

June 15, 2016

Tokyo Individualized Educational Institute Announces the Opening of Four New Benesse Writing Classes at Existing Individualized Instruction Schools

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it will open four new “Benesse Writing Classes” at existing individualized instruction schools in September 2016. Details are as follows.

1. New Class Openings

Currently, TIEI operates a total of nine Benesse Writing Classes in metropolitan Tokyo: three in Kichijoji, Yoga and Tama Plaza, and six at existing individualized instruction schools in Kunitachi, Toyosu, Jiyugaoka, Hiroo, Class Benesse Sengawa and Totsuka. TIEI will open four new classes at the existing individualized instruction schools of Oimachi School (Shinagawa-ku, Tokyo), Azabu Juban School (Minato-ku, Tokyo), Kawasaki School (Kawasaki-ku, Kawasaki-shi, Kanagawa) and Seijo Corty School (Setagaya-ku, Tokyo).

These new openings are based on TIEI’s “service portfolio expansion and urban area dominance strategy,” a key measure of Dynamic Challenge 2017, its medium-term management plan announced in April 2015. By opening Benesse Writing Classes at individualized instruction schools in areas where customer needs are high, TIEI intends to raise marketing efficiency and promote the further penetration of its brand in those areas through its ability to approach students in a wider range of school grades.

2. Effects of Opening Multiple-Service Classes

The two classes in Kunitachi and Toyosu, which opened in January 2015, are generating steady results driven by the diverse needs of their areas. In addition, the classes in Jiyugaoka, Hiroo, Class Benesse Sengawa and Totsuka that opened in March 2016 are off to a solid start. TIEI is examining the synergies these classes have generated with the individualized instruction schools, among other factors, and is applying the know-how it has gained to the new classes.

In its school operations, TIEI will increase capacity utilization of its classroom space by using conference rooms, training spaces and other areas in its individualized instruction schools as well as employing time management schemes such as offering courses on Sundays, when the individualized instruction schools do not hold classes. As for marketing, TIEI will work for greater brand penetration in the areas where the new classes will be located while making efficient use of advertising budgets and other resources. The new classes will also stimulate wide-ranging demand for existing individualized instruction schools and vice versa, and points of contact with customers will also increase.

3. Future Policy

TIEI’s ongoing policy is to proactively open schools like these with multiple services.

4. Details of the New Classes

Benesse Writing Class Oimachi School

- 1) Date of opening: September 2016 (trial classes to begin in July 2016)
- 2) Address: YK Building 5F, 1-10-3 Oi, Shinagawa-ku, Tokyo 140-0014
(In Tokyo Individualized Educational Institute Oimachi School)

Benesse Writing Class Kawasaki School

- 1) Date of opening: September 2016 (trial classes to begin in July 2016)
- 2) Address: Round Cross Kawasaki 9F, 26-4 Ekimae Honcho, Kawasaki-ku, Kawasaki-shi, Kanagawa 210-0007
(In Tokyo Individualized Educational Institute Kawasaki School)

Benesse Writing Class, Azabu Juban School

- 1) Date of opening: September 2016 (trial classes to begin in July 2016)
- 2) Address: My Square Building 7F, 2-10-3 Azabu Juban, Minato-ku, Tokyo 106-0045
(In Tokyo Individualized Educational Institute Azabu Juban School)

Benesse Writing Class Seijo Corty School

- 1) Date of opening: September 2016 (trial classes to begin in July 2016)
- 2) Address: Seijo Corty 3F, 6-5-34 Seijo, Setagaya-ku, Tokyo 157-0066
(In Tokyo Individualized Educational Institute Seijo Corty School)

Reference: Overview of Benesse Writing Class

The Benesse Writing Class is a program for elementary school children that improves their ability to think logically and to communicate with others by enriching their vocabulary and enhancing their listening skills. A major feature is that it is an activity-based class where students convey their thoughts to others through writing and speech, listen to and understand others' thoughts, and exchange opinions, among other exercises. What students learn in the program will serve as a foundation that gives them abilities that will help them make their way 10 or 20 years in the future.