

FREQUENTLY ASKED QUESTIONS

● EDUCATION GROUP

Q1.

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

A1. The former equals the number of members receiving *Shinkenzeni* materials in April, while cumulative enrollments measure the total number of members receiving any *Shinkenzeni* materials from the April issue to the March issue of the following year. Since most students will enroll to take the *Shinkenzeni* course starting in April, because that is the start of the school year in Japan, memberships tend 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 53%). For this reason, the number of senior high school students taking *Shinkenzeni* courses to prepare for university entrance examinations is about half that of junior high school students taking *Shinkenzeni* courses to get into senior high school.

Q3.

What are the average unit prices per course?

A3. The prices are as follows:

- Senior High School Courses:
8,500 yen per month
- Junior High School Courses:
5,500 yen per month
- Elementary School Courses:
3,700 yen per month
- *Kodomo Challenge* (Preschool Courses):
1,900 yen per month (year ended March 2009)

Q4.

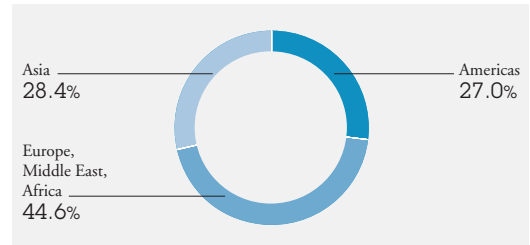
What is Benesse's competitive position within the education industry?

A4. Benesse has a dominant leading position within the Japanese correspondence course industry. The Company's share of the market is 92.6% in correspondence courses for pre-school children and 78.1% in correspondence courses for elementary to high school students (figures for FY2007, taken from Education Industry White Paper 2008, Yano Research Institute).

● LANGUAGE COMPANY

Q1.
What is the sales breakdown by region for Berlitz?

A1. The breakdown is as follows:



[Year ended December 31, 2008]

* Except ELS

Q2.
How many language centers are there in each region?

A2. There is a total of 561 Berlitz language centers and franchises worldwide, and the breakdown by region is as follows:

	Berlitz Operated		Berlitz Franchise		ELS Operated		ELS Franchise		Total	
Americas	143	(-2)	33	(0)	48	(3)	3	(0)	227	(1)
Europe, Middle East, Africa	156	(1)	60	(10)	0	(0)	12	(0)	228	(11)
Asia	81	(-4)	8	(-1)	1	(0)	16	(-3)	106	(-8)
Japan	64	(-2)	5	(0)	0	(0)	4	(-1)	73	(-3)
Total	380	(-5)	101	(9)	49	(3)	31	(-3)	561	(4)

[As of December 31, 2008]

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

Q3.
What is the breakdown of 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 2007 (A)	For the fiscal year ended December 2008 (B)	
North America	966	906	93.8%
Latin America	1,462	1,454	99.4%
Europe	2,648	2,845	107.5%
Asia	2,069	2,051	99.1%
Total	7,145	7,256	101.6%

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 73% of total lessons. The next most popular languages are French (6%), German (5%), Spanish (5%) and Mandarin Chinese (2%).

● SENIOR COMPANY

Q1.
What is Benesse's competitive position within the nursing care industry?

A1. Benesse is the market leading company in terms of sales. As of the end of March 2009, Benesse ranked second in terms of total number of homes (with a network of 139 nursing homes).

Q2.
Does Benesse own the nursing homes that it operates?

A2. The majority of the facilities managed by Benesse are leased properties. As of the end of March 2009, Benesse owned 17 nursing homes, representing 12% of the total (139). All of the other nursing homes were leased properties.

Q3.
In which parts of Japan is Benesse developing its nursing home business?

A3. Benesse is targeting regions of high demand, particularly in and around Tokyo. As of the end of March 2009, the number of nursing homes in the Tokyo metropolitan area was 107, which represented 77% 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).

MARKET POSITION
FY2008

