

New Growth 2030 – Breakthrough as One Kumon –



Kumon's long-term vision for the future

In 2008, on the occasion of the 50th anniversary of Kumon's founding, we set forth a long-term vision for the next 50 years and identified two key challenges to pursue as a unified organization. Since then, we have continued to move forward in line with this shared direction.

Long-term vision

We aim to provide opportunities to learn using the Kumon Method in all countries and regions around the world so that students can study independently to achieve their dreams and goals.

Two challenges to take on

- **Broadening**: Providing learning opportunities to as many people as possible in every region and generation of the world
- **Deepening**: Pursuing learning methods that allow everyone to maximize their abilities

2026-2030 Kumon Group Medium-term Business Policy “New Growth 2030 – Breakthrough as One Kumon –”

Precisely because these times are changing so rapidly, we have set forth our medium-term business policy, New Growth 2030, through which we seek further growth for the future while valuing Kumon's history. The subtitle “Breakthrough as One Kumon” embodies our determination to unite as one, bringing together Kumon staff, Instructors, and partners around the world to create new value and break through various barriers in pursuit of solutions to educational and social issues.

What we want to be by 2030

Our goal through New Growth 2030 is to realize “what we want to be” by 2030 as the Kumon Group.

Through the practice of the Kumon Method

We are recognized as:

- **A provider of the joy of learning and the feeling of growth for each and every individual**
- **A contributor to solving social issues through community-based learning** by families/customers, educational institutions, and society.

Three challenges Kumon takes on

To achieve “what we want to be” by 2030, we will move forward with three key challenges as our pillars.

1 Further improving the value of the Kumon Method

With the aim of further enhancing learning achievements for each individual student, we will continue to improve the value of Kumon study and services by passing on and evolving what we have cultivated to date. In the Kumon Method, the presence of people—Kumon Instructors and all those involved in instruction—is of paramount importance. We will strive to deliver an even greater sense of growth to each individual as “Kumon with a more human touch” while leveraging digital technology.



2 Community-based expansion as One Company

The Kumon Group engages in a wide range of businesses and services, centered on operation of the Kumon Centers. These include the introduction of the Kumon Method to facilities and schools; correspondence courses; Penmanship and Calligraphy as lifelong learning opportunities; publishing business involving books and educational toys; and learning therapy business aimed at maintaining, improving, and preventing cognitive decline associated with dementia.

We will continue to provide the Kumon Group's diverse services in the optimal forms of the Kumon study, tailored to different generations and regional needs.



3 Solving social issues through learning

Guided by our commitment to contributing to society through education, we have provided learning opportunities to people facing diverse challenges, across countries and regions, working together with various facilities, organizations, foundations, administrative bodies, and local governments.

In an increasingly diverse society, we will continue to provide the Kumon Method to those with limited access to learning opportunities due to individual or societal circumstances, by further expanding our collaboration and cooperation with a broader range of partners. We will strive to make an even greater contribution to the resolution of social issues.



Kumon will continue to create the stories of each individual's future growth.