

# Steps in the History of Value Creation at Benesse

As the challenges facing society have changed with the times, Benesse has continuously strived to develop products and services that solve these problems in education and in life, based on our core principle of well-being.

Benesse business history

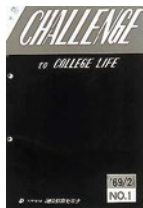
## Offering correspondence courses tailored to age, boosting children's motivation to learn

**1955**  
**Company founded in Okayama Prefecture as Fukutake Publishing Co., Ltd.**  
 Begins publishing books and school ID/rule booklets for junior high school students.



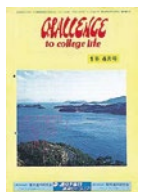
Fukutake Publishing's main products at the time of its founding

**1962**  
**Begins simulated exams for senior high school students**  
 (now Shinken Simulated Exams)



First issue of Shinken Senior High School Course

**1969**  
**Begins correspondence courses for senior high school students**  
 (now Shinken Senior High School Courses)



First issue of Shinken Junior High School Course

**1972**  
**For junior high school students**  
 (now Shinken Junior High School Courses)

**1980**  
**For elementary school students**  
 (now Shinken Elementary School Courses)



First issue of Shinken Elementary School Course

**1988**  
**For preschoolers**  
 (now Kodomo Challenge)



Set of learning materials for first issue of Kodomo Challenge

## Entering new business domains related to globalization and aging societies, seeking to improve well-being for everyone

**1989**  
**Begins courses for preschoolers in Taiwan**

**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

Targeting a wider range of customers

Elementary, junior high, and high school students

Children overseas

Families

Infants

1955

1975

1980

1985

1990

1995

Social context

High economic growth

Advancement of globalization

Changes in education and living

- Spread of higher education
- Start of the Joint First-Stage Achievement Test (1979)
- Increase in nuclear family households

- Start of the National Center Test for university admissions (1990)
- Increase in double-income households
- Aging society

**Catering to diversified needs with our established methods for more in-depth business**

**Net sales** (billions of yen)  
**¥600 billion**  
 Growth target projection for FY2022

**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

**2000**  
**Listed on the First Section of the Tokyo Stock Exchange**

**Seniors**

**2006**  
**Begins courses for preschoolers in China**



Preschool courses in China

**Enters the prep-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**

**2015**  
**Establishes Benesse Senior/Nursing Care Research Institute**

**2017**  
**New medium-term management plan, Transform and Grow Benesse 2022**

**2018**  
**Begins courses for preschoolers in Indonesia**



2000

2005

2010

2015

2018

2020  
 (Target)

2022  
 (Target)

(fiscal year)

**Toward a diverse, sustainable society**

- Education and entrance examination reform
- Rise of the digital native generation
- Increase in workloads