FY2/15 1Q (March 2014~May 2014) Fact Sheet

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1. Trend in current fiscal year and previouse fiscal year

(1) Peformance overview

(1)1 elormance overview	FY	February-	2014 (FY2/	14)					FY	February-	2015 (FY2	/15)				
(Million of yen)	1Q (2013/3/1~	First half (2013/3/1~	3Q (2013/3/1∼	Full yearl (2013/3/1~	1Q (2014/3/1~2014/5/30)			First half (2014/3/1~2014/8/31)			(2014/	3Q ′3/1∼2014/	′11/30)	Full year (2014/3/1~2015/2/28)		
	2013/5/30)	2013/8/31)	2013/11/30)		Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +	YOY %
Net Sales	2,638	6,688	9,931	14,322	2,870	231	108.8%							/		
Cost of sales	1,963	4,202	6,259	8,629	2,107	143	107.3%									
Cost of sales ratio	74.4%	62.8%	63.0%	60.3%	73.4%	-	-						/			
Gross profit	675	2,485	3,672	5,693	762	87	113.0%									
Gross proft margin	25.6%	37.2%	37.0%	39.7%	26.6%	-	-									
SG & A	1,502	2,565	3,336	4,420	1,615	113	107.6%									
SG & A ratio	56.9%	38.4%	33.6%	30.9%	56.3%	-	-									
Operating income	-826	-79	335	1,272	-852	-26	-			_						
Operating income margin	-	-	3.4%	8.9%	-	-	-									
Ordinary income	-825	-77	338	1,277	-851	-25	-									
Ordinary income margin	-	_	3.4%	8.9%	-	-	-									
Net income	-523	-64	188	737	-539	-16	-									
Net income margin	_	_	1.9%	5.2%	-	-	-									

(2) Cost of sales breakdown

(2) Cost of sales breakdown																
	FY	February-	2014 (FY2/	14)					FY	February-	2015 (FY2	/15)				
(Million of yen)	1Q (2013/3/1~	First half (2013/3/1~	3Q (2013/3/1∼	Full year (2013/3/1~	(2014/	1Q /3/1~2014	/5/30)	(2014	First half /3/1~2014		(2014/	3Q (2014/3/1~2014/11/30)			Full year (2014/3/1~2015/2/28)	
	2013/5/30)	2013/8/31)	2013/11/30)		Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	Y0Y +/-/	YOY %
Cost of sales (100%)	1,963	4,202	6,259	8,629	2,107	143	107.3%									
Personnel expenses	436	859	1,249	1,704	444	7	101.8%									
ratio to cost of sales	22.2%	20.4%	20.0%	19.7%	21.1%	_	_									
Instructors expense	753	1,800	2,676	3,810	813	60	108.0%									
ratio to cost of sales	38.4%	42.8%	42.8%	44.2%	38.6%	-	-									
Rent	402	810	1,227	1,646	434	32	108.0%									
ratio to cost of sales	20.5%	19.3%	19.6%	19.1%	20.6%	-	-									
Lease	52	103	158	211	62	9	118.2%									
ratio to cost of sales	2.7%	2.5%	2.5%	2.5%	3.0%	-	-									
Property expense	49	104	153	204	71	21	143.3%									
ratio to cost of sales	2.5%	2.5%	2.4%	2.4%	3.4%	-	-									
Depreciation	23	51	82	115	26	3	113.6%									
ratio to cost of sales	1.2%	1.2%	1.3%	1.3%	1.2%	-	_									
Others	244	473	711	936	254	9	103.9%									
ratio to cost of sales	12.5%	11.3%	11.4%	10.9%	12.1%	_	_			Ī						

(3) SG & A breakdown

	FY	February-	2014 (FY2/	14)		•			FY	February-	2015 (FY2	/15)		•	•	•
(Million of yen)	1Q (2013/3/1∼	First half (2013/3/1~	3Q (2013/3/1~	Full year	(2014/	1Q /3/1~2014	/5/30)	(2014,	First half /3/1~2014	/8/31)	(2014/	3Q ′3/1~2014/	'11/30)	(2014/	Full year '3/1~2015	/2/28)
	2013/5/30)		2013/11/30)		Result	YOY +/-	YOY %	Result	Y0Y +/-	YOY %	Result	Y0Y +/-	YOY %	Result	YOY +/-/	YOY %
SG & A (100%)	1,502	2,565	3,336	4,420	1,615	113	107.6%									
Personnel expenses (salary/bonus/miscellaneous wagessalary)	248	509	765	1,098	259	10	104.2%									
ratio to SG & A	16.5%	19.9%	22.9%	24.9%	16.0%	-	-						/			
Advertisement	951	1,487	1,730	2,216	982	31	103.3%									
ratio to SG & A	63.4%	58.0%	51.9%	50.1%	60.8%	-	-					/				
Recruiting	54	84	125	172	80	26	148.6%									
ratio to SG & A	3.6%	3.3%	3.8%	3.9%	5.0%	-	-									
Rent	16	33	50	66	16	0	100.4%									
ratio to SG & A	1.1%	1.3%	1.5%	1.5%	1.0%	-	-									
Commissions	109	226	332	448	125	16	114.9%									
ratio to SG & A	7.3%	8.8%	10.0%	10.1%	7.8%	_	-									
Depreciation	11	24	35	47	14	2	123.1%									
ratio to SG & A	0.8%	0.9%	1.1%	1.1%	0.9%	_	_									
Others	109	199	296	371	136	26	124.3%									
ratio to SG & A	7.3%	7.8%	8.9%	8.4%	8.5%	_	-									

(4) Net Sales by segment

	FY	February-	2014 (FY2/	14)	FY February-2015 (FY2/15)											
(Million of yen)	1Q (2013/3/1~	First half	3Q (2013/3/1~	Full year	(2014/	1Q (2014/3/1~2014/5/30)		First half (2014/3/1~2014/8/31)		3Q (2014/3/1~2014/11/30)			Full year (2014/3/1~2015/2/28)			
			2013/11/30)		Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	Y0Y +/-	YOY %
Tuition	1,963	4,257	7,244	9,925	2,160	197	110.0%									
Workshop	473	2,012	2,007	3,360	453	-19	95.9%									
Admission Fee & Occupancy	139	304	495	687	160	21	115.3%									
Textbook etc	62	113	183	349	55	-6	90.0%									
Science/Writing	-	-	-	-	38	38	-									
Total	2,638	6,688	9,931	14,322	2,870	231	108.8%									

(5) Net sales by grade

	FY	February-	2014 (FY2/	14)	FY February-2015 (FY2/15)											
(Million of yen)	1Q (2013/3/1~	First half	3Q (2013/3/1~	Full year	(2014/	1Q ′3/1~2014,	/5/30)	(2014,	First half /3/1~2014	/8/31)	(2014/	3Q 3/1∼2014/	11/30)	(2014/	Full year /3/1~2015,	72/28)
	2013/5/30)			2014/2/28)	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	Y0Y +/-	YOY %
Primary school students	270	606	894	1,269	282	12	104.7%									
Middle school students	1,074	2,669	3,956	5,953	1,159	84	107.9%									
High school students	1,293	3,412	5,080	7,100	1,388	95	107.4%									
Science/Writing	-	_	_	-	38	38	-									
Total	2,638	6,688	9,931	14,322	2,870	231	108.8%									

2. Secular trends in the first quarter financial results

(1) Peformance overview

		1	Q (3/1~5/31	1)	
(Million of yen)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
Sales	2,782	2,275	2,536	2,638	2,870
Cost of sales	1,922	1,750	1,907	1,963	2,107
Cost of sales ratio	69.1%	76.9%	75.2%	74.4%	73.4%
Gross profit	860	524	629	675	762
Gross profit margin	30.9%	23.1%	24.8%	25.6%	26.6%
SG & A	1,437	1,228	1,404	1,502	1,615
SG & A ratio	51.6%	54.0%	55.4%	56.9%	56.3%
Operating income	-576	-704	-774	-826	-852
Operating income margin	-	-	-	-	-
Ordinary income	-574	-702	-773	-825	-851
Ordinary income margin	-	-	-	-	-
Net income	-608	-424	-470	-523	-539
Net income margin	-	-	-	-	-

		Total		
FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
/				
			·	

		10	Q (3/1~5/31)	
(Million of yen)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
Cost of sales (100%)	1,922	1,750	1,907	1,963	2,107
Personnel expenses	399	397	406	436	444
ratio to cost of sales	20.8%	22.7%	21.3%	22.2%	21.1%
Instructors expense	821	650	736	753	813
ratio to cost of sales	42.8%	37.1%	38.6%	38.4%	38.6%
Rent	423	411	405	402	434
ratio to cost of sales	22.0%	23.5%	21.2%	20.5%	20.6%
Lease	27	40	45	52	62
ratio to cost of sales	1.4%	2.3%	2.4%	2.7%	3.0%
Property expense	55	53	59	49	71
ratio to cost of sales	2.9%	3.0%	3.1%	2.5%	3.4%
Depreciation	7	13	19	23	26
ratio to cost of sales	0.4%	0.8%	1.0%	1.2%	1.2%
Others	186	183	234	244	254
ratio to cost of sales	9.7%	10.5%	12.3%	12.5%	12.1%

		Total		
FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
/				

(3) SG & A breakdown

		10	$2 (3/1 \sim 5/31)$)	
(Million of yen)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
SG & A (100%)	1,437	1,228	1,404	1,502	1,615
Personnel expenses (salary/bonus/miscellaneous wagessalary)	205	227	226	248	259
ratio to SG & A	14.3%	18.5%	16.1%	16.5%	16.0%
Advertisement	844	666	865	951	982
ratio to SG & A	58.7%	54.3%	61.6%	63.4%	60.8%
Recruiting	47	43	49	54	80
ratio to SG & A	3.3%	3.6%	3.5%	3.6%	5.0%
Rent	25	19	16	16	16
ratio to SG & A	1.8%	1.6%	1.2%	1.1%	1.0%
Commissions	158	147	115	109	125
ratio to SG & A	11.1%	12.0%	8.2%	7.3%	7.8%
Depreciation	12	13	11	11	14
ratio to SG & A	0.9%	1.1%	0.8%	0.8%	0.9%
Others	142	111	119	109	136
ratio to SG & A	9.9%	9.1%	8.5%	7.3%	8.5%

		Total		
FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
			/	
			/	
	/			
<i> </i>				
		<u></u>		
<u> </u>				

(4) Net sales by segment

		1Q (3/1~5/31)									
(Million of yen)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)						
Tuition	2,080	1,943	1,889	1,963	2,160						
Workshop	438	94	443	473	453						
Admission Fee & Occupancy	223	197	153	139	160						
Textbook etc	40	40	50	62	55						
Science/Writing	_	-	-	-	38						
Total	2,782	2,275	2,536	2,638	2,870						

		Total		
FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)

(5) Net sales by grade

	1Q (3/1~5/31)						
(Million of yen)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)		
Primary school students	301	239	216	270	282		
Middle school students	1,057	943	901	1,074	1,159		
High school students	1,424	1,091	1,419	1,293	1,388		
Science/Writing	_	-	-	-	38		
Total	2,782	2,275	2,536	2,638	2,870		

		Total		
FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)
				·

3. Business overview

(1)No. of students at the end of month (students) FY 2/11 (28th) FY 2/13 (30th) FY 2/15 (32nd) FY 2/12 (29th) FY 2/14 YOY +/-YOY % (31st) 18,451 20,696 Mar 19,848 18,766 19,173 1,523 107.9% Apr 20,832 19,201 19,591 20,663 22,190 1,527 107.4% 20,838 19,340 19,696 May 20,971 22,638 1,667 107.9% 21,566 20,065 20,523 21,981 Jun 25,252 23,520 22,560 23,316 Jul 24,008 22,855 23,480 25,649 Aug 24,451 23,048 23,701 26,047 Sep 24,764 23,225 23,927 26,455 Oct 24,835 23,212 23,856 26,539 Nov 24,975 23,338 24,233 26,830 Dec 23,305 21,850 22,576 25,118 Jan Feb 20,183 18,910 19,235 20,807 22,760 21,337 23,790 Total 21,908

(2)No. of new students (students)

	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	YOY +/-	YOY %
Mar	1,835	985	2,404	2,467	2,803	336	113.6%
Apr	1,872	1,261	1,570	2,170	2,238	68	103.1%
May	859	696	686	877	1,028	151	117.2%
Jun	1,197	1,183	1,360	1,646			
Jul	2,559	3,068	3,353	4,022			
Aug	989	759	730	1,170			
Sep	926	789	835	1,130			
Oct	968	855	969	1,225			
Nov	1,004	900	971	1,261			
Dec	1,188	1,171	1,435	1,635			
Jan	699	597	792	980			
Feb	801	909	1,056	1,027			
Total	14,897	13,173	16,161	19,610			

^{*}monthly quick estimation

^{*}monthly quick estimation

(3)Withdrawal rate (Including graduated students who proceed to higher education)

	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	YOY +/-
Mar	14.27%	13.46%	13.47%	13.15%	14.00%	0.85%
Apr	4.47%	2.77%	3.97%	3.55%	3.59%	0.04%
May	4.09%	2.90%	2.97%	2.75%	2.61%	-0.14%
Jun	2.25%	2.37%	2.71%	3.03%		
Jul	2.81%	2.86%	2.73%	3.42%		
Aug	2.13%	2.06%	2.43%	3.06%		
Sep	2.01%	2.61%	2.61%	2.85%		
Oct	2.68%	2.94%	3.13%	3.14%		
Nov	3.77%	3.93%	4.35%	4.45%		
Dec	4.22%	4.50%	4.43%	5.06%		
Jan	9.49%	8.93%	10.11%	10.03%		
Feb	16.83%	17.62%	19.48%	21.25%		
Total	69.02%	66.95%	72.39%	75.74%		

^{*}monthly quick estimation

(4)Breakdown of student type (average)

(students)

	FY 2/11 (28th) 10/03-10/05	FY 2/12 (29th) 11/03-11/05	FY 2/13 (30th) 12/03-12/05	FY 2/14 (31st) 13/03-13/05	FY 2/15 (32nd) 14/03-14/05	YOY +/-
Primary school	2,308	2,116	1,865	2,374	2,505	131
students	11.3%	11.1%	9.6%	11.7%	11.5%	-
Middle school	8,038	7,779	7,104	8,130	8,736	606
students	39.2%	41.0%	36.7%	40.1%	40.0%	-
High school	10,160	9,102	10,382	9,765	10,600	835
students	49.5%	47.9%	53.7%	48.2%	48.5%	-
Total	20,506	18,997	19,351	20,269	21,841	1,572
Total	100.0%	100.0%	100.0%	100.0%	100.0%	-

(5)Net sales by student (Individualized education)

	FY 2/11 (28th) 10/03-10/05	FY 2/12 (29th) 11/03-11/05	FY 2/13 (30th) 12/03-12/05	FY 2/14 (31st) 13/03-13/05	FY 2/15 (32nd) 14/03-14/05	YOY +/-
Net sales (1000 yen)	2,782,998	2,275,033	2,536,982	2,638,490	2,831,460	192,969
Average students (student)	20,506	18,997	19,351	20,269	21,841	1,572
Net sales by student (yen)	135,716	119,757	131,103	130,173	129,639	-534

4. Secular trends in key indicators

(1) Financial condition, others (1Q)

	1Q							
(Million of yen)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)			
Total Assets	8,029	7,254	7,019	7,107	7,718			
Current Assets	5,833	5,115	4,936	5,413	5,857			
Cash and Deposit	5,133	4,305	4,092	4,563	4,912			
Account Receivables	149	117	173	187	244			
Fixed Assets	2,196	2,138	2,083	1,694	1,860			
Current Liabilities	1,130	1,121	1,119	1,215	1,434			
Account Payables & Expense	719	712	683	711	885			
Long-term Liabilities	13	11	17	29	26			
Total Equity	6,885	6,121	5,882	5,862	6,257			
Paid in Cap. (¥millions)	642	642	642	642	642			
Issued Stock (#)	58,868,186	54,291,435	54,291,435	54,291,435	54,291,435			
(Company own share)	2,000,000	-	50	51	51			
EPS (yen)	-10.41	-7.82	-8.67	-9.64	-9.94			
BPS (yen)	121.08	112.75	108.34	107.97	115.26			
A	0.00		6.00	6.00	8.00			
Annuma dividends (yen)	8.00	6.00	0.00	0.00	0.00			
No. of Schools	196	6.00	197	202	211			
					211			
No. of Schools	196	197	197	202				

(2) Finar	nciial	condition,	others (Full v	mar)

(2) Philanellal condition, other	Full year							
(Million of yen)	FY 2/10 (27th)	FY 2/11 (28th)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)			
Net sales	14,824	13,732	12,572	13,017	14,322			
Cost of sales	8,766	8,428	7,991	8,223	8,629			
Cost of sales ratio	59.1%	61.4%	63.6%	63.2%	60.3%			
Gross profit	6,058	5,304	4,580	4,793	5,693			
Gross profit margin	40.9%	38.6%	36.4%	36.8%	39.7%			
SG & A	4,433	4,510	4,233	4,076	4,420			
SG & A ratio	29.9%	32.8%	33.7%	31.3%	30.9%			
Operating income	1,624	793	347	716	1,272			
Operating income margin	11.0%	5.8%	2.8%	5.5%	8.9%			
Ordinary income	1,651	798	353	723	1,277			
Ordinary income margin	11.1%	5.8%	2.8%	5.6%	8.9%			
Net income	923	158	132	358	737			
Net income margin	6.2%	1.2%	1.1%	2.8%	5.2%			
Total Assets	9,781	8,129	7,790	8,216	8,886			
Current Assets	7,316	6,009	5,752	6,582	7,180			
Cash and Deposit	6,734	5,399	5,183	5,981	6,490			
Account Receivables	223	216	216	247	286			
Fixed assets	2,464	2,120	2,037	1,634	1,706			
Current Liabilities	1,649	1,353	1,254	1,635	1,895			
Account Payables & Expense	996	940	899	879	914			
Long-term Liabilities	15	13	19	33	30			
Total Equity	8,115	6,763	6,515	6,548	6,960			
Paid in Cap. (¥millions)	642	642	642	642	642			
Issued Stock (#)	65,269,500	58,868,186	54,291,435	54,291,435	54,291,435			
(Company own share)	6,401,274	4,576,751	50	51	51			
ROE(%) Average	11.8%	2.3%	2.0%	5.5%	10.9%			
EPS (yen) Average	15.69	2.85	2.44	6.60	13.59			
BPS (yen) Average	137.86	124.57	120.01	120.62	128.21			
Annuma dividends (yen)	6.00	8.00	6.00	6.00	6.00			
No. of Schools	196	197	197	202	208			
No. of students	21,012	20,183	18,910	19,235	20,807			
Employees (regular)	408	423	402	393	387			
Part-time employess etc.	7,011	6,504	5,855	5,821	6,289			

(3) Shareholder composition (Top 10)

as of and	February,	2014

Name of shareholders	Share	s	composition %
Benesse Corporation	33,6	10,800	61.91%
SB asset management	9,9	61,500	18.35%
Nippon trusty•service trust B/K(Trust account)	9.	41,000	1.73%
Nippon Master Trust trusty bank (Trust account)	8	44,100	1.55%
JP Morgan Chase B/K 380084	4	60,700	0.85%
HSBC fund services account 006 JF	3	82,300	0.70%
Isao Ishihara	3	21,000	0.59%
CMBL SARI Mutual funds	3	20,600	0.59%
Merrill Lynch International SFG	2	52,400	0.46%
Kyoko Ishihara	2	50,000	0.46%

(4) No. of shareholders and ownwership

	No of shareholders	Foreigners	Mutual Fund	Pension
As of Feb-11	5,060	0.40%	0.89%	1.94%
As of Aug-11	5,224	0.27%	0.61%	1.90%
As of Feb-12	5,154	1.93%	0.55%	1.91%
As of Feb-12	5,216	1.94%	0.65%	1.85%
As of Feb-13	5,996	0.53%	4.45%	2.34%
As of Aug-13	6,432	2.57%	1.67%	3.17%
As of Feb-14	4,710	4.42%	1.61%	3.00%