



Benesse Group Corporate Guide
2023-2024



< Benesse Group Corporate Philosophy >

bene (well) + esse (being)
Benesse = well-being

What is "Benesse"?

The heart of "Benesse" is enjoying the process of moving forward step by step, with resolve, toward the realization of your dreams and aspirations.

Benesse empowers people to solve issues for themselves and to enjoy life to the full at every stage

by offering them the tools and support they need to create well-being.

We aim to be a globally respected corporate group that is supported by and indispensable to customers, communities, and society.

We will contribute positively to society now and in the future.

*Benesse is a word coined from the Latin words "bene"(well) and "esse"(being).

< The Purpose of the Benesse Group >

Anybody can enjoy lifelong growth.

Toward a world in which everyone can live their own life.

Benesse will continue to aim for these ideals.

We want Benesse to always be a company that boldly tackles society's problems and helps its customers to live well.



Representative Director and President, CEO Hitoshi Kobayashi
Benesse Holdings, Inc.

Founded in 1955 as Fukutake Publishing, the Benesse Group today provides services for people at each life stage in areas that include education in Japan and globally, nursing care and childcare, and lifestyles. The foundation for all of these business activities is the corporate philosophy of "Benesse," or "well-being," that we announced in 1990.

We stand alongside our customers throughout their lives as they progress toward the realization of their dreams and aspirations and help them to achieve growth and overcome problems. This commitment is embodied in our unchanging corporate philosophy, as expressed in the name "Benesse." We have remained faithful to this philosophy throughout our history.

Benesse employees share this philosophy as they work with high aspirations to provide products and services that help a wide variety of people to enrich their experience of each stage of life in their own way.

Our business environment is continually affected by major social changes, such as falling birthrates and technological progress. To realize our unchanging "Benesse" philosophy and create value that benefits our customers, every individual employee needs to reaffirm our fundamental purpose and continue to take up the challenge of responding to changes in our customers and society. We believe in the potential of people at every life stage. That is why we are working tenaciously to build a world in which all kinds of people can progress through the turning points in their lives and enjoy richer lives in their own ways in a changing social environment. The Benesse purpose embodies these aspirations.

In line with this purpose, which represents the core management philosophy for the Benesse Group, we will contribute to the solution of social issues that affect all people, while responding to changes in our customers' needs and helping them to overcome challenges. We will enhance children's motivation and confidence toward learning and help them to build skills that will benefit them in the future. We will help university students and working adults

to learn skills that will advance their careers and enable them to work energetically in fields that reflect their aspirations and aptitudes. In addition, we will respond to rapid demographic aging by expanding our efforts to address a shortage of care workers and promoting digital transformation in the care sector. While accelerating these initiatives, we will also place even greater importance on our social value and customer value as the basis for further enhancement of our economic value through initiatives centered on our purpose.

Benesse's purpose (reason for existence) is defined by the intersection between our accumulated strengths and needs of society. As a company that seriously addresses social issues through business and provides total support to its customers, we are determined to achieve further growth by working toward the realization of a future society in which people can enjoy well-being (Benesse).



We help people to live well through our business activities

The Benesse goal — to help people live well.

We provide a broad range of services in five business segments relating to education, nursing care, childcare, and lifestyles.

Pregnancy, childbirth, and child-rearing

We help to enhance and enrich family life.

Seniors

Placing importance on deep respect for people's individuality, we facilitate the well-being of seniors and their families.

Infants

We help children to develop their sense of curiosity and expand their potential, while always prioritizing parent-child interaction.

Well-being for every individual

University students and working adults

We help university students and working adults to succeed and contribute in society through career-focused learning.

Elementary, junior high, and senior high school students/schools

We provide support for children and students based on their learning styles and needs. We also work with schools and teachers.

Our Future as a Corporate Group with an Essential Role in Society

Our customer contact points in numbers



Number of children enrolled in Shinkenzenmi and Kodomo Challenge correspondence courses in Japan

2.21 million

Correspondence courses are provided for children aged from 0 to 18 years, from preschoolers through to senior high school students. In addition to providing carefully designed services individualized for each learner, we use the latest advances in digital education tools to enhance children's motivation and optimize their learning outcomes.

*As of April 2023



Kodomo Challenge overseas enrollment

0.88 million

We launched Kodomo Challenge in Taiwan in 1989 and expanded into China in 2006. Overseas enrollment has reached approximately 0.88 million.

*As of April 2023

*Total number of members in Mainland China and Taiwan



Total number of students taking Shinken Simulated Exams and other exams

9.10 million

Shinken Simulated Exams are Japan's most widely used range of practice tests for students at private junior high schools and high schools. They provide accurate measurements of students' current learning progress at the national level, allowing students to take specific steps to improve their day-to-day studies and prepare for university entrance exams.

*Total number of examinees in fiscal 2022



Elementary and junior high schools that have introduced Mirai Seed software

over **9,010** schools

Mirai Seed is tablet-based learning software for use in collaborative, group, and individual learning activities in elementary and junior high schools. First introduced in 2014, it is contributing to the rapid digitalization of school education under the Japanese government's GIGA School Program through its use in elementary and junior high schools nationwide.

*As of April 2023



Number of tutoring centers/learning centers

2,204

We help students to achieve individual academic goals by offering face-to-face instruction with extra attention to detail through our community-based services.

* Total for Tokyo Individualized Educational Institute, UP, Kyoto Rakusai Prep School, Tetsuryokukai, Benesse BE Studio, and StudyHacker

*As of the end of April 2023



Yearly downloads of the Mainichi no Tamahiyo application

538,000

This application provides daily access to useful information covering the stages from pregnancy through to early childhood. It includes expert advice based on the number of weeks of pregnancy or the number of days since birth. Other benefits include participation in communities with other people who gave birth in the same month.

*April 2022-March 2023



Number of Udemy users in Japan

Over **1.3** million

Udemy is an American online video learning platform used by over 62 million people worldwide. As an Udemy business partner in Japan, Benesse Corporation is introducing the program to individuals, businesses, government agencies, universities, and other users.

*As of March 2023



Nursing home residents

Approx. **17,000**

Approximately 17,000 residents live in senior nursing homes operated by Benesse Style Care Co., Ltd. Most of these homes are situated in urban residential areas so that residents can continue to live in familiar surroundings.

*As of the end of March 2023


Benesse services — support for every life stage


We work alongside individuals and help them to progress toward the achievement of their dreams and ideals while providing lifelong support through our diverse lineup of products and services.

Pregnancy, childbirth, and child-rearing

Benesse provides support during pregnancy, childbirth, and child-rearing by sharing information and knowledge and offering advice through our publications, websites, mail order sales, and other services under the Tamahiyo brand. We also help people to enjoy fulfilling lifestyles that reflect their personal aspirations by using various media to share information about home life and pets, and by supporting community development.

たまひよ  サンキュ!

いぬのきもち 

ねこのきもち 

Infants

We offer educational services, such as the Kodomo Challenge correspondence course, that are designed for each stage in a child's development. These programs help children to acquire life skills and encourage them to think for themselves, while stimulating their interest in a wide range of topics according to their age. Benesse also helps children to develop learning skills from infancy onwards through its intellectual development and English language programs. These are provided both online and at physical venues.

こどもちゃれんじ こどもちゃれんじ English

ベネッセのオンラインならいごと
チャレンジスクール

ベネッセの英語教室
BE studio

ベネッセサイエンス教室

ベネッセの保育園

Elementary, junior high and senior high school students/schools

Designed to make optimal use of both digital and paper resources, Shinkenzemi correspondence courses motivate children to learn through content tailored to their growth stages and individual needs. Programs include detailed guidance provided online or face-to-face at our tutoring centers and learning centers, as well as community-based services. We encourage children to build their learning skills by providing support according to their objectives and level of understanding. We also help teachers to provide quality learning and career guidance through products and services designed to support the provision of education in changing school environments.

進研ゼミ 進研ゼミ 個別指導教室 EVERES  ベネッセのオンラインならいごと
チャレンジスクール

進研模試 スタディーサポート GTEC  マナビジョン

ベネッセの業務教育向けICTソフト
三ツツイード ICTサポート Classi EDUCOM マネージャー 

★ 東京個別指導学院 ベネッセサイエンス教室 ベネッセ文章表現教室

お茶ゼミ  進学館  洛西進学教室 

研伸館 開進館 個別館 鉄緑会  ベネッセの英語教室
BE studio

 GLOBAL LEARNING CENTER

Route H
海外トップ大進字塾

ベネッセ 海外留学センター
Benesse Study Abroad Center

ベネッセの学童クラブ

地域とともに小中学校教育の未来をデザインする
教育情報ONLINE

ベネッセ教育情報 VIEWnext ONLINE 

Seniors

Benesse works alongside individuals and helps them to enjoy lifestyles that match their needs and aspirations in Japan's rapidly aging society. We offer an extensive range of services for seniors, especially nursing care.



University students and working adults

Benesse offers overseas study programs, employment support, and other services designed to help people to make choices that match their own aspirations as they progress through life. Our support services, including online education programs, help working adults to expand their potential through lifelong learning.

udemy udemy business

doda キャンパス doda 新卒エデュコト

GPS-Academic® Global Proficiency Skills program® GPS-Business® Global Proficiency Skills program®

GTEC STUDY HACKER ENGLISH EST. COMPANY 2015

Our challenge — to provide solutions to customers' needs in a changing social environment

We are continually expanding our business activities to meet the changing needs of our customers at each life stage. In addition to the continuing transformation of our educational businesses through innovation, we are also developing new services for university students and working adults.

udemy

Reskilling solutions focused on organizational DX and career education

Our programs cover areas ranging from advanced information technology to business skills. In addition to learning programs for individuals, we also offer DX training for business corporations, government agencies, and local governments, while providing structures that enable participants to pursue career education in universities and other educational institutions and use their new knowledge to develop their careers.

進路達成プログラム

Learning support for senior high school students preparing for the expanded year-end university entrance exam system

There has been a rapid increase in the number of people sitting year-end university entrance exams. Benesse works with school teachers to provide students with career guidance and pre-matriculation study support through diagnostic and work programs provided through smartphones and other devices.

進研ゼミ 得点力アップシリーズ

Fun learning styles to counter a downward trend in the motivation to learn

A new Shinkenzei learning style is now available through software created for the Nintendo Switch™. This new approach turns study into an enjoyable gaming experience and increases motivation to learn through competition with family and friends.

*Programs are available for children from Year 5 of elementary school through to Year 1 of junior high school.

介護アンテナ

Sharing our knowledge to improve the quality of nursing care in Japan's super-aged society

Through its website, Benesse Style Care shares nursing care techniques and other knowledge with society. This information is available not just to nursing care professionals, but to everyone involved in the provision of care. The website also offers information about geriatric diseases, pharmaceuticals, and other topics.

Creating new and diverse learning styles with the focus on individual needs

みらいキャンパス

Fostering curiosity about the future through small-group online courses with the emphasis on dialogue

We work with top professionals in various fields, including entrepreneurs and artists, to enhance curiosity-based learning programs for students at all levels and in all fields of study. These programs develop future-oriented skills by putting questions to participants and encouraging them to think, learn, and act for themselves.

Scope: Elementary and junior high school students

まるぐランド

ICT learning service tailored to children's development characteristics

This service was initially trialed in Shinagawa City, Tokyo in 2021 and has since been introduced by local governments and elementary schools throughout Japan. By optimizing learning programs for each individual's characteristics, the system builds confidence and helps children to enjoy learning.

*This service received the top prize in the 2022 Japan e-Learning Awards.



The Benesse group aims to contribute to social sustainability through its business activities

As befits our name, which means “well-being,” and our purpose, Benesse Group management and employees are united in their efforts to solve social issues that affect people at each life stage, while achieving corporate growth and contributing to the realization of a sustainable society.

Examples of sustainability and ESG initiatives

- Establishment of the Benesse Well-being Lab as a forum for social collaboration on the creation of approaches to well-being

The Benesse Well-being Lab is a forum for dialogue among diverse people, including experts, about what it means to thrive and prosper. Activities include information distribution and workshops.



Well-being experts participate in a workshop.

- Initiatives to raise employee awareness about the importance of independent action

We help our employees to take action toward the solution of social issues through initiatives based on our corporate philosophy and purpose by giving them opportunities to stop and think. Activities include seminars and lectures.



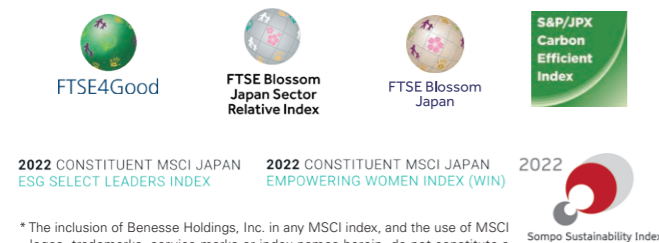
Employees participate in cross-organizational discussions.

Highest “leader” rating in CDP’s 2022 Supplier Engagement Rating survey for the fourth straight year

Benesse Holdings was assessed at CDP Climate Change Leadership Level A- in recognition of its efforts to reduce greenhouse gas emissions and mitigate or adapt to climate change. We also received the highest rating in CDP’s 2022 Supplier Engagement Rating survey for the fourth straight year.



Socially Responsible Investing (SRI) indexes



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Third-party ESG assessments



*1 Benesse Corporation *2 Benesse Business-mate, Inc.
*3 Tokyo Individualized Educational Institute, Inc. *4 Benesse BE studio Inc.
*5 Benesse Senior Support Co., Ltd. *6 Benesse BASE COM Co., Ltd.

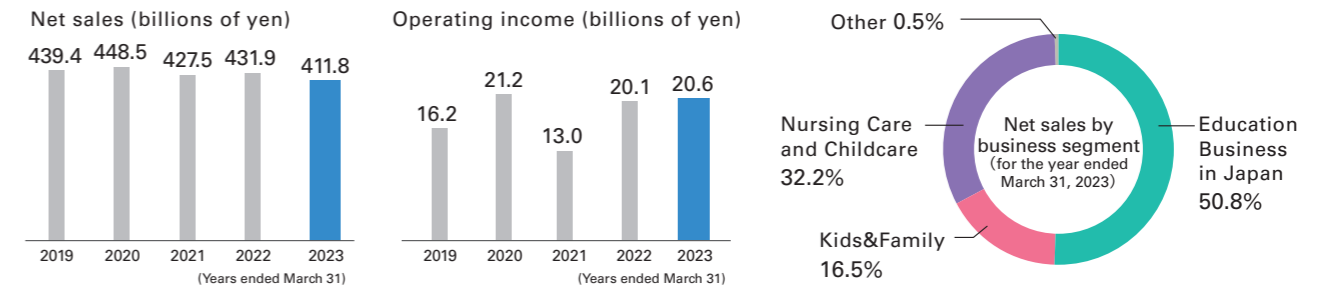
Benesse Holdings, Inc.

Corporate Information

Name	Benesse Holdings, Inc.
Locations	Headquarters: 3-7-17 Minamigata, Kita-ku, Okayama-shi, Okayama 700-0807, Japan Tokyo Headquarters: 1-34 Ochiai, Tama-shi, Tokyo 206-0033, Japan
Representatives	Hitoshi Kobayashi, Representative Director and President, CEO
Date established	January 28, 1955
Capital	13,817 million yen (as of March 31, 2023)
Employees (consolidated)	16,637 (as of March 31, 2023)
Securities listing	Tokyo Stock Exchange/Prime Market (Ticker code:9783)



Financial Data (Consolidated)

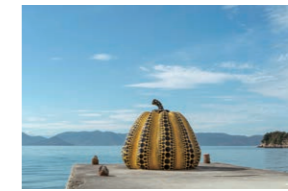


History of the Benesse Group

- 1955 Founded as Fukutake Publishing Co., Ltd. in Minamigata, Okayama City. Started publication of educational materials and student pocketbooks for junior high school students.
- 1962 Launched Kansai Simulated Exams for senior high school students. (Shinken Simulated Exams introduced nationwide in 1973.)
- 1969 Launched Correspondence Education Seminar for senior high school students.
- 1972 Launched Correspondence Education Seminar for junior high school students.
- 1980 Announced “enculturation, computerization, and globalization” as corporate identity (CI) at first CI review. Launched Shinken-zemi Elementary School Course.
- 1988 Launched Shinken-zemi Preschool Course (later renamed “Kodomo Challenge”). Established the Taipei Office.
- 1990 Announced “Benesse” as corporate philosophy and brand at second CI review.
- 1991 Completed construction of the Benesse Logistics Center in Okayama Prefecture, Japan.
- 1993 Acquired Berlitz International, Inc. (later renamed Berlitz Corporation), the world’s largest language services company, as a subsidiary. Launched the *Tamago Club* and *Hiyoko Club* magazines.
- 1994 Relocated the Tokyo Office (now the Tokyo Headquarters) to Tama-shi, Tokyo.
- 1995 Changed name to Benesse Corporation. Listed on the Second Section of the Osaka Securities Exchange (OSE).
- 1996 Launched the *THANK YOU!* magazine.
- 1997 Benesse’s stock listing moved to the First Section of the OSE.
- 2000 Listed on the First Section of the Tokyo Stock Exchange. Established Benesse Care Corporation to provide nursing care services. Acquired Shinkoukai Co., Ltd., a provider of residential-care services for seniors, as a subsidiary.
- 2001 Acquired Berlitz International, Inc. (later renamed Berlitz Corporation) as a wholly owned subsidiary. Established Learn-S Co., Ltd., a publisher of educational materials for senior high schools.
- 2003 Consolidated three nursing care-related Group companies to form Benesse Style Care Co., Ltd. Acquired Shinken-AD Co., Ltd. as a subsidiary. Established Benesse Hong Kong Co., Ltd.
- 2006 Acquired Ochanomizu Seminar Co., Ltd. as a subsidiary.
- 2007 Acquired Tokyo Individualized Educational Institute, Inc. as a subsidiary. Established Benesse Corporation China.
- 2009 Established Tokyo Educational Institute Co., Ltd. Changed Benesse Group to a holding company system. Changed name to Benesse Holdings, Inc.
- 2010 Acquired Bon Sejour Corporation as a subsidiary.
- 2012 Acquired UP Inc. as a subsidiary. Merged Bon Sejour Corporation into Benesse Style Care Co., Ltd.
- 2013 Established Benesse Palette Co., Ltd. to provide food delivery services.
- 2014 Established Benesse Senior Support Co., Ltd. to operate a nursing care consultation service. Acquired Minerva Intelligence Co., Ltd. (now Benesse BE studio Inc.) as a subsidiary.
- 2015 Established Benesse InfoShell Co., Ltd. Established Benesse i-Career Co., Ltd.
- 2016 Established Benesse Socius, Inc.
- 2019 Acquired Classi Corp. as a subsidiary.
- 2020 Acquired StudyHacker Inc. as a subsidiary.
- 2021 Acquired Proto Medical Care Co., Ltd. (now Heart Medical Care Co., Ltd.) as a subsidiary.
- 2022 Divested entire shareholding in Berlitz Corporation.
- 2023 Merged Ochanomizu Seminar Co., Ltd. into UP Inc. Acquired Kyoto Rakusai Prep School as a subsidiary.

Benesse Art Site Naoshima

Benesse Holdings and the Fukutake Foundation are collaboratively contributing to community development through art at Benesse Art Site Naoshima on the shores of Seto Inland Sea. We work with local people to create new value and disseminate the concept of Benesse (well-being) to the world.



Yayoi Kusama “Pumpkin” 2022 ©YAYOI KUSAMA (Photo: Tadasu Yamamoto)

Benesse Holdings, Inc.
<https://www.benesse-hd.co.jp/en/>

