

April 19, 2016

Tokyo Individualized Educational Institute Announces the Opening of a New School

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it will open the “**Higashi Nakano School** (Nakano-ku, Tokyo)” as a new individualized instruction school in May 2016. Details are as follows.

This new school opening is based on TIEI’s “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. By intensively opening 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.

TIEI plans to open eight new schools during its current fiscal year (ending February 2017). Against the backdrop of its recent solid results, TIEI opened its fourth school during the current fiscal year so that it can contribute to results at an early stage. With the opening of this new school, TIEI will operate a total of **229 individualized instruction schools** nationwide.

Tokyo Individualized Educational Institute Higashi Nakano School

1) Date of opening: May 26, 2016

2) Address:

Nakano Unosawa Building 3F, 3-9-21 Higashi Nakano, Nakano-ku, Tokyo 164-0003
(a 2-minute walk from the West Exit of JR Higashi Nakano Station or a 1-minute walk from exit A2 of Higashi Nakano Station on the Toei Oedo Line)

3) Overview:

This school is located between the nearby existing Nakano School and Takadanobaba School, which have both consistently added students. The area exhibits pronounced need for extracurricular education, with several well-known traditional private schools located along the rail lines serving the new school. In addition, TIEI decided to open the school because it is expected to enable efficient advertising activities without new sales expenses and increased market share in Nakano-ku and Shinjuku-ku.