

FY2/17 (March 2016~February 2017) Fact Book

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1. Trends in the current fiscal year and previous fiscal year

(1) Performance overview

(Millions of yen)	FY February-2016 (FY2/16)				FY February-2017 (FY2/17)											
	1Q (2015/3/1~ 2015/5/31)	First half (2015/3/1~ 2015/8/31)	3Q (2015/3/1~ 2015/11/30)	Full year (2015/3/1~ 2016/2/29)	1Q (2016/3/1~2016/5/31)			First half (2016/3/1~2016/8/31)			3Q (2016/3/1~2016/11/30)			Full year (2016/3/1~2017/2/28)		
					Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %
Net sales	3,042	7,906	11,777	17,094	3,254	212	107.0%	8,294	387	104.9%	12,339	561	104.8%	17,909	815	104.8%
Cost of sales	2,300	5,029	7,550	10,364	2,504	203	108.8%	5,393	363	107.2%	8,096	545	107.2%	11,049	685	106.6%
Cost of sales ratio	75.6%	63.6%	64.1%	60.6%	76.9%	-	-	65.0%	-	-	65.6%	-	-	61.7%	-	-
Gross profit	741	2,877	4,227	6,730	750	8	101.2%	2,901	23	100.8%	4,242	15	100.4%	6,859	129	101.9%
Gross profit margin	24.4%	36.4%	35.9%	39.4%	23.1%	-	-	35.0%	-	-	34.4%	-	-	38.3%	-	-
SG&A	1,640	2,716	3,541	4,512	1,705	64	104.0%	2,850	133	104.9%	3,527	-14	99.6%	4,553	41	100.9%
SG&A ratio	53.9%	34.4%	30.1%	26.4%	52.4%	-	-	34.4%	-	-	28.6%	-	-	25.4%	-	-
Operating income (loss)	-898	160	685	2,217	-954	-55	-	50	-109	31.6%	714	29	104.3%	2,305	88	104.0%
Operating income margin	-	2.0%	5.8%	13.0%	-	-	-	0.6%	-	-	5.8%	-	-	12.9%	-	-
Ordinary income (loss)	-896	163	689	2,223	-952	-56	-	52	-110	32.2%	717	27	104.0%	2,308	84	103.8%
Ordinary income margin	-	2.1%	5.9%	13.0%	-	-	-	0.6%	-	-	5.8%	-	-	12.9%	-	-
Net income (loss)	-596	81	413	1,383	-670	-74	-	-21	-102	-	400	-12	96.9%	1,438	55	104.0%
Net income margin	-	1.0%	3.5%	8.1%	-	-	-	-	-	-	3.2%	-	-	8.0%	-	-

(2) Cost of sales breakdown

(Millions of yen)	FY February-2016 (FY2/16)				FY February-2017 (FY2/17)											
	1Q (2015/3/1~ 2015/5/31)	First half (2015/3/1~ 2015/8/31)	3Q (2015/3/1~ 2015/11/30)	Full year (2015/3/1~ 2016/2/29)	1Q (2016/3/1~2016/5/31)			First half (2016/3/1~2016/8/31)			3Q (2016/3/1~2016/11/30)			Full year (2016/3/1~2017/2/28)		
					Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %
Cost of sales (100%)	2,300	5,029	7,550	10,364	2,504	203	108.8%	5,393	363	107.2%	8,096	545	107.2%	11,049	685	106.6%
Personnel expenses	550	1,089	1,588	2,096	569	19	103.6%	1,133	43	104.0%	1,667	78	105.0%	2,199	102	104.9%
Ratio to cost of sales	23.9%	21.7%	21.0%	20.2%	22.8%	-	-	21.0%	-	-	20.6%	-	-	19.9%	-	-
Instructors expense	867	2,123	3,202	4,609	983	116	113.4%	2,364	241	111.4%	3,552	350	110.9%	5,087	477	110.4%
Ratio to cost of sales	37.7%	42.2%	42.4%	44.5%	39.3%	-	-	43.8%	-	-	43.9%	-	-	46.0%	-	-
Rent	474	963	1,467	1,978	517	42	109.0%	1,044	81	108.4%	1,584	117	108.0%	2,130	151	107.7%
Ratio to cost of sales	20.6%	19.2%	19.4%	19.1%	20.7%	-	-	19.4%	-	-	19.6%	-	-	19.3%	-	-
Lease	69	135	207	275	73	4	107.0%	136	1	100.9%	198	-8	96.0%	256	-18	93.1%
Ratio to cost of sales	3.0%	2.7%	2.7%	2.7%	2.9%	-	-	2.5%	-	-	2.5%	-	-	2.3%	-	-
Property expense	55	121	180	231	55	0	99.1%	116	-5	95.8%	183	2	101.6%	229	-1	99.3%
Ratio to cost of sales	2.4%	2.4%	2.4%	2.2%	2.2%	-	-	2.2%	-	-	2.3%	-	-	2.1%	-	-
Depreciation	29	65	103	142	30	0	103.0%	64	0	99.2%	104	1	101.2%	140	-1	99.1%
Ratio to cost of sales	1.3%	1.3%	1.4%	1.4%	1.2%	-	-	1.2%	-	-	1.3%	-	-	1.3%	-	-
Others	253	531	801	1,030	273	19	107.7%	533	2	100.5%	805	3	100.5%	1,005	-24	97.6%
Ratio to cost of sales	11.0%	10.6%	10.6%	9.9%	10.9%	-	-	9.9%	-	-	9.9%	-	-	9.1%	-	-

(3) SG&A breakdown

(Millions of yen)	FY February-2016 (FY2/16)				FY February-2017 (FY2/17)											
	1Q (2015/3/1~ 2015/5/31)	First half (2015/3/1~ 2015/8/31)	3Q (2015/3/1~ 2015/11/30)	Full year (2015/3/1~ 2016/2/29)	1Q (2016/3/1~2016/5/31)			First half (2016/3/1~2016/8/31)			3Q (2016/3/1~2016/11/30)			Full year (2016/3/1~2017/2/28)		
					Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %
SG&A (100%)	1,640	2,716	3,541	4,512	1,705	64	104.0%	2,850	133	104.9%	3,527	-14	99.6%	4,553	41	100.9%
Personnel expenses (Salaries/Bonuses/Miscellaneous wages and salaries)	260	518	793	1,066	282	22	108.6%	559	40	107.8%	826	33	104.2%	1,089	22	102.1%
Ratio to SG&A	15.9%	19.1%	22.4%	23.6%	16.6%	-	-	19.6%	-	-	23.4%	-	-	23.9%	-	-
Advertising	1,048	1,587	1,862	2,262	1,031	-17	98.3%	1,578	-8	99.5%	1,737	-124	93.3%	2,184	-77	96.6%
Ratio to SG&A	63.9%	58.4%	52.6%	50.1%	60.5%	-	-	55.4%	-	-	49.3%	-	-	48.0%	-	-
Recruiting	79	112	152	194	104	25	131.9%	139	27	124.4%	163	10	107.0%	187	-7	96.3%
Ratio to SG&A	4.8%	4.1%	4.3%	4.3%	6.2%	-	-	4.9%	-	-	4.6%	-	-	4.1%	-	-
Rent	19	38	58	78	20	0	104.2%	40	1	102.9%	60	1	102.5%	81	2	103.3%
Ratio to SG&A	1.2%	1.4%	1.7%	1.7%	1.2%	-	-	1.4%	-	-	1.7%	-	-	1.8%	-	-
Commissions	124	252	362	507	127	2	101.9%	272	19	107.9%	387	24	106.8%	534	27	105.4%
Ratio to SG&A	7.6%	9.3%	10.2%	11.2%	7.5%	-	-	9.6%	-	-	11.0%	-	-	11.7%	-	-
Depreciation	8	17	26	38	17	8	202.4%	36	18	207.1%	51	25	196.1%	66	28	174.9%
Ratio to SG&A	0.5%	0.6%	0.7%	0.8%	1.0%	-	-	1.3%	-	-	1.5%	-	-	1.5%	-	-
Others	98	189	285	364	121	22	123.0%	224	34	118.2%	301	15	105.3%	409	44	112.2%
Ratio to SG&A	6.0%	7.0%	8.1%	8.1%	7.1%	-	-	7.9%	-	-	8.5%	-	-	9.0%	-	-

(4) Net sales by segment

(Millions of yen)	FY February-2016 (FY2/16)				FY February-2017 (FY2/17)											
	1Q (2015/3/1~ 2015/5/31)	First half (2015/3/1~ 2015/8/31)	3Q (2015/3/1~ 2015/11/30)	Full year (2015/3/1~ 2016/2/29)	1Q (2016/3/1~2016/5/31)			First half (2016/3/1~2016/8/31)			3Q (2016/3/1~2016/11/30)			Full year (2016/3/1~2017/2/28)		
					Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %
Tuition	2,235	4,906	8,417	11,671	2,397	162	107.3%	5,136	230	104.7%	8,812	394	104.7%	12,202	531	104.6%
Workshops	530	2,395	2,385	4,082	558	28	105.4%	2,513	118	104.9%	2,496	111	104.7%	4,291	208	105.1%
Admission Fees & Occupancy	173	376	607	838	186	13	107.7%	403	27	107.3%	647	39	106.6%	889	51	106.1%
Textbooks, etc.	45	107	177	247	42	-3	93.3%	96	-11	89.2%	160	-17	90.3%	226	-21	91.5%
Science/Writing	54	108	169	224	63	8	115.6%	129	20	118.8%	200	31	118.7%	269	45	120.2%
Internet	1	6	10	15	3	1	191.8%	7	0	114.4%	10	0	103.3%	15	0	98.9%
Class Benesse	1	6	9	14	2	0	145.5%	7	1	123.4%	10	1	113.0%	13	0	96.5%
Total	3,042	7,906	11,777	17,094	3,254	212	107.0%	8,294	387	104.9%	12,339	561	104.8%	17,909	815	104.8%

(5) Net sales by student type

(Millions of yen)	FY February-2016 (FY2/16)				FY February-2017 (FY2/17)											
	1Q (2015/3/1~ 2015/5/31)	First half (2015/3/1~ 2015/8/31)	3Q (2015/3/1~ 2015/11/30)	Full year (2015/3/1~ 2016/2/29)	1Q (2016/3/1~2016/5/31)			First half (2016/3/1~2016/8/31)			3Q (2016/3/1~2016/11/30)			Full year (2016/3/1~2017/2/28)		
					Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %	Result	YOY +/-	YOY %
Primary school students	296	667	976	1,397	301	5	101.9%	669	1	100.3%	982	5	100.5%	1,411	14	101.0%
Middle school students	1,189	2,973	4,390	6,614	1,215	25	102.2%	2,934	-38	98.7%	4,328	-61	98.6%	6,532	-82	98.8%
High school students	1,499	4,144	6,222	8,828	1,668	169	111.3%	4,546	402	109.7%	6,806	584	109.4%	9,666	838	109.5%
Science/Writing	54	108	169	224	63	8	115.6%	129	20	118.8%	200	31	118.7%	269	45	120.2%
Net school students	1	6	10	15	3	1	191.8%	7	0	114.4%	10	0	103.3%	15	0	98.9%
Class Benesse	1	6	9	14	2	0	145.5%	7	1	123.4%	10	1	113.0%	13	0	96.5%
Total	3,042	7,906	11,777	17,094	3,254	212	107.0%	8,294	387	104.9%	12,339	561	104.8%	17,909	815	104.8%

2. Secular trends in fourth-quarter financial results

(1) Performance overview

(Millions of yen)	4Q (12/1 ~ 2/28)					Total (3/1 ~ 2/28)				
	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Sales	3,901	4,391	4,823	5,316	5,570	13,017	14,322	15,717	17,094	17,909
Cost of sales	2,183	2,370	2,624	2,813	2,953	8,223	8,629	9,593	10,364	11,049
Cost of sales ratio	56.0%	54.0%	54.4%	52.9%	53.0%	63.2%	60.3%	61.0%	60.6%	61.7%
Gross profit	1,718	2,021	2,199	2,502	2,616	4,793	5,693	6,124	6,730	6,859
Gross profit margin	44.0%	46.0%	45.6%	47.1%	47.0%	36.8%	39.7%	39.0%	39.4%	38.3%
SG&A	1,060	1,083	990	970	1,025	4,076	4,420	4,400	4,512	4,553
SG&A ratio	27.2%	24.7%	20.5%	18.3%	18.4%	31.3%	30.9%	28.0%	26.4%	25.4%
Operating income	658	937	1,208	1,532	1,591	716	1,272	1,724	2,217	2,305
Operating income margin	16.9%	21.3%	25.0%	28.8%	28.6%	5.5%	8.9%	11.0%	13.0%	12.9%
Ordinary income	660	938	1,208	1,534	1,591	723	1,277	1,729	2,223	2,308
Ordinary income margin	16.9%	21.4%	25.1%	28.9%	28.6%	5.6%	8.9%	11.0%	13.0%	12.9%
Net income	344	549	776	969	1,037	358	737	1,075	1,383	1,438
Net income margin	8.8%	12.5%	16.1%	18.2%	18.6%	2.8%	5.2%	6.8%	8.1%	8.0%

(2) Cost of sales breakdown

(Millions of yen)	4Q (12/1~2/28)					Total (3/1~2/28)				
	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Cost of sales (100%)	2,183	2,370	2,624	2,813	2,953	8,223	8,629	9,593	10,364	11,049
Personnel expenses	436	454	499	507	531	1,707	1,704	1,962	2,096	2,199
Ratio to cost of sales	20.0%	19.2%	19.0%	18.0%	18.0%	20.8%	19.7%	20.5%	20.2%	19.9%
Instructors expense	1,037	1,133	1,248	1,407	1,535	3,555	3,810	4,146	4,609	5,087
Ratio to cost of sales	47.5%	47.8%	47.6%	50.0%	52.0%	43.2%	44.2%	43.2%	44.5%	46.0%
Rent	379	419	466	511	545	1,586	1,646	1,806	1,978	2,130
Ratio to cost of sales	17.4%	17.7%	17.8%	18.2%	18.5%	19.3%	19.1%	18.8%	19.1%	19.3%
Lease	46	52	61	68	57	186	211	246	275	256
Ratio to cost of sales	2.1%	2.2%	2.4%	2.4%	2.0%	2.3%	2.5%	2.6%	2.7%	2.3%
Property expense	60	51	76	50	46	221	204	263	231	229
Ratio to cost of sales	2.8%	2.2%	2.9%	1.8%	1.6%	2.7%	2.4%	2.7%	2.2%	2.1%
Depreciation	30	33	36	38	36	102	115	128	142	140
Ratio to cost of sales	1.4%	1.4%	1.4%	1.4%	1.2%	1.2%	1.3%	1.3%	1.4%	1.3%
Others	192	224	234	229	200	863	936	1,040	1,030	1,005
Ratio to cost of sales	8.8%	9.5%	8.9%	8.1%	6.8%	10.5%	10.9%	10.8%	9.9%	9.1%

(3) SG&A breakdown

(Millions of yen)	4Q (12/1~2/28)					Total (3/1~2/28)				
	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
SG&A (100%)	1,060	1,083	990	970	1,025	4,076	4,420	4,400	4,512	4,553
Personnel expenses (Salaries/Bonuses/Miscellaneous wages and salaries)	291	333	269	272	262	979	1,098	1,036	1,066	1,089
Ratio to SG&A	27.5%	30.7%	27.2%	28.1%	25.6%	24.0%	24.9%	23.6%	23.6%	23.9%
Advertising	515	485	478	399	446	2,063	2,216	2,154	2,262	2,184
Ratio to SG&A	48.6%	44.8%	48.3%	41.2%	43.5%	50.6%	50.1%	49.0%	50.1%	48.0%
Recruiting	34	47	37	42	24	136	172	190	194	187
Ratio to SG&A	3.2%	4.4%	3.8%	4.4%	2.4%	3.3%	3.9%	4.3%	4.3%	4.1%
Rent	16	16	18	19	21	67	66	75	78	81
Ratio to SG&A	1.6%	1.5%	1.8%	2.1%	2.1%	1.6%	1.5%	1.7%	1.7%	1.8%
Commissions	116	115	108	144	147	436	448	498	507	534
Ratio to SG&A	11.0%	10.6%	10.9%	14.9%	14.3%	10.7%	10.1%	11.3%	11.2%	11.7%
Depreciation	11	11	12	12	15	45	47	56	38	66
Ratio to SG&A	1.1%	1.1%	1.2%	1.2%	1.5%	1.1%	1.1%	1.3%	0.8%	1.5%
Others	73	74	66	79	108	347	371	387	364	409
Ratio to SG&A	6.9%	6.9%	6.7%	8.1%	10.6%	8.5%	8.4%	8.8%	8.1%	9.0%

(4) Net sales by segment

(Millions of yen)	4Q (12/1~2/28)					Total (3/1~2/28)				
	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Tuition	2,468	2,680	2,999	3,253	3,390	9,069	9,925	10,887	11,671	12,202
Workshops	1,202	1,352	1,502	1,697	1,794	3,012	3,360	3,620	4,082	4,291
Admission Fees & Occupancy	162	192	208	230	241	706	687	766	838	889
Textbooks, etc.	68	166	61	69	65	228	349	244	247	226
Science/Writing	-	-	49	55	69	-	-	197	224	269
Internet	-	-	-	5	4	-	-	1	15	15
Class Benesse	-	-	-	5	3	-	-	-	14	13
Total	3,901	4,391	4,823	5,316	5,570	13,017	14,322	15,717	17,094	17,909

(5) Net sales by student type

(Millions of yen)	4Q (12/1~2/28)					Total (3/1~2/28)				
	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Primary school students	357	374	400	420	429	1,148	1,269	1,326	1,397	1,411
Middle school students	1,714	1,996	2,047	2,224	2,203	5,112	5,953	6,210	6,614	6,532
High school students	1,830	2,020	2,323	2,606	2,859	6,756	7,100	7,982	8,828	9,666
Science/Writing	-	-	49	55	69	-	-	197	224	269
Net school students	-	-	-	5	4	-	-	1	15	15
Class Benesse	-	-	-	5	3	-	-	-	14	13
Total	3,901	4,391	4,823	5,316	5,570	13,017	14,322	15,717	17,094	17,909

3. Business overview

(1) No. of students at the end of month

(Students)

	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	YOY +/-	YOY %
Mar.	18,766	19,173	20,696	21,749	23,323	1,574	107.2%
Apr.	19,591	20,663	22,190	23,357	24,867	1,510	106.5%
May	19,696	20,971	22,638	23,813	25,276	1,463	106.1%
Jun.	20,523	21,981	23,571	25,144	26,492	1,348	105.4%
Jul.	23,316	25,252	27,075	28,956	30,726	1,770	106.1%
Aug.	23,480	25,649	27,359	29,404	30,958	1,554	105.3%
Sep.	23,701	26,047	27,695	29,806	31,258	1,452	104.9%
Oct.	23,927	26,455	27,999	30,137	31,473	1,336	104.4%
Nov.	23,856	26,539	27,885	30,165	31,532	1,367	104.5%
Dec.	24,233	26,830	28,203	30,493	31,901	1,408	104.6%
Jan.	22,576	25,118	26,315	28,500	30,186	1,686	105.9%
Feb.	19,235	20,807	21,473	22,918	23,807	889	103.9%
Average	21,908	23,790	25,258	27,036	28,483	1,447	105.4%

* Monthly quick estimate

(2) No. of new students

(Students)

	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	YOY +/-	YOY %
Mar.	2,404	2,467	2,803	3,112	3,395	283	109.1%
Apr.	1,570	2,170	2,238	2,419	2,554	135	105.6%
May	686	877	1,028	950	1,108	158	116.6%
Jun.	1,360	1,646	1,653	2,017	2,009	-8	99.6%
Jul.	3,353	4,022	4,172	4,673	5,151	478	110.2%
Aug.	730	1,170	1,093	1,269	1,452	183	114.4%
Sep.	835	1,130	1,115	1,364	1,468	104	107.6%
Oct.	969	1,225	1,142	1,340	1,422	82	106.1%
Nov.	971	1,261	1,128	1,263	1,475	212	116.8%
Dec.	1,435	1,635	1,602	1,764	2,031	267	115.1%
Jan.	792	980	1,011	977	1,244	267	127.3%
Feb.	1,056	1,027	1,135	1,251	1,465	214	117.1%
Total	16,161	19,610	20,120	22,399	24,774	2,375	110.6%

* Monthly quick estimate

(3) Withdrawal rate (Including graduated students who proceed to higher education)

	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)	YOY +/-
Mar.	13.47%	13.15%	14.00%	13.21%	13.05%	-0.16%
Apr.	3.97%	3.55%	3.59%	3.73%	4.33%	0.60%
May	2.97%	2.75%	2.61%	2.11%	2.81%	0.70%
Jun.	2.71%	3.03%	3.18%	2.88%	3.14%	0.26%
Jul.	2.73%	3.42%	2.83%	3.42%	3.46%	0.04%
Aug.	2.43%	3.06%	2.99%	2.84%	3.97%	1.13%
Sep.	2.61%	2.85%	2.85%	3.27%	3.77%	0.50%
Oct.	3.13%	3.14%	3.03%	3.39%	3.86%	0.47%
Nov.	4.35%	4.45%	4.44%	4.10%	4.50%	0.40%
Dec.	4.43%	5.06%	4.60%	4.76%	5.27%	0.51%
Jan.	10.11%	10.03%	10.28%	9.74%	9.28%	-0.46%
Feb.	19.48%	21.25%	22.71%	23.98%	25.98%	2.00%

* Monthly quick estimate

(4) Breakdown by student type (Avg.)

(Students)

	FY 2/13 (30th) 12/03-13/02	FY 2/14 (31st) 13/03-14/02	FY 2/15 (32nd) 14/03-15/02	FY 2/16 (33rd) 15/03-16/02	FY 2/17 (34th) 16/03-17/02	YOY +/-
Primary school students	2,269 10.4%	2,564 10.8%	2,699 10.7%	2,755 10.2%	2,771 9.7%	16 -
Middle school students	8,646 39.5%	9,891 41.6%	10,202 40.4%	10,774 39.8%	10,787 37.9%	13 -
High school students	10,993 50.2%	11,335 47.6%	12,357 48.9%	13,507 50.0%	14,925 52.4%	1,418 -
Total	21,908 100.0%	23,790 100.0%	25,258 100.0%	27,036 100.0%	28,483 100.0%	1,447 -

(5) Net sales by student (Individualized education)

	FY 2/13 (30th) 12/03-13/02	FY 2/14 (31st) 13/03-14/02	FY 2/15 (32nd) 14/03-15/02	FY 2/16 (33rd) 15/03-16/02	FY 2/17 (34th) 16/03-17/02	YOY +/-
Net sales (1,000 yen)	13,017,461	14,322,973	15,518,404	16,839,721	17,610,043	770,322
Average no. students (Students)	21,908	23,790	25,258	27,036	28,483	1,447
Net sales per student (Yen)	594,187	602,058	614,395	622,862	618,265	-4,597

4. Secular trends in key indicators

(1) Financial condition, others (Full year)

(Millions of yen)	Full year				
	FY 2/13 (30th)	FY 2/14 (31st)	FY 2/15 (32nd)	FY 2/16 (33rd)	FY 2/17 (34th)
Net sales	13,017	14,322	15,717	17,094	17,909
Cost of sales	8,223	8,629	9,593	10,364	11,049
Cost of sales ratio	63.2%	60.3%	61.0%	60.6%	61.7%
Gross profit	4,793	5,693	6,124	6,730	6,859
Gross profit margin	36.8%	39.7%	39.0%	39.4%	38.3%
SG&A	4,076	4,420	4,400	4,512	4,553
SG&A ratio	31.3%	30.9%	28.0%	26.4%	25.4%
Operating income	716	1,272	1,724	2,217	2,305
Operating income margin	5.5%	8.9%	11.0%	13.0%	12.9%
Ordinary income	723	1,277	1,729	2,223	2,308
Ordinary income margin	5.6%	8.9%	11.0%	13.0%	12.9%
Net income	358	737	1,075	1,383	1,438
Net income margin	2.8%	5.2%	6.8%	8.1%	8.0%
Total assets	8,216	8,886	9,898	10,415	10,525
Current assets	6,582	7,180	7,829	8,168	8,205
Cash and deposits	5,981	6,490	7,136	7,099	6,907
Accounts receivable	247	286	319	335	540
Fixed assets	1,634	1,706	2,068	2,247	2,320
Current liabilities	1,635	1,895	2,223	2,234	2,261
Accounts payable & expenses	879	914	1,145	1,054	1,075
Long-term liabilities	33	30	18	9	11
Total equity	6,548	6,960	7,656	8,171	8,252
Paid-in cap. (Millions of yen)	642	642	642	642	642
Issued stock (No.)	54,291,435	54,291,435	54,291,435	54,291,435	54,291,435
(Treasury shares in above)	51	51	51	51	51
ROE average (%)	5.5%	10.9%	14.7%	17.5%	17.5%
EPS average (Yen)	6.60	13.59	19.82	25.48	26.50
BPS average (Yen)	120.62	128.21	141.02	150.51	152.00
Annual dividends (Yen)	6.00	6.00	8.00	24.00	26.00
No. of schools	202	208	218	225	230
No. of students	19,235	20,807	21,473	22,918	23,807
Employees (Regular)	393	387	418	439	445
Part-time employees, etc.	5,821	6,289	7,082	7,453	8,097

(2) Shareholder composition (Top 10)

As of February 28, 2017

Name of shareholders	Shares (Thousands)	Percentage of shares issued and outstanding (%)
Benesse Corporation	33,610	61.91
SB Asset Management Co., Ltd.	9,344	17.21
Shinji Baba	4,700	8.66
Japan Trustee Services Bank, Ltd.	993	1.83
The Master Trust Bank of Japan, Ltd. (Trust Account)	793	1.46
Isao Ishihara	388	0.71
JPMORGAN CHASE BANK	387	0.71
Japan Securities Finance Co., Ltd.	357	0.66
Kyoko Ishihara	261	0.48
BNY GCM CLIENT ACCOUNT JPRD AC ISG(FE-AC)	156	0.29
Total	50,992	93.92

Note: In addition to the above, the Company holds 51 shares (0.0%) of treasury stock.

(3) No. of shareholders and ownership

	No. of Shareholders	Foreigners	Mutual Funds	Pension Funds
As of Feb-14	4,710	4.42%	1.61%	3.00%
As of Aug-14	4,405	4.06%	2.98%	3.05%
As of Feb-15	4,566	2.21%	4.03%	2.66%
As of Aug-15	3,858	1.98%	1.86%	1.91%
As of Feb-16	3,827	1.85%	2.36%	2.21%
As of Aug-16	5,797	2.25%	3.55%	2.17%
As of Feb-17	3,541	1.81%	1.83%	1.63%

