

Benesse's history: committed to well-being, ahead of the times

Founded in 1955 as an education company, Benesse Group was originally named Fukutake Publishing. Since that time, Benesse Group has pioneered new markets and expanded into new lines of business, while remaining devoted to solving social problems. Looking ahead, we will continue to conduct business with integrity and show steady growth, guided by our commitment to helping everyone, everywhere achieve well-being in their lives.

1950s & 1960s

Enters the simulated-exam business, expands nationwide

1955

Company founded in Okayama Prefecture as Fukutake Publishing Co., Ltd.

Begins publishing books and school ID/rule booklets for junior high school students.



Fukutake Publishing's main products at the time of its founding

1962

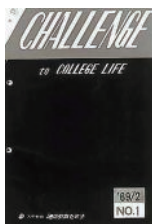
Begins simulated exams for senior high school students

(now Shinken Simulated Exams)

1969

Begins correspondence courses for senior high school students

(now Shinkenzeni Senior High School Courses)



First issue of Shinkenzeni Senior High School Course

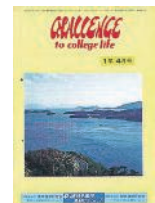
1970s & 1980s

Expands Shinkenzeni correspondence courses

1972

For junior high school students

(now Shinkenzeni Junior High School Courses)



First issue of Shinkenzeni Junior High School Course

1980

For elementary school students

(now Shinkenzeni Elementary School Courses)



First issue of Shinkenzeni Elementary School Course

1988

For preschoolers

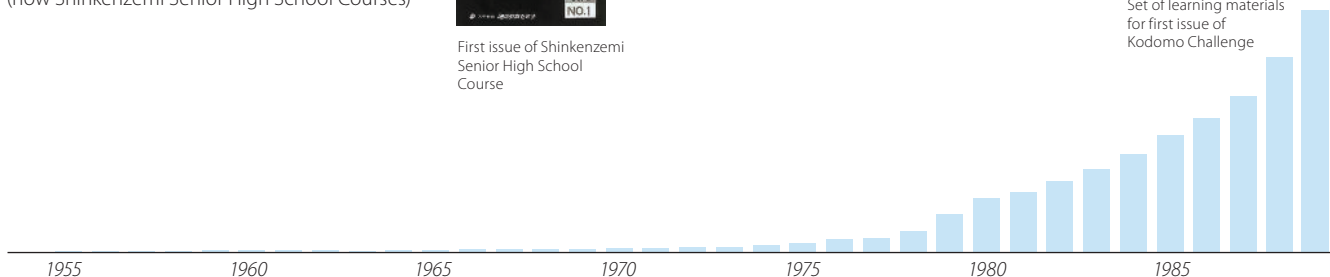
(now Kodomo Challenge)



Set of learning materials for first issue of Kodomo Challenge

1989

For preschoolers in Taiwan



The Early Years

Benesse's founder wanted to improve education for all students, regardless of where they lived. He decided to offer university admission mock exams for local high schools and exchanged test data to help students better understand their performance levels. Thanks to the trust built by his sales team, schools all over Japan adopted the exams.

Shinkenzeni Expansion Phase

The company pioneered correspondence education. After its success for senior high school students, the company expanded the courses for junior high schools, elementary schools, and preschools. Enrollees increased, and in 1989 the company entered the Taiwan market.

Sets a new goal: transform and grow

2017

New medium-term management plan, Transform and Grow Benesse 2022

Net sales
¥600 billion
Growth target projection for FY2022

2018

GTEC receives certification as private-sector test
Starting FY2020, GTEC will be a uniform test for university admissions.

2000–Today

Next-generation educational materials and global expansion

2000

Listed on the First Section of the Tokyo Stock Exchange

2006

Begins courses for preschoolers in China



Preschool courses in China

Enters the pre-school business

Acquires Ochanomizu Seminar Co., Ltd.

2008

Next generation of Shinkenzemi

Begins Shinkenzemi Junior High School Courses +i



Shinkenzemi Junior High School Courses +i

2009

Adopts a holding-company structure, changes name to Benesse Holdings, Inc.

2014

Suffers a personal data breach

1990s

Enters new fields of business

1990

Announces new Benesse corporate identity



Newspaper advertisement announcing Benesse corporate identity

1993

Enters the language-education business

Acquires Berlitz International (now Berlitz Corporation)

Begins pregnancy, childbirth, and childcare magazines
Tamago Club
Hiyoko Club



Berlitz acquisition signing ceremony

1995

Changes name to Benesse Corporation

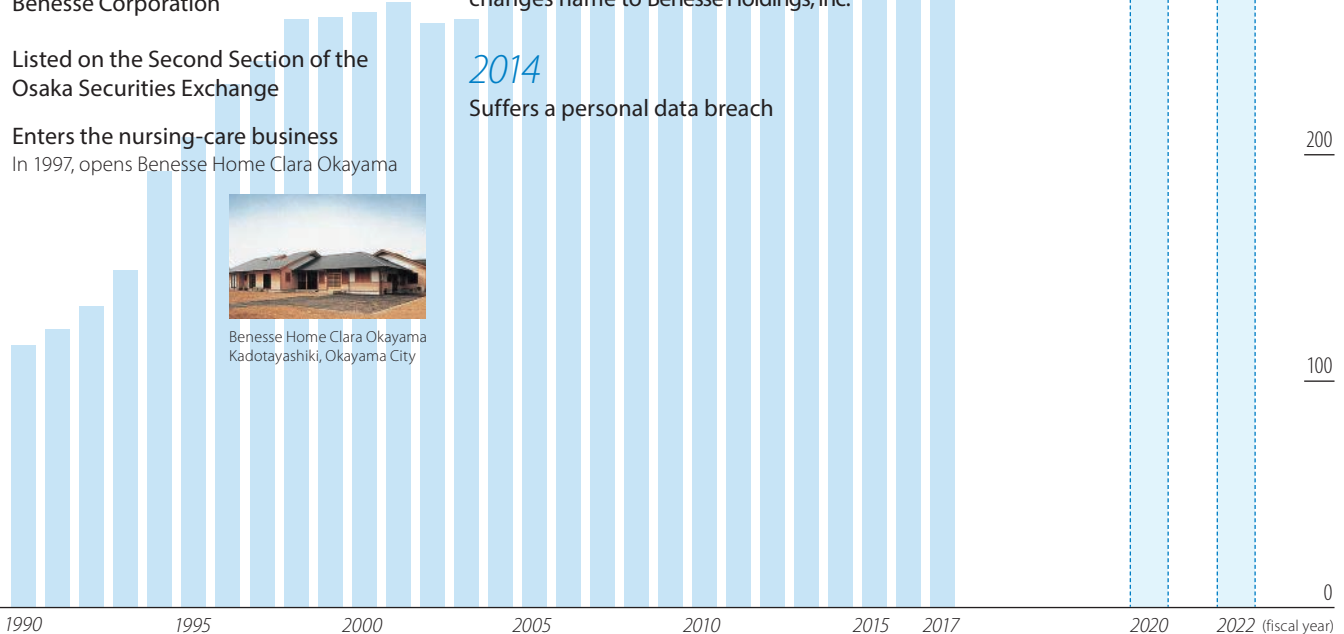
Listed on the Second Section of the Osaka Securities Exchange

Enters the nursing-care business

In 1997, opens Benesse Home Clara Okayama



Benesse Home Clara Okayama
Kadotayashiki, Okayama City



New Business Domains

The company moved into new business domains related to globalization and aging societies, guided by the idea to improve well-being for everyone. This period marks the transition from Fukutake Publishing to an enterprise focused on education and improving people's daily lives.

The Story Continues...

By accelerating digitization, entering pre-school businesses, and strengthening business in China, the company continues to respond to diverse learning needs. The new medium-term management plan, Transform and Grow Benesse 2022, will attain even more growth going forward.