the first class in December 2012. "It is a true-blue Singapore programme. It started with six people



- 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

- 29 Jan 2019 – FITJAM Alton Towers, United Kingdom, presented by Educator 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





- 17<sup>th</sup> Oct 2017 FitJam Birmingham United Kingdom -Presented by Maddy Lir
- 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 Madd & 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 Colombia, 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 combining 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, 1<sup>st</sup> Runner up

Hong Kong, Cross Country Run World Firefighters' Game Feb 2006

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

1<sup>st</sup>

Thank you.