



Benesse Group Corporate Guide
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 Benesse Holdings, Inc. Hitoshi Kobayashi

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.

Bringing
"Benesse = well-being"
to the people

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.



Pregnancy, childbirth, and child-rearing

We help to enhance and enrich family life.



Infants

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



University students and working adults

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



Seniors

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




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 magazines, books, apps, 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 unique educational services, such as the Kodomo Challenge correspondence course, that are designed for each stage in a child's development. These programs encourage children 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

 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, Shinkenzeni 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  E V E R E S  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

ベネッセの義務教育向けICTソフト
三ツツツ  ICTサポート  Classi  C4th

★ 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

 Route G  Route H  ベネッセの通算サポート校 Be 高等学院

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.

アリア グラニー&グランダ
くらら まどか ボンセジュール ここち
リレ ベネッセのおうちごはん
キャリアス 介護 キャリアス 1DAY
ハートページ 介護求人ナビ
ベネッセの介護相談室

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 education programs and career support for women, help university students and working adults to expand their potential through lifelong learning.

udemy udemy business
doda⁺ キャンパス doda⁺ 新卒エージェント
GPS-Academic[®] GPS-Business[®]
Global Proficiency Skills program[®] Global Proficiency Skills program[®]
GTEC STUDY HACKER ENGLISH COMPANY EST. 2015
withbatons Waris

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.



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.



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.
*Scope: Elementary school Year 1 to junior high school Year 1



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



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

We work with 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 provide opportunities for participants to discover and extend their focus. They build the strengths needed for future growth through a process of exploration, starting with topics that interest them.

*Scope: Elementary and junior high school students



Benesse online learning programs designed to stimulate interest and extend the abilities of each individual

Our extensive range of programs, including programming, art, and dance, are available from anywhere in Japan. Students can learn safely and with confidence from top-class instructors. Each program is designed to inspire students' enthusiasm and help them to build the strengths they need to succeed in a rapidly changing future in which there are no right answers. We are expanding the scope of our services to include not only services for home users, but also support for schoolchildren and children with school attendance problems.

*Scope: Infants through to senior high school students.
(The scope of participants varies according to the course)



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

As expressed in the name Benesse, which literally means “well-being,” the Benesse Group aims to achieve sustainable growth by helping people to achieve well-being through business and social activities that continually create new value leading to solution of social issues.

Our Materiality (Priority Issues)

Business themes focused on the realization of our purpose

Supporting diversified and multilayered learning experiences to provide motivational education services



Supporting sustainable corporate growth and personal career development through learning experiences



Respecting the unique individuality of the elderly while resolving structural nursing care issues



Our ESG commitment—the foundation for our business activities

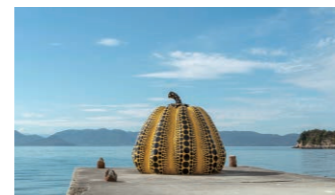
Nurturing organizations and people as drivers of transformation

Preserving a sustainable global environment

Cultivating a corporate culture conducive to serving society and customers with integrity

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 philosophy of Benesse (well-being) to the world. Located at Benesse Art Site Naoshima, Benesse House harmoniously integrates architecture and art with nature. It symbolizes our determination to contribute to the realization of a sustainable society, and our commitment to sustainability on various levels, including the environment, health, and safety.



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

Third-party ESG assessments



*1 Benesse Holdings, Inc. *2 Tokyo Individualized Educational Institute, Inc. *3 Benesse Business-mate, Inc. *4 Benesse BE studio Inc. *5 Benesse Base-Com, Inc. *6 Benesse Style Care Co., Ltd. *7 Waris Co., Ltd. *8 Benesse Corporation

Benesse Holdings, Inc.

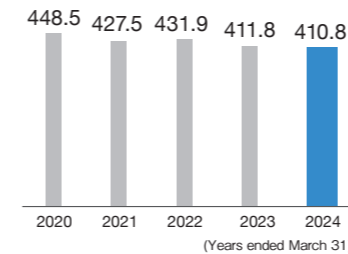
Corporate Information

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
Employees (consolidated)	17,082 (as of March 31, 2024)

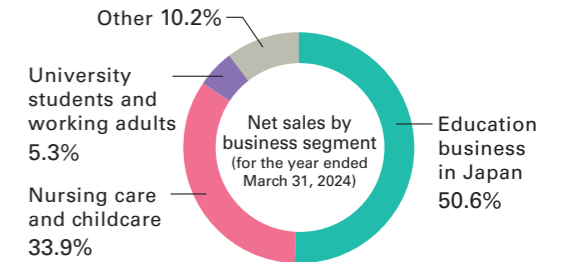
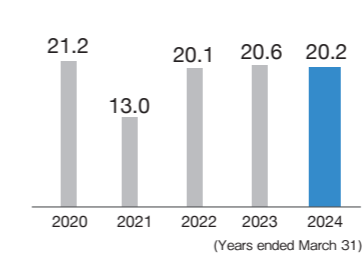


Financial Data (Consolidated)

Net sales (billions of yen)



Operating income (billions of yen)



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.	2006	Acquired Ochanomizu Seminar Co., Ltd. as a subsidiary.
1962	Launched Kansai Simulated Exams for senior high school students. (Shinken Simulated Exams introduced nationwide in 1973.)	2007	Acquired Tokyo Individualized Educational Institute, Inc. as a subsidiary. Established Benesse Corporation China.
1969	Launched Correspondence Education Seminar for senior high school students.	2009	Established Tokyo Educational Institute Co., Ltd. Changed Benesse Group to a holding company system. Changed name to Benesse Holdings, Inc.
1972	Launched Correspondence Education Seminar for junior high school students.	2010	Acquired Bon Sejour Corporation as a subsidiary.
1980	Announced “enculturation, computerization, and globalization” as corporate identity (CI) at first CI review. Launched Shinken-zemi Elementary School Course.	2012	Acquired UP Inc. as a subsidiary. Merged Bon Sejour Corporation into Benesse Style Care Co., Ltd.
1988	Launched Shinken-zemi Preschool Course (later renamed “Kodomo Challenge”). Established the Taipei Office.	2013	Established Benesse Palette Co., Ltd. to provide food delivery services.
1990	Announced “Benesse” as corporate philosophy and brand at second CI review.	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.
1991	Completed construction of the Benesse Logistics Center in Okayama Prefecture, Japan.	2015	Established Benesse InfoShell Co., Ltd. Established Benesse i-Career Co., Ltd.
1993	Acquired Berlitz International, Inc. (later renamed Berlitz Corporation), the world’s largest language services company, as a subsidiary. Launched the <i>Tamago Club</i> and <i>Hiyoko Club</i> magazines.	2016	Established Benesse Socius, Inc.
1994	Relocated the Tokyo Office (now the Tokyo Headquarters) to Tama-shi, Tokyo.	2019	Acquired Classi Corp. as a subsidiary.
1995	Changed name to Benesse Corporation. Listed on the Second Section of the Osaka Securities Exchange (OSE).	2020	Acquired StudyHacker Inc. as a subsidiary.
1996	Launched the <i>THANKYOU!</i> magazine.	2021	Acquired Proto Medical Care Co., Ltd. (subsequently Heart Medical Care Co., Ltd.) as a subsidiary.
1997	Benesse’s stock listing moved to the First Section of the OSE.	2022	Divested entire shareholding in Berlitz Corporation.
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.	2023	Merged Ochanomizu Seminar Co., Ltd. into UP Inc. Acquired Kyoto Rakusai Yobikou Co., Ltd. as a subsidiary. Acquired Waris Co., Ltd. as a subsidiary. Merged Benesse InfoShell Co., Ltd. with Benesse Corporation.
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.	2024	Merged Plandit Co., Ltd. and Learn-S Co., Ltd. with Benesse Corporation. Delisted from the Prime Market of the Tokyo Stock Exchange pursuant to our decision to go private. Consolidated Benesse MCM Corp. and Heart Medical Care Co., Ltd. to form Benesse Carios Co., Ltd.
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.		

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

