

November 1, 2016

**2016 Oricon Customer Satisfaction Ranking for
“High School Entrance Exam Preparation, Individualized Instruction, Tokyo Area”**

**Tokyo Individualized Educational Institute
Wins First Place for the Fourth Consecutive Year**



With the “2016 Oricon Customer Satisfaction Ranking for High School Entrance Exam Preparation, Individualized Instruction, Tokyo Area,” which was announced on November 1, 2016 by Oricon ME Inc., Tokyo Individualized Educational Institute, Inc. (TIEI) has become the first company to win first place in the ranking for four consecutive years.

TIEI also received first-place ratings in all nine categories, which include “Teachers” and “Improvement in grades/results.” In addition, in the ranking by prefecture, TIEI won first place in Tokyo and Kanagawa, which account for approximately 60% of schools in operation nationwide.

Categories in Which TIEI Won First Place

High School Entrance Exam Preparation, Individualized Instruction, Tokyo Area

“Improvement in grades/results,” “Reasonable tuition fees,” “Teachers,” “Quality of curricula,” “Usability of study rooms,” “Classroom facilities/atmosphere,” “Accessibility/Safety,” “Staff” and “Entrance exam information” (Total of 9 categories)
By prefecture: Tokyo, Kanagawa

TIEI has three growth strategies in Dynamic Challenge 2017, its medium-term management plan. It is devoting its full efforts to promoting “Enhancement of Educational Capabilities Centered on Teacher Quality,” the most important strategy, to improve its corporate value to society for sustainable growth. Amid the substantial growth in enrollment of high school students who plan to take university entrance exams backed by the recent evaluation of our “Enhancement of Educational Capabilities Centered on Teacher Quality,” we are also strongly encouraged by the solid support we have received this year from students preparing for high school entrance exams. Starting with providing high-quality, high-value-added services that continually satisfy customers, all TIEI employees will work together to raise our corporate value to society.

Survey Outline

Oricon Customer Satisfaction Survey for High School Entrance Exam Preparation, Individualized Instruction, Tokyo Area

- Survey period: August 15, 2016 to August 22, 2016
- Number of respondents: Sample size of 1,980
- Number of companies covered by survey: 95

- Survey target group: Parents of current junior high school or high school students who have been attending (or have attended) a high school exam preparation school or individualized instruction school for high school exam preparation for at least a year
- Oricon Customer Satisfaction Survey <http://cs.oricon.co.jp/> (Japanese only)