FY2/17 2Q (March 2016~August 2016) Fact Book

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1. Trends in the current fiscal year and previous fiscal year

(1) Performance overview

(1) Fenomiance overview	FY	February-	2016 (FY2	/16)					FY	February-	2017 (FY2	2/17)				
(Millions of yen)	1Q	First half (2015/3/1~	3Q	Full year (2015/3/1~	(2016	1Q 5/3/1~2016	/5/31)	(2016	First half /3/1~2016		•	3Q /3/1~2016/	/11/30)	(2016	Full year 6/3/1~2017	/
	(2015/3/1~ 2015/5/31)	`	(2015/3/1~ 2015/11/30)	`	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %
Net sales	3,042	7,906	11,777	17,094	3,254	212	107.0%	8,294	387	104.9%						/
Cost of sales	2,300	5,029	7,550	10,364	2,504	203	108.8%	5,393	363	107.2%						
Cost of sales ratio	75.6%	63.6%	64.1%	60.6%	76.9%	-	-	65.0%	-	-				/		
Gross profit	741	2,877	4,227	6,730	750	8	101.2%	2,901	23	100.8%						
Gross profit margin	24.4%	36.4%	35.9%	39.4%	23.1%	-	-	35.0%	-	-						
SG&A	1,640	2,716	3,541	4,512	1,705	64	104.0%	2,850	133	104.9%						
SG&A ratio	53.9%	34.4%	30.1%	26.4%	52.4%	-	-	34.4%	-	-						
Operating income (loss)	-898	160	685	2,217	-954	-55	-	50	-109	31.6%		/				
Operating income margin	-	2.0%	5.8%	13.0%	-	-	-	0.6%	-	-						
Ordinary income (loss)	-896	163	689	2,223	-952	-56	-	52	-110	32.2%						
Ordinary income margin	-	2.1%	5.9%	13.0%	-	-	-	0.6%	-	-	/					
Net income (loss)	-596	81	413	1,383	-670	-74	-	-21	-102	-						
Net income margin	-	1.0%	3.5%	8.1%	-	-	-	-	-	-						

(2) Cost of sales breakdown

	FY	February-	2016 (FY2	/16)					FY	February-	2017 (FY2	/17)				
(Millions of yen)	1Q (2015/3/1~	First half (2015/3/1~	3Q (2015/3/1~	Full year (2015/3/1~	(2016	1Q 3/3/1~2016	/5/31)	(2016	First half/3/1~2016	/8/31)	(2016	3Q /3/1~2016/	/11/30)	(2016	Full year 6/3/1~2017	(/2/28)
	2015/5/31)	2015/8/31)	2015/11/30)	2016/2/29)	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	XOY %
Cost of sales (100%)	2,300	5,029	7,550	10,364	2,504	203	108.8%	5,393	363	107.2%						
Personnel expenses	550	1,089	1,588	2,096	569	19	103.6%	1,133	43	104.0%						
Ratio to cost of sales	23.9%	21.7%	21.0%	20.2%	22.8%	-	-	21.0%	-	-						
Instructors expense	867	2,123	3,202	4,609	983	116	113.4%	2,364	241	111.4%					,	
Ratio to cost of sales	37.7%	42.2%	42.4%	44.5%	39.3%	-	-	43.8%	-	-						
Rent	474	963	1,467	1,978	517	42	109.0%	1,044	81	108.4%						
Ratio to cost of sales	20.6%	19.2%	19.4%	19.1%	20.7%	-	-	19.4%	-	-						
Lease	69	135	207	275	73	4	107.0%	136	1	100.9%						
Ratio to cost of sales	3.0%	2.7%	2.7%	2.7%	2.9%	-	-	2.5%	-	-						
Property expense	55	121	180	231	55	0	99.1%	116	-5	95.8%						
Ratio to cost of sales	2.4%	2.4%	2.4%	2.2%	2.2%	-	-	2.2%	-	-						
Depreciation	29	65	103	142	30	0	103.0%	64	0	99.2%						
Ratio to cost of sales	1.3%	1.3%	1.4%	1.4%	1.2%	-	-	1.2%	-	-						
Others	253	531	801	1,030	273	19	107.7%	533	2	100.5%						
Ratio to cost of sales	11.0%	10.6%	10.6%	9.9%	10.9%	-	-	9.9%	-	-						

(3) SG&A breakdown

	FY	February-	2016 (FY2	/16)					FY I	ebruary-2	2017 (FY2	2/17)				
(Millions of yen)	1Q (2015/3/1~	First half (2015/3/1~	3Q (2015/3/1~	Full year (2015/3/1~	(2016	1Q 3/3/1~2016	/5/31)	(2016	First half /3/1~2016/	/8/31)	(2016	3Q /3/1∼2016/	/11/30)	(2016	Full year 6/3/1~2017	/2/28)
	2015/5/31)	2015/8/31)	2015/11/30)	2016/2/29)	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	XOY %
SG&A (100%)	1,640	2,716	3,541	4,512	1,705	64	104.0%	2,850	133	104.9%						
Personner expenses (Salaries/Bonuses/Miscellaneous wages and Salaries)	260	518	793	1,066	282	22	108.6%	559	40	107.8%						
Ratio to SG&A	15.9%	19.1%	22.4%	23.6%	16.6%	-	-	19.6%	-	-						
Advertising	1,048	1,587	1,862	2,262	1,031	-17	98.3%	1,578	-8	99.5%						
Ratio to SG&A	63.9%	58.4%	52.6%	50.1%	60.5%	-	-	55.4%	-	-						
Recruiting	79	112	152	194	104	25	131.9%	139	27	124.4%						
Ratio to SG&A	4.8%	4.1%	4.3%	4.3%	6.2%	-	-	4.9%	-	-						
Rent	19	38	58	78	20	0	104.2%	40	1	102.9%						
Ratio to SG&A	1.2%	1.4%	1.7%	1.7%	1.2%	-	-	1.4%	-	-						
Commissions	124	252	362	507	127	2	101.9%	272	19	107.9%						
Ratio to SG&A	7.6%	9.3%	10.2%	11.2%	7.5%	-	-	9.6%	-	-						
Depreciation	8	17	26	38	17	8	202.4%	36	18	207.1%						
Ratio to SG&A	0.5%	0.6%	0.7%	0.8%	1.0%	-	-	1.3%	-	-						
Others	98	189	285	364	121	22	123.0%	224	34	118.2%						
Ratio to SG&A	6.0%	7.0%	8.1%	8.1%	7.1%	-	-	7.9%	-	-						

(4) Net sales by segment

	FY	February-	2016 (FY2/	/16)					FY	February-	2017 (FY2	/17)				
(Millions of yen)	1Q (2015/3/1~	First half	3Q (2015/3/1~	Full year	(2016	1Q 3/3/1~2016	/5/31)	(2016	First half /3/1~2016	/8/31)	(2016/	3Q /3/1~2016/	11/30)	(2016	Full year 5/3/1~2017	12128)
			2015/11/30)		Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	Y0Y +/-	YOY %
Tuition	2,235	4,906	8,417	11,671	2,397	162	107.3%	5,136	230	104.7%						
Workshops	530	2,395	2,385	4,082	558	28	105.4%	2,513	118	104.9%						
Admission Fees & Occupancy	173	376	607	838	186	13	107.7%	403	27	107.3%						
Textbooks etc.	45	107	177	247	42	-3	93.3%	96	-11	89.2%						
Science/Writing	54	108	169	224	63	8	115.6%	129	20	118.8%						
Internet	1	6	10	15	3	1	191.8%	7	0	114.4%						
Class Benesse	1	6	9	14	2	0	145.5%	7	1	123.4%		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
Total	3,042	7,906	11,777	17,094	3,254	212	107.0%	8,294	387	104.9%						

(5) Net sales by student type

	FY	February-	2016 (FY2	/16)					FY	February-	2017 (FY2	/17)				
(Millions of yen)	1Q (2015/3/1~	First half (2015/3/1~	3Q (2015/3/1~	Full year (2015/3/1~	(2016	1Q /3/1~2016	/5/31)	(2016	First half 3/1~2016		(2016/	3Q /3/1~2016/	(11/30)	(2016	Full year 5/3/1~2017	12128)
	2015/5/31)	,	2015/11/30)	,	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY 4-	YOY %
Primary school students	296	667	976	1,397	301	5	101.9%	669	1	100.3%						
Middle school students	1,189	2,973	4,390	6,614	1,215	25	102.2%	2,934	-38	98.7%						
High school students	1,499	4,144	6,222	8,828	1,668	169	111.3%	4,546	402	109.7%						
Science/Writing	54	108	169	224	63	8	115.6%	129	20	118.8%						
Net school students	1	6	10	15	3	1	191.8%	7	0	114.4%						
Class Benesse	1	6	9	14	2	0	145.5%	7	1	123.4%						
Total	3,042	7,906	11,777	17,094	3,254	212	107.0%	8,294	387	104.9%						

2. Secular trends in second-quarter financial results

(1) Performance overview

		2	Q (6/1~8/31)			To	otal (3/1~8/3	31)	
(Millions of yen)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Sales	3,663	4,050	4,484	4,863	5,039	6,200	6,688	7,354	7,906	8,294
Cost of sales	2,168	2,239	2,509	2,728	2,889	4,075	4,202	4,617	5,029	5,393
Cost of sales ratio	59.2%	55.3%	56.0%	56.1%	57.3%	65.7%	62.8%	62.8%	63.6%	65.0%
Gross profit	1,495	1,810	1,974	2,135	2,150	2,125	2,485	2,737	2,877	2,901
Gross profit margin	40.8%	44.7%	44.0%	43.9%	42.7%	34.3%	37.2%	37.2%	36.4%	35.0%
SG&A	954	1,063	1,039	1,076	1,145	2,359	2,565	2,655	2,716	2,850
SG&A ratio	26.1%	26.3%	23.2%	22.1%	22.7%	38.0%	38.4%	36.1%	34.4%	34.4%
Operating income (loss)	540	747	934	1,058	1,004	-234	-79	81	160	50
Operating income margin	14.8%	18.4%	20.8%	21.8%	19.9%	-	-	1.1%	2.0%	0.6%
Ordinary income (loss)	542	748	936	1,060	1,005	-230	-77	84	163	52
Ordinary income margin	14.8%	18.5%	20.9%	21.8%	20.0%	-	-	1.2%	2.1%	0.6%
Net income (loss)	317	459	577	677	649	-152	-64	37	81	-21
Net income margin	8.7%	11.3%	12.9%	13.9%	12.9%	-	-	0.5%	1.0%	-

(2) Cost of sales breakdown

		2	Q (6/1~8/31)			
(Millions of yen)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2 (31
Cost of sales (100%)	2,168	2,239	2,509	2,728	2,889	4,075	
Personnel expenses	456	422	499	539	563	863	
Ratio to cost of sales	21.0%	18.9%	19.9%	19.8%	19.5%	21.2%	
Instructors expense	982	1,047	1,127	1,255	1,380	1,719	
Ratio to cost of sales	45.3%	46.8%	44.9%	46.0%	47.8%	42.2%	
Rent	399	407	450	488	527	804	
Ratio to cost of sales	18.4%	18.2%	17.9%	17.9%	18.2%	19.7%	
Lease	44	51	59	66	62	90	
Ratio to cost of sales	2.1%	2.3%	2.4%	2.4%	2.2%	2.2%	
Property expense	54	54	57	65	61	114	
Ratio to cost of sales	2.5%	2.4%	2.3%	2.4%	2.1%	2.8%	
Depreciation	26	28	32	35	33	45	
Ratio to cost of sales	1.2%	1.3%	1.3%	1.3%	1.2%	1.1%	
Others	203	228	283	277	260	437	
Ratio to cost of sales	9.4%	10.2%	11.3%	10.2%	9.0%	10.7%	

	То	otal (3/1~8/3	1)	
FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
4,075	4,202	4,617	5,029	5,393
863	859	943	1,089	1,133
21.2%	20.4%	20.4%	21.7%	21.0%
1,719	1,800	1,940	2,123	2,364
42.2%	42.8%	42.0%	42.2%	43.8%
804	810	885	963	1,044
19.7%	19.3%	19.2%	19.2%	19.4%
90	103	121	135	136
2.2%	2.5%	2.6%	2.7%	2.5%
114	104	128	121	116
2.8%	2.5%	2.8%	2.4%	2.2%
45	51	58	65	64
1.1%	1.2%	12.6%	1.3%	1.2%
437	473	538	531	533
10.7%	11.3%	11.7%	10.6%	9.9%

(3) SG&A breakdown

		2	Q (6/1~8/31)			To	otal (3/1~8/3	1)	
(Millions of yen)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
SG&A (100%)	954	1,063	1,039	1,076	1,145	2,359	2,565	2,655	2,716	2,850
ersonner expenses Salaries/Bonuses/Miscellaneous wages and	241	260	264	258	276	468	509	523	518	559
Ratio to SG&A	25.3%	24.5%	25.5%	24.0%	24.2%	19.8%	19.9%	19.7%	19.1%	19.6%
Advertising	487	536	479	538	547	1,353	1,487	1,462	1,587	1,578
Ratio to SG&A	51.1%	50.4%	46.1%	50.0%	47.8%	57.4%	58.0%	55.1%	58.4%	55.4%
Recruiting	19	30	28	32	34	69	84	108	112	139
Ratio to SG&A	2.1%	2.9%	2.7%	3.0%	3.0%	2.9%	3.3%	4.1%	4.1%	4.9%
Rent	17	16	21	19	19	33	33	38	38	40
Ratio to SG&A	1.8%	1.6%	2.1%	1.8%	1.7%	1.4%	1.3%	1.4%	1.4%	1.4%
Commissions	105	116	133	127	145	221	226	258	252	272
Ratio to SG&A	11.1%	11.0%	12.8%	11.9%	12.7%	9.4%	8.8%	9.7%	9.3%	9.6%
Depreciation	11	12	16	9	19	22	24	31	17	36
Ratio to SG&A	1.2%	1.2%	1.6%	0.8%	1.7%	1.0%	0.9%	1.2%	0.6%	1.3%
Others	71	90	96	90	102	191	199	232	189	224
Ratio to SG&A	7.5%	8.5%	9.2%	8.4%	8.9%	8.1%	7.8%	8.8%	7.0%	7.9%

(4) Net sales by segment

		2	.Q (6/1∼8/31)			To	otal (3/1~8/3	1)	
(Millions of yen)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Tuition	2,057	2,294	2,513	2,670	2,738	3,946	4,257	4,674	4,906	5,136
Workshops	1,367	1,538	1,669	1,864	1,954	1,810	2,012	2,123	2,395	2,513
Admission Fees & Occupancy	183	165	186	203	217	337	304	347	376	403
Textbooks, etc.	54	51	57	62	53	105	113	113	107	96
Science/Writing	-	-	57	54	66	-	-	96	108	129
Internet	-	-	0	4	3	-	-	0	6	7
Class Benesse	-	-	-	4	4	-	-	-	6	7
Total	3,663	4,050	4,484	4,863	5,039	6,200	6,688	7,354	7,906	8,294

(5) Net sales by student type

		2	2Q (6/1∼8/31)			To	otal (3/1~8/3	1)	
(Millions of yen)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Primary school students	307	336	349	371	367	524	606	632	667	669
Middle school students	1,394	1,594	1,679	1,783	1,719	2,295	2,669	2,839	2,973	2,934
High school students	1,961	2,119	2,398	2,645	2,877	3,380	3,412	3,786	4,144	4,546
Science/Writing	-	-	57	54	66	-	-	96	108	129
Net school students	-	-	0	4	3	-	-	0	6	7
Class Benesse	-	-	-	4	4	-	-	-	6	7
Total	3,663	4,050	4,484	4,863	5,039	6,200	6,688	7,354	7,906	8,294

3. Business overview

(1) No. of students at the end of month (Students) FY 2/13 FY 2/14 FY 2/15 FY 2/16 FY 2/17 YOY +/-YOY % (30th) (32nd) (33rd) (34th) (31st) Mar. 21,749 23,323 1,574 107.2% 18,766 19,173 20,696 19,591 1,510 20,663 22,190 24,867 23,357 106.5% Apr. May 20,971 22,638 25,276 106.1% 19,696 23,813 1,463 21,981 1,348 20,523 23,571 25,144 26,492 105.4% Jun. 25,252 30,726 Jul. 23,316 27,075 28,956 1,770 106.1% 23,480 25,649 27,359 29,404 30,958 1,554 105.3% Aug. 23,701 27,695 29,806 Sep. 26,047 Oct. 23,927 26,455 27,999 30,137 23,856 26,539 27,885 30,165 Nov.

30,493

28,500

22,918

27,036

Dec.

Jan.

Feb.

Average

(2) No. of new students (Students)

28,203

26,315

21,473

25,258

26,830

25,118

20,807

23,790

24,233

22,576

19,235

21,908

	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	YOY +/-	YOY %
Mar.	2,404	2,467	2,803	3,112	3,395	283	109.1%
Apr.	1,570	2,170	2,238	2,419	2,554	135	105.6%
May	686	877	1,028	950	1,108	158	116.6%
Jun.	1,360	1,646	1,653	2,017	2,009	-8	99.6%
Jul.	3,353	4,022	4,172	4,673	5,151	478	110.2%
Aug.	730	1,170	1,093	1,269	1,452	183	114.4%
Sep.	835	1,130	1,115	1,364			
Oct.	969	1,225	1,142	1,340			
Nov.	971	1,261	1,128	1,263			
Dec.	1,435	1,635	1,602	1,764			
Jan.	792	980	1,011	977			
Feb.	1,056	1,027	1,135	1,251			
Total	16,161	19,610	20,120	22,399			

^{*} Monthly quick estimate

^{*} Monthly quick estimate

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

	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	YOY +/-
Mar.	13.47%	13.15%	14.00%	13.21%	13.05%	-0.16%
Apr.	3.97%	3.55%	3.59%	3.73%	4.33%	0.60%
May	2.97%	2.75%	2.61%	2.11%	2.81%	0.70%
Jun.	2.71%	3.03%	3.18%	2.88%	3.14%	0.26%
Jul.	2.73%	3.42%	2.83%	3.42%	3.46%	0.04%
Aug.	2.43%	3.06%	2.99%	2.84%	3.97%	1.13%
Sep.	2.61%	2.85%	2.85%	3.27%		
Oct.	3.13%	3.14%	3.03%	3.39%		
Nov.	4.35%	4.45%	4.44%	4.10%		
Dec.	4.43%	5.06%	4.60%	4.76%		
Jan.	10.11%	10.03%	10.28%	9.74%		
Feb.	19.48%	21.25%	22.71%	23.98%		
Total	72.39%	75.74%	77.11%	77.43%		

^{*} Monthly quick estimate

(4) Breakdown by student type (Avg.)

(Students)

	FY 2/13 (30th) 12/03-12/08	FY 2/14 (31st) 13/03-13/08	FY 2/15 (32nd) 14/03-14/08	FY 2/16 (33rd) 15/03-15/08	FY 2/17 (34th) 16/03-16/08	YOY +/-
Primary	2,029	2,403	2,543	2,602	2,600	-2
school students	9.7%	10.8%	10.6%	10.2%	9.7%	-
Middle school	7,756	8,803	9,288	9,743	9,834	91
students	37.1%	39.5%	38.8%	38.4%	36.5%	-
High school students	11,110	11,075	12,090	13,058	14,506	1,448
	53.2%	49.7%	50.5%	51.4%	53.8%	-
Total	20,895	22,281	23,921	25,403	26,940	1,537
	100.0%	100.0%	100.0%	100.0%	100.0%	-

(5) Net sales by student (Individualized education)

	FY 2/13 (30th) 12/03-12/08	FY 2/14 (31st) 13/03-13/08	FY 2/15 (32nd) 14/03-14/08	FY 2/16 (33rd) 15/03-15/08	FY 2/17 (34th) 16/03-16/08	YOY +/-
Net sales (1,000 yen)	6,200,503	6,688,677	7,257,937	7,785,500	8,150,479	364,978
Average no. students (Students)	20,895	22,281	23,921	25,403	26,940	1,537
Net sales per student (Yen)	296,745	300,196	303,412	306,480	302,541	-3,939

4. Secular trends in key indicators

(1) Financial condition, others (2Q)

(1) Financial condition, other	s (2Q)						
	2Q						
(Million of yen)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)		
Total assets	7,675	8,004	8,694	9,358	9,488		
Current assets	5,551	6,300	6,847	7,188	7,167		
Cash and deposits	3,689	4,262	4,627	4,443	4,239		
Accounts receivable	1,465	1,693	1,909	2,118	2,241		
Fixed assets	2,123	1,703	1,847	2,170	2,321		
Current liabilities	1,459	1,655	1,836	1,826	1,984		
Long-term liabilities	15	26	22	11	5		
Total equity	6,199	6,321	6,835	7,520	7,498		
Paid-in cap. (Millions of yen)	642	642	642	642	642		
Issued stock (No.)	54,291,435	54,291,435	54,291,435	54,291,435	54,291,435		
(Treasury shares in above)	50	51	51	51	51		
EPS average (Yen)	-2.82	-1.18	0.69	1.49	-0.40		
BPS average (Yen)	114.20	116.44	125.90	138.52	138.11		
Annual dividends (Yen)	6.00	6.00	8.00	24.00	26.00		
No. of schools	200	206	215	223	230		
No. of students	23,480	25,649	27,359	29,404	30,958		
Employees (Regular)	396	389	410	436	454		
Part-time employees, etc.	5,618	5,824	6,937	7,202	8,184		

(2) Financial condition, others (Full year)

(2) Financial condition, others	Full year						
(Millions of yen)	FY 2/12 (29th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)		
Net sales	12,572	13,017	14,322	15,717	17,094		
Cost of sales	7,991	8,223	8,629	9,593	10,364		
Cost of sales ratio	63.6%	63.2%	60.3%	61.0%	60.6%		
Gross profit	4,580	4,793	5,693	6,124	6,730		
Gross profit margin	36.4%	36.8%	39.7%	39.0%	39.4%		
SG&A	4,233	4,076	4,420	4,400	4,512		
SG&A ratio	33.7%	31.3%	30.9%	28.0%	26.4%		
Operating income	347	716	1,272	1,724	2,217		
Operating income margin	2.8%	5.5%	8.9%	11.0%	13.0%		
Ordinary income	353	723	1,277	1,729	2,223		
Ordinary income margin	2.8%	5.6%	8.9%	11.0%	13.0%		
Net income	132	358	737	1,075	1,383		
Net income margin	1.1%	2.8%	5.2%	6.8%	8.1%		
Total assets	7,790	8,216	8,886	9,898	10,415		
Current assets	5,752	6,582	7,180	7,829	8,168		
Cash and deposits	5,183	5,981	6,490	7,136	7,099		
Accounts receivable	216	247	286	319	335		
Fixed assets	2,037	1,634	1,706	2,068	2,247		
Current liabilities	1,254	1,635	1,895	2,223	2,234		
Accounts payable & expenses	899	879	914	1,145	1,054		
Long-term liabilities	19	33	30	18	9		
Total equity	6,515	6,548	6,960	7,656	8,171		
Paid-in cap. (Millions of yen)	642	642	642	642	642		
Issued stock (No.)	54,291,435	54,291,435	54,291,435	54,291,435	54,291,435		
(Treasury shares in above)	50	51	51	51	51		
ROE average (%)	2.0%	5.5%	10.9%	14.7%	17.5%		
EPS average (Yen)	2.44	6.60	13.59	19.82	25.48		
BPS average (Yen)	120.01	120.62	128.21	141.02	150.51		
Annual dividends (Yen)	6.00	6.00	6.00	8.00	24.00		
No. of schools	197	202	208	218	225		
No. of students	18,910	19,235	20,807	21,473	22,918		
Employees (Regular)	402	393	387	418	439		
Part-time employees, etc.	5,855	5,821	6,289	7,082	7,453		

(3) Shareholder composition (Top 10) As of August 31, 2016

Name of shareholders	Shares (Thousands)	Percentage of shares issued and outstanding (%)
Benesse Corporation	33,610	61.91
SB Asset Management Co., Ltd.	9,344	17.21
Shinji Baba	1,628	3.00
Japan Trustee Services Bank, Ltd. (Trust Account)	1,524	2.81
The Master Trust Bank of Japan, Ltd. (Trust Account)	1,238	2.28
JPMORGAN CHASE BANK	499	0.92
Isao Ishihara	388	0.71
Trust & Custody Services Bank, Ltd.	280	0.52
Kyoko Ishihara	256	0.47
Trans Pacific Education Network Co.	135	0.25
Total	49,006	90.27

Note: In addition to the above, the Company holds 51 shares (0.0%) of treasury stock.

(4) No. of shareholders and ownership

	No. of shareholders	Foreigners	Mutual Funds	Pension Funds
As of Aug-13	6,432	2.57%	1.67%	3.17%
As of Feb-14	4,710	4.42%	1.61%	3.00%
As of Aug-14	4,405	4.06%	2.98%	3.05%
As of Feb-15	4,566	2.21%	4.03%	2.66%
As of Aug-15	3,858	1.98%	1.86%	1.91%
As of Feb-16	3,827	1.85%	2.36%	2.21%
As of Aug-16	5,797	2.25%	3.55%	2.17%