

Tokyo Individualized Educational Institute Announces the Opening of New Schools (Ebisu School/Gotanda School)

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it will open the “**Ebisu School** (Shibuya-ku, Tokyo)” and “**Gotanda School** (Shinagawa-ku, Tokyo)” as new individualized instruction schools in March 2017. Details are as follows.

These new school openings are based on TIEI’s “service portfolio expansion and urban area dominance strategy,” a key measure of Dynamic Challenge 2017, its medium-term management plan announced on April 8, 2015. By intensively opening schools in areas where customer needs are high, TIEI intends to raise marketing efficiency and promote the further penetration of its brand in those areas.

With the opening of these two new schools, TIEI will operate a total of **232 individualized instruction schools** nationwide.

1. Overview of the New Schools

The areas around the two schools have a notably large school-age population, and feature many long-established junior high and high schools. Parents there have extremely strong and diverse demands regarding education, with students continuing on to elite universities, schools overseas and elsewhere. The decision to open these schools is a measure under TIEI’s dominance strategy: Both schools are near the Yamanote Line, in good locations that are safe and secure, each about a one-minute walk from the train station, and located between existing neighboring schools where the number of enrolled students continues to steadily grow. TIEI aims to further increase its points of customer contact using the strength of its established reputation among students taking high school and university entrance examinations.

2. Details of the New Schools

Tokyo Individualized Educational Institute Ebisu School

1) Date of opening: March 3, 2017

2) Address:

Seishin Ebisu Building 4F, 1-5-2 Ebisuminami, Shibuya-ku, Tokyo 150-0022

(a one-minute walk from the West Exit of Ebisu Station on the JR Yamanote Line or the Number 1 Exit of Ebisu Station on the Tokyo Metro Hibiya Line)

Tokyo Individualized Educational Institute Gotanda School

1) Date of opening: March 3, 2017

2) Address:

5 Central Building 11F, 5-27-5 Higashigotanda, Shinagawa-ku, Tokyo 141-0022

(a two-minute walk from the East Exit of Gotanda Station on the JR Yamanote Line and a one-minute walk from the A4 Exit of Gotanda Station on the Toei Asakusa Line)