

## 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.

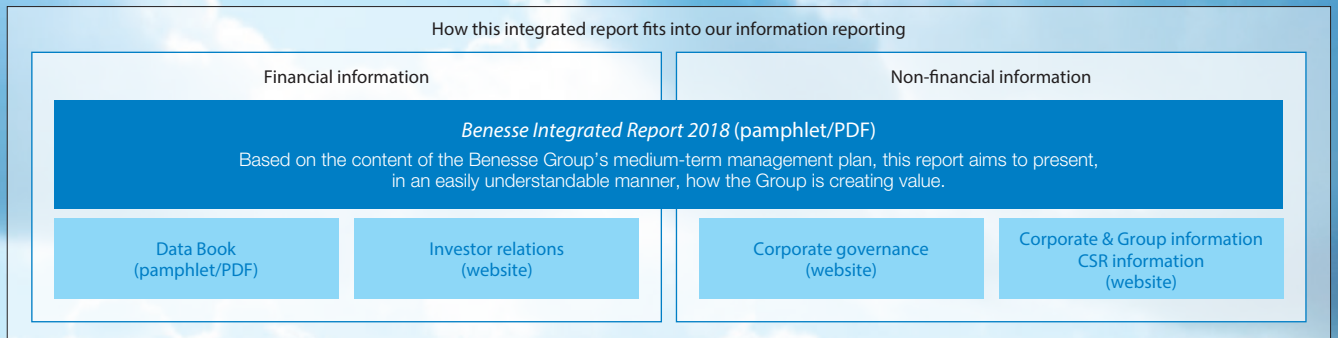
We aim to be a globally respected corporate group that is both supported by and indispensable to its customers, communities, and society in general.

## Benesse Group Principles

The Benesse Group is a global corporation with a people-oriented culture. We believe that before we become good business people, we must live as responsible members of society and that all of our actions should lead to Benesse (well-being), and we act in accordance with these principles.

## Editorial Policy

In 2018, the Benesse Group begins once again, after a lapse of five years, to publish integrated reports. We are publishing this report to let investors and other stakeholders understand the Group’s medium- to long-term strategies and initiatives for creating value, using as a basis the content of our medium-term management plan, Transform and Grow Benesse 2022, which we released in November 2017. In editing the report, we have kept in mind the Reporting Framework issued by the International Integrated Reporting Council (IIRC), and have limited the discussion to items of particular importance and strived to structure the report in a way that is concise and easy to understand. Material such as detailed investor-relations information and information related to environmental, social, and governance (ESG) matters that is not found in this report is published on our website.



### **Period covered**

The report covers primarily activities carried out in fiscal year 2017 (i.e., from April 2017 through March 2018), though it also includes some information on initiatives from prior to that period and activities taking place after March 2018. The organization names and the job titles used are current as of April 1, 2018.

### **Activities covered**

The report covers the activities of Benesse Holdings, Inc., and its consolidated subsidiaries. If the discussion at any point regards any particular scope of coverage, this will be indicated on the pages concerned.

### **Note regarding forward-looking statements**

This report includes statements regarding current plans, forecasts, strategies, etc. Any of these statements that are not historical facts are forecasts of future performance; these statements are based on the judgment that the Company has formed using the information currently available, so they involve risks and uncertainties. Please be aware that, for a variety of reasons, actual performance may differ from current forecasts.