

March 25, 2014

Notice Concerning Change in Organization

Tokyo Individualized Educational Institute, Inc. ("TIEI"), at the board of directors meeting held on March 25, 2014 resolved to make the following change in its organization.

1. Establishment of "Science and Writing Class Division" (effective April 1, 2014)

As announced in the "Notice Concerning Acquisition of Benesse Science Class and Benesse Writing Class" Business which was released on November 26, 2013, TIEI will operate "Benesse Science Class" and "Benesse Writing Class" which will be acquired from Benesse Corporation from April 1, 2014. In doing so, "Science and Writing Class Division" will be newly established in the School Business Headquarters.

TIEI will steadily launch new business by providing high quality and highly-value added services, and speeding up and optimizing problem solving.

2. Establishment of "Group Collaboration Promotion Department" (effective April 1, 2014)

TIEI will establish "Group Collaboration Promotion Department" in the Marketing Headquarters to promote collaboration and planning within the Benesse Group and to advance "Marketing reform," which is one of the key strategies of the "medium-term management plan Shining☆2015" further.

Due to the establishment of the department, TIEI will promote more effective use of the Benesse Group's sales promotional knowhow and pursue efficiency in advertising and cost optimization while improving mass media research and development quality to increase the number of inquiries and new students and the number of students who stay on.

<Reference>

[Benesse Science Class]

The class at four schools in Tokyo and Kanagawa Prefecture (Kichijyoji, Yoga, Tamaplaza, Kamiooka) will cultivate children's positive attitude of "wanting to know and try more" and "willing to solve problems!" through science experimental class. The main features are as follows.

<Feature 1> A problem solving class by experimenting in the order of "find a problem ⇒ hypothesis ⇒ verification"

<Feature 2> A full-fledged experimental equipment and an environment in which each student can experiment

<Feature 3> Impart the "joy of searching for an answer" over and over again

[Benesse Writing Class]

The class at three schools in Tokyo and Kanagawa Prefecture (Kichijyoji, Yoga, Tamaplaza) conducts lessons to maximize children's three strengths: "ability of thinking logically," "power of expression" and "communication skill." The main features are as follows.

<Feature 1> Lesson and educational material to develop the power of expression

<Feature 2> Curriculum by school year according to the developmental stage

<Feature 3> Support children for them to be able to express themselves