

## **Notice Concerning Changes in Organization and Personnel**

At a meeting of its Board of Directors held today, Tokyo Individualized Educational Institute, Inc. (TIEI) resolved to make the following changes in its organization and personnel. (See the attached document, "Tokyo Individualized Educational Institute, Inc. Management Organization Chart as of June 6, 2015.")

1. Date of change  
June 6, 2015

2. Main objectives and details of organizational changes

### **(1) Establishment of new Educational Business Headquarters**

TIEI will reorganize its former business headquarters functions and establish a new **Educational Business Headquarters** with the objectives of more clearly differentiating itself from competitors and strengthening its ability to respond to market characteristics, assuming the expansion of the scale of its business and the double-tracking of its services in line with its **Service Portfolio Expansion and Urban Area Dominance Strategy** under **Dynamic Challenge 2017**, its medium-term management plan.

Under the Educational Business Headquarters, TIEI will establish the First Business Unit, comprising schools in Tokyo and Kanagawa, the Second Business Unit, comprising Chiba and Saitama, and the Third Business Unit, comprising Aichi, Osaka, Kyoto, Hyogo and Fukuoka. TIEI will adopt an area system for each region under these business units to uniformly strengthen school quality in each market from a strategic perspective.

Also under the Educational Business Headquarters, TIEI will establish a new Business Promotion Department for diversified support of school operations, including distribution, and a new Service Development Department for managing the operations of new businesses including Benesse Science Classes, Benesse Writing Classes and CCDnet.

### **(2) Reorganization of headquarters functions**

TIEI will reorganize its headquarters by function to further enhance its ability to solve problems cross-divisionally and to perform as an organization while accelerating decision making and communication of information. With the new headquarters organization, TIEI will build a solid operating foundation that is fully able to withstand the dizzying changes in its operating environment accompanying the expansion of the scale of its business and the double-tracking of its services.

### **(School Development Headquarters, ICT Planning and Promotion Headquarters, Brand Marketing Headquarters and Human Resources Development Headquarters)**

As before, TIEI will promote sound corporate management with divisions where independence is required for corporate governance under the direct supervision of the representative director.

### **(3) Establishment of new Office of the President**

TIEI will establish a new **Office of the President** to improve advisory functions for the President inside and outside the Company while making TIEI's superiority clear, based on its medium-to-long-term conceptual framework, for more substantive management policies and strategic concepts.

In addition, TIEI plans to develop new service models and capture business opportunities by developing measures that help to increase corporate added value through a project directly under the control of the President that is made up of the leaders of the next generation.

#### (4) Establishment of a new Academic Guidance Center

With the more complex entrance examination system, high-level guidance and academic administration capabilities are becoming increasingly important. Under these conditions, TIEI will establish a new **Academic Guidance Center** to provide each school with its unique, in-depth academic administration and guidance expertise that makes use of the know-how in individualized instruction it has accumulated over 30 years and the extensive information management capabilities of the Benesse Group. By further strengthening this function, TIEI will more clearly differentiate itself from its competitors.

#### 3. Personnel changes

Name	New title	Current title
Takeharu Tsustumi	General Manager of Educational Business Headquarters	General Manager of School Business Headquarters and General Manager of Marketing Headquarters
Mamoru Goto	General Manager of School Development Headquarters and Manager of School Development Department	General Manager of School Development and General Affairs Headquarters and Manager of School Development Department
Motoshige Ito	General Manager of ICT Planning and Promotion Headquarters	General Manager of Management Infrastructure Headquarters, Manager of Internet Instruction Department and Head of Customer Consultation Office
Atsushi Baba	General Manager of Brand Marketing Headquarters	Manager of Sales Promotion and Brand Marketing Department
Jun Sasaki	General Manager of Human Resources Development Department	Manager of Human Resources Department
Takahide Nakayama	Deputy General Manager of Educational Business Headquarters and Manager of Third Business Department	Deputy General Manager of School Business Headquarters and Manager of West Japan Business Department
Akihiro Otsu	Deputy General Manager of ICT Planning and Promotion Headquarters	Management Planning Department

Tokyo Individualized Educational Institute, Inc. Management Organization Chart as of June 6, 2015

