

Tokyo Individualized Educational Institute Announces New School Opening in Shimotakaido

Tokyo Individualized Educational Institute, Inc. is pleased to announce the opening of a new school. Tokyo Individualized Educational Institute Shimotakaido School (Setagaya, Tokyo) will open on February 22, 2020 (Saturday). 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.

This new school opening brings the number of Individualized Educational Institute schools to 255, all of which are directly owned and operated.

1. Overview of school opening

The Shimotakaido School is located a 1-minute walk from the West exit of Shimotakaido Station, which is serviced by the Keio Line and the Tokyu Setagaya Line. The opening of this school enables us to expand our commercial zone into the western part of Kitazawa in the Setagaya Ward and the southern part of the Sugunami Ward, areas where we did not have existing schools. This opening is also expected to generate synergy with the nearby Nishi-eifuku School as well as with the Sasazuka School and Chitose-Karasuyama School along the Keio Line and the Sangen-jaya School on the Tokyu Setagaya Line. We will continue to promote our dominant strategy as we aim to further expand opportunities for customer interaction.

2. Details of new school

Tokyo Individualized Educational Institute Shimotakaido School

- 1) School opening: February 22, 2020 (Saturday)
- 2) Address:

4-46-3 Akatsutsumi, Setagaya-ku, Tokyo
156-0044

Honda Bldg., 1F

(1-minute walk from the West exit of

Shimotakaido Station, which is serviced by the Keio Line and the Tokyu Setagaya Line)

