

Tokyo Individualized Educational Institute Announces New School Opening in Umegaoka

Tokyo Individualized Educational Institute, Inc. is pleased to announce the opening of a new school. Tokyo Individualized Educational Institute Umegaoka School (Setagaya, Tokyo) will open on February 27, 2020 (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 planned to open eight schools and the Umegaoka School represents our eighth school opening this year.

This new school opening brings the number of Individualized Educational Institute schools to 256, all of which are directly owned and operated.

1. Overview of school opening

The Umegaoka School is located a 2-minute walk from the North Exit of Umegaoka Station on the Odakyu Odawara Line. The opening of this school enables us to expand our services to the area between the Shimokitazawa School and the Chitose Funabashi School on the Odakyu Odawara Line, where we did not have an existing school. We also expect to generate synergy with the nearby Sangen-jaya School and the Shimotakaido School scheduled to open on February 22 (Saturday). 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 Umegaoka School

- 1) School opening: February 27, 2020 (Thursday)
- 2) Address:
6-1-17 Matsubara, Setagaya-ku, Tokyo 156-0043
City Court Matsubara 1st Fl.
(2-minute walk from the North Exit of Umegaoka Station on the Odakyu Odawara Line)

