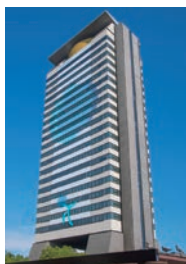


# Benesse Holdings, Inc.

## Corporate Information



Headquarters

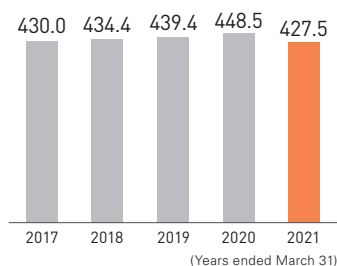


Tokyo Headquarters

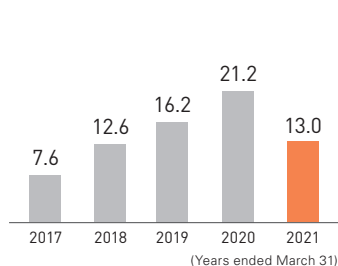
Name	Benesse Holdings, Inc.
Locations	Headquarters: 3-7-17 Minamigata, Kita-ku, Okayama-shi, Okayama 700-0807, Japan Tokyo Headquarters: 1-34 Ochiai, Tama-shi, Tokyo 206-0033, Japan
Representatives	Representative Director and Chairman, CEO Tamotsu Adachi Representative Director and President, COO Hitoshi Kobayashi
Date established	January 28, 1955
Capital	13,739 million yen
Employees (consolidated)	19,456 (as of March 31, 2021)
Securities listing	Tokyo Stock Exchange, First Section (Ticker code: 9783)

## Financial Data (Consolidated)

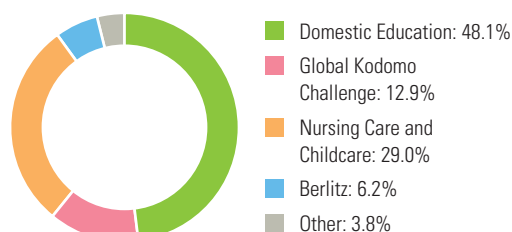
● Net sales (billions of yen)



● Operating income (billions of yen)



● Net sales by business segment (for the year ended March 31, 2021)



## 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.
- 1962** Launched Kansai Simulated Exams for senior high school students. (Shinken Simulated Exams introduced nationwide in 1973.)
- 1969** Launched Correspondence Education Seminar for senior high school students.
- 1972** Launched Correspondence Education Seminar for junior high school students.
- 1980** Announced "enculturation, computerization, and globalization" as corporate identity (CI) at first CI review. Launched Shinkensemi Elementary School Course.
- 1988** Launched Shinkensemi Preschool Course (later renamed "Kodomo Challenge"). Established the Taipei Office.
- 1990** Announced "Benesse" as corporate philosophy and brand at second CI review.
- 1991** Completed construction of the Benesse Logistics Center in Okayama Prefecture, Japan.
- 1993** Acquired Berlitz International, Inc. (later renamed Berlitz Corporation), the world's largest language services company, as a subsidiary. Launched the *Tamago Club* and *Hiyoko Club* magazines.
- 1994** Relocated the Tokyo Office (now the Tokyo Headquarters) to Tama-shi, Tokyo.
- 1995** Changed name to Benesse Corporation. Listed on the Second Section of the Osaka Securities Exchange (OSE).
- 1996** Launched the *THANK YOU!* magazine.
- 1997** Benesse's stock listing moved to the First Section of the OSE.
- 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.

- 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.
- 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.
- 2006** Made Ochanomizu Seminar Co., Ltd. a subsidiary.
- 2007** Made Tokyo Individualized Educational Institute, Inc. a subsidiary. Established Benesse Corporation China.
- 2009** Established Tokyo Educational Institute Co., Ltd. Changed Benesse Group to a holding company system. Changed name to Benesse Holdings, Inc.
- 2010** Acquired Bon Sejour Corporation as a subsidiary.
- 2012** Acquired UP Inc. as a subsidiary. Merged Bon Sejour Corporation into Benesse Style Care Co., Ltd.
- 2013** Established Benesse Palette Co., Ltd. to provide food delivery services.
- 2014** Established Benesse Senior Support Co., Ltd. to operate a nursing care consultation service. Acquired Minerva Intelligence Co., Ltd. (now Benesse BE studio) as a subsidiary.
- 2015** Established Benesse InfoShell Co., Ltd. Established Benesse i-Career Co., Ltd.
- 2016** Established Benesse Socius, Inc.
- 2019** Acquired Classi Corp. as a subsidiary.
- 2020** Acquired StudyHacker Inc. as a subsidiary.

## Benesse Group Online Corporate Guide



<https://www.benesse-hd.co.jp/en/about/profile.html>

\*More detailed information, including examples of our business activities, is available on our website.

## Benesse Holdings, Inc.



<https://www.benesse-hd.co.jp/en/>