

Helping our customers to achieve as an indispensable group of

In line with our “Benesse = well-being” philosophy, we help users of our educational services in Japan and overseas and our senior nursing care and childcare services to make lifestyle choices that lead to the long-term betterment of their lives. Knowledge accumulated since our founding in 1955 is used to provide educational and care services that closely match the needs of our customers.

Today our business environment is going through what has been described as a once-in-a-century transformation.

The novel coronavirus (COVID-19) pandemic has had a major impact and is causing significant changes in most countries. Because these changes are irreversible, companies in every industry will need to adopt new business practices in order to survive the present crisis. In addition, traditional barriers have been swept away,

creating new opportunity points and growth paths based on the use of the Internet and digital technology. New values are emerging in step with rising awareness of hygiene, an increase in time spent at home, and a shift to behavior patterns designed to avoid the “3 Cs” — closed spaces, crowded places, close contact.

To ensure the survival of the Benesse Group in the coronavirus era, we are using knowledge based on our many years of experience in the fields of education and nursing care, as well as digital technology, to capture new demand and evolve new business models. In our education business in Japan, we are achieving steady growth by adapting our business strategies to reflect market changes, including digitalization and the introduction of new educational guidelines. We are also expanding our nursing care and childcare business in step with the growth of social needs. In the area of global education and in the Berlitz business, we are enhancing

well-being companies

our global competitiveness through in-depth reforms targeting our products and marketing.

Every business strategy is realized through the efforts of individual employees. Our priority at present is to modify work styles to enable employees to achieve their full potential in the post-coronavirus environment. We are determined to enhance the competitiveness of the Benesse Group by creating environments in which our employees can realize their full potential while practicing our “Benesse = well-being” philosophy.

In 2018, the Benesse Group established the Sustainability Committee to lead our efforts toward an increased contribution to the creation of a sustainable world. In fiscal 2019, we adopted the Sustainability Vision as our basic policy in this area, together with the Materiality, in which we identified priority initiatives. For Benesse, sustainability means addressing social issues through

our core activities in line with our corporate philosophy. Through our educational activities, we are training people who can contribute to the achievement of all 17 SDGs. We are also using our knowledge to contribute to society in the field of nursing care, which is likely to become a global priority area in the years ahead. In these ways, the Group is helping to build a brighter future.

In the future, contribution to human well-being and contribution to society will be increasingly important as criteria for determining the value of companies. The Benesse Group will continue to create new value now and in the future as an indispensable company that helps to improve people’s lives.

“Well-being’ in society and for the future.” This is our motto.

A Message from the Management

Contributing to the achievement of the SDGs—the Benesse approach

[Education]

We train people who can contribute to the achievement of the SDGs.



[Super-aged society]

We see preparation for aging as the 18th SDG.



Tamotsu Adachi

Representative Director,
President and CEO
Benesse Holdings, Inc.