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Benesse Holdings, Inc.

We want Benesse to always be a company that boldly tackles society's problems and helps its customers to live well.

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.

The COVID-19 pandemic has had a major impact on the world. We are also witnessing far-reaching social changes, including rapid advances in digital technology. The future is expected to bring even greater changes and complexity.

To continue to create value that brings real benefits to our customers, we need to focus on our philosophy as an expression of the fundamental reasons for our business activities. We also need to ensure that every individual employee is continually focused on what they can do to help

each customer based on their awareness of changes in both society and our customers. We will channel the potential of our employees toward such areas as new learning activities that help people to build brighter futures, skill development support for adults, the development of nursing care infrastructure for a super-aged society, and the provision of educational and nursing care expertise in overseas countries, especially in Asia. Through these activities we will progress toward our dual goals of accelerating the evolution of our core business activities and expanding into new and challenging areas.

One of the keys to the success of these efforts will be the pursuit of digital transformation across the entire Benesse Group. Digital technology is not a goal in itself, but rather a tool for achieving our goals. By using a variety of data resources, we will be able to understand the problems facing individual customers and enhance the "fit" of our products and services. Digital technology is a tool that will enable us to create a richer society in which future generations will be able to live well.

Benesse's value derives from our ability to use our unique strengths to meet the needs of society. Our ongoing goal is to achieve growth as a company that responds effectively to social issues through its business activities. We will continue to work passionately to transform society and create a future in which people can live well.