

June 15, 2015

Tokyo Individualized Educational Institute Announces the Opening of a New Joint-Service School

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it will open the new **“Tokyo Individualized Educational Institute Shakuji-Koen School”** in Nerima-ku, Tokyo in June 2015. TIEI will also open **“Class Benesse Shakuji-Koen”** at the same site. Details are as follows.

TIEI is opening new schools based on its “service portfolio expansion and urban area dominance strategy,” a key measure of Dynamic Challenge 2017, its new medium-term management plan announced on April 8, 2015. Through focused school openings primarily in urban areas where customer needs are high, TIEI intends to raise marketing efficiency and promote the further penetration of its brand in those areas. In addition, by establishing multiple services in the same site, TIEI will finely tune its response to diversifying customer needs.

With the opening of this new school, TIEI has opened a total of five new individualized instruction schools during the fiscal year ending February 2016, for a total of 223 individualized instruction schools nationwide. The new Class Benesse is the second, following the one in Sengawa.

TIEI will continue to proactively open joint schools that combine various learning services.

Tokyo Individualized Educational Institute Shakuji-Koen School

1) School names: Tokyo Individualized Educational Institute Shakuji-Koen School,
Class Benesse Shakuji-Koen

2) Dates of opening: Tokyo Individualized Educational Institute June 26, 2015
Class Benesse July 7, 2015
Note: Opening dates are different for each service.

3) Address:
Shakuji-Koen Peerless 2F, 2-14-1 Shakuji-machi, Nerima-ku, Tokyo 177-0041
(a 1-minute walk from Shakuji-Koen Station on the Seibu Ikebukuro Line)

4) Overview:
As a popular representative area of Nerima, with both a highly convenient urban environment and greenery, typified by Shakuji Park, the area around Shakuji-Koen Station is being redeveloped. Ongoing growth in the school-age population is expected with the increase in the number of housing complexes associated with the station area redevelopment. The number of students at the nearby Oizumi-Gakuen School is very large, and TIEI decided to open the two new schools to increase the market share of all three schools by enhancing the variety of learning services it provides in the area.

Supplement: Overview of Class Benesse

1. Purpose

Class Benesse aims to support more children with an increase in the variety of the Benesse Group's learning services by combining the respective advantages of Benesse Corporation's Shinkenzeremi, which supports self-study, and TIEI's individualized instruction and school operation know-how.

2. Overview

(1) Business Concept

An individualized follow-up learning service that aims to increase self-study capability using Shinkenzeremi "Challenge" teaching materials

(2) Targeted Grades

Shinkenzeremi members in the first year of elementary school to the third year of junior high school

(3) Lesson Format

1-to-4 style (one coach to four students)

Based on the instructional know-how TIEI has accumulated since its founding, coaches with coaching and facilitation skills support each student from setting to achieving goals using Shinkenzeremi educational materials.