

FREQUENTLY ASKED QUESTIONS

DOMESTIC/OVERSEAS EDUCATION

Q1.

How does the number of members in April differ from cumulative enrollments?

A1. The former equals the number of members receiving *Shinken-zemi* materials in April, while cumulative enrollments measure the total number of members receiving any *Shinken-zemi* materials from the April issue to the March issue of the following year. Since most students will enroll to take the *Shinken-zemi* courses starting in April, because that is the start of the school year in Japan, membership tends to be higher at this time than any other month throughout the year.

Q2.

Why are enrollments among senior high school students so much lower than for junior high school students?

A2. In Japan, while about 98% of students graduate to senior high school, the proportion of students going on to university or technical college is roughly half of this (at around 54%). For this reason, the number of senior high school students taking *Shinken-zemi* courses to prepare for university entrance examinations is about half that of junior high school students taking *Shinken-zemi* courses to get into senior high school.

Q3.

What is Benesse's competitive position within the Japanese education industry?

A3. Benesse has a dominant leading position within the Japanese correspondence course industry. The Company's share of the market is 89.2%* in correspondence courses** (* figures for FY2009).

Source: Yano Research Institute Ltd. "Education Industry 2010" modified by Benesse
** It is for preschool children and elementary to high school students in total.

Q4.

What are the target ages and prices for courses being offered in China?

A4. The courses offered in China are for children aged one to seven (first year of elementary school). Courses for ages one to six cost approximately RMB 100/month, while the course for seven-year olds (first year elementary school students) costs approximately RMB 121/month. As of April 2011, course enrollment in China for ages one to seven totaled 340,000.

SENIOR/NURSING CARE

Q1.

What is Benesse's competitive position within the nursing care industry?

A1.

Benesse is the market leading company in terms of sales. Benesse is also a leading company in terms of homes with a network of 204 nursing homes as of the end of FY2010.

Q2.

Does Benesse own the nursing homes that it operates?

A2.

The majority of the facilities managed by Benesse Style Care Co., Ltd. are leased properties. As of the end of March 2011, Benesse Style Care owned 19 nursing homes, representing 11% of the total (175). All of the other nursing homes were leased properties.

All 29 homes operated by Bon Sejour are run in leased properties.

Q3.

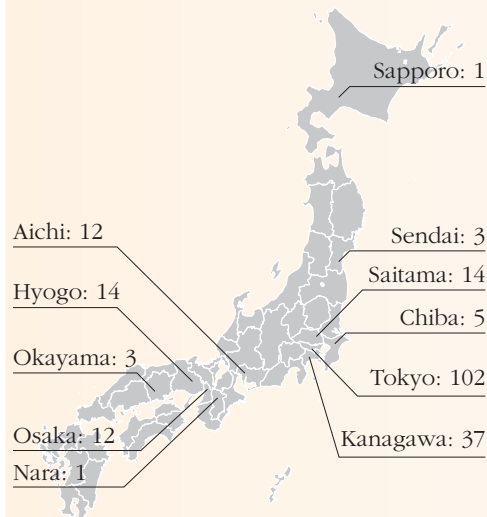
In which parts of Japan is Benesse developing its nursing home business?

A3.

Benesse Style Care is targeting regions of high demand, particularly in and around Tokyo. As of the end of FY2010, the number of nursing homes in the Tokyo metropolitan area was 133, which represented 76% of the total. The other nursing homes are located in major urban areas such as the Kansai region (around Osaka) and the Tokai region (to the west of Tokyo).

Bon Sejour's operations are also centered in the Tokyo metropolitan area, with 25 of its 29 homes located in the region.

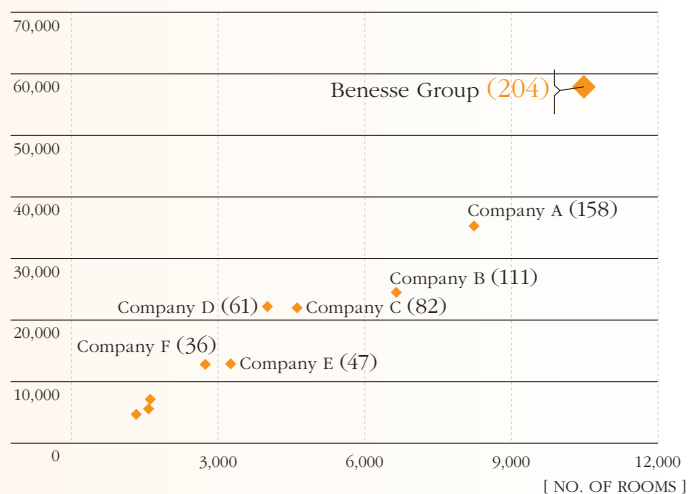
DISTRIBUTION OF HOMES



[As of March 31, 2011]

MARKET POSITION FY2010

[SALES]
Millions of Yen



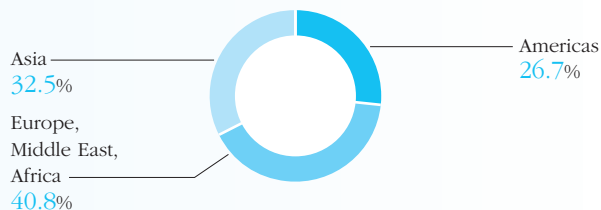
Source: Prepared by Benesse Holdings

* Figures in parentheses indicate number of homes

Q1.

What is the sales breakdown by region for Berlitz?

A1. The breakdown is as follows:



[Year ended December 31, 2010]

* Except ELS

Q2.

How many language centers are there in each region?

A2. There is a total of 570 Berlitz language centers and franchises worldwide, and the breakdown by region is as follows:

	Berlitz Operated		Berlitz Franchise		ELS Operated		ELS Franchise		Total	
Americas	141	(-2)	34	(1)	56	(6)	1	(-2)	232	(3)
Europe, Middle East, Africa	161	(4)	70	(1)	0	(0)	13	(0)	244	(5)
Asia	73	(-6)	7	(1)	1	(0)	13	(0)	94	(-5)
Japan	59	(-4)	3	(0)	0	(0)	0	(0)	62	(-4)
Total	375	(-4)	111	(3)	57	(6)	27	(-2)	570	(3)

[As of December 31, 2010]

* Figures in parenthesis indicate year-on-year change.

Q3.

What is the breakdown for the number of lessons by region?

A3. The regional breakdown for the number of lessons at directly-operated Berlitz language centers is as follows:

Region	(Thousands)		(B)/(A)
	For the fiscal year ended December 2009 (A)	For the fiscal year ended December 2010 (B)	
Americas	1,931	1,955	101.2%
Europe	2,649	2,453	92.6%
Asia	1,637	1,630	99.6%
Total	6,217	6,038	97.1%

Q4.

What languages are being taught at Berlitz language centers?

A4. Berlitz teaches more than 50 languages. The most popular choice is English, which accounts for about 72% of total lessons. The next most popular languages are French (6%), German (5%), Spanish (4%) and Mandarin Chinese (2%).