

# Individualized Educational Institute Announces New School Opening in Ikejiri-Ōhashi

Tokyo Individualized Educational Institute, Inc. is pleased to announce the opening of a new school. Tokyo Individualized Educational Institute Ikejiri-Ōhashi School (Meguro Ward, Tokyo) will open on July 18, 2019 (Thursday). Details are as indicated below.

This school opening is based on our policy of "Continuous dominant school openings," one of the growth strategies outlined in our Medium-Term Management Plan "To go for the NEXT: Hospitality Management 2020." Concentrated school openings in areas with strong customer demand will enable us to increase our marketing efficiency and further promote brand permeation in the area.

In FY2020 (through February), we are planning to open eight schools, with the Ikejiri-Ōhashi School representing the fifth school opening this year. This new school opening brings the number of Individualized Educational Institute schools to 253, all of which are directly owned and operated.

## 1. Overview of school opening

The Ikejiri-Ōhashi School will be located a three-minute walk from the North Exit of Ikejiri-Ōhashi Station on the Tokyu Den-en-toshi Line. Located midway between Shibuya and Sengen-jaya, the station is close to national, private, and municipal schools, and passenger traffic through Ikejiri-Ōhashi is increasing. As such, we believe this area has significant market potential.

We will continue to promote our dominant strategy as we aim to further increase opportunities for customer interaction.

## 2. Details of new school

### Tokyo Individualized Educational Institute Ikejiri-Ōhashi School

- 1) School opening: July 18, 2019 (Thursday)
- 2) Address:  
2-22-8 Ōhashi, Meguro-ku, Tokyo 153-0044  
Ichigo Ikejiri Bldg., 7F  
(3-minute walk from the North Exit of Ikejiri-Ōhashi  
Station on the Tokyu Den-en-toshi Line)

