

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.

Dedicated to the ideal of "Benesse = well-being," the Benesse Group exists to support its customers in their lifelong commitment to improvement and problem-solving. In 2019 we added the words "We will contribute positively to society now and in the future" to our corporate philosophy. These words reflect our awareness that now more than ever we have a responsibility, as a corporate group that plays an indispensable role in society, to work toward the creation of a sustainable society.

Circles that will change the future

The colored circles on the cover represent images of the future that individual employees want to create. They embody our focus on a richer future, a future filled with endless potential like a circle spreading across a limitless sky.