

Company Brochure

Aoba-BBT, Inc.



Developing a Lifelong Learning Platform For Anyone From Young Children To Executives

Marking a fresh start by amplifying our dual pillars of international and recurrent education.

Since our establishment in April 1988, our vision has been focused on 'Lifetime Empowerment'—the commitment to fostering a learning environment that empowers individuals to continuously acquire new knowledge. Leveraging our strength in Education Technology, including establishing Japan's first 100% online university and graduate schools, we have primarily catered **online education to professionals (Recurrent Education Business Segment)**.

Additionally, in 2013, we embarked on our **international schooling segment catering to children from preschool to high school students (K12 International Education Business Segment)**, which has grown to account for nearly half of our consolidated revenue and profit.

The intent behind the recent change in our company name was to accurately portray our current and future positioning, treating both international and recurrent education as a main driving force. This way, our name further aligns with our vision of "Lifetime Empowerment"—continuous learning from childhood to the management level—and will resonate more clearly with stakeholders.

With our rebranding to 'Aoba-BBT Corporation,' we marked this as a fresh start. Having international education, fostered at Aoba Japan International School—from young children to high school students—and online education targeting young professionals to senior management as our two driving forces, we will develop our education platform and continue to nurture future global leaders, entrepreneurs, and executives.



Mr. Iwao Shibata
CEO and President of
Aoba-BBT, Inc.

Biography:

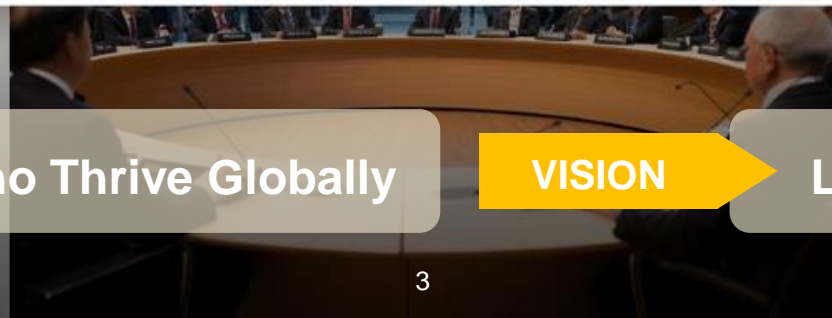
Mr. Shibata graduated from the Faculty of Engineering at Kyoto University and holds a Master of Engineering from Kyoto University Graduate School, a Master of Science (MSc) from the London School of Economics and Political Science in the United Kingdom, and an MBA from the Kellogg Graduate School of Management at Northwestern University in the United States. He assumed the position of CEO and President of Business Breakthrough Inc. in June 2018. He also serves as a professor at the Business Breakthrough University Graduate School and assumed the role of Dean of the Graduate School in June 2017. Additionally, he is the CEO and President of Aoba International Educational Systems Co., Ltd., which operates Aoba-Japan International School.



Lifetime Empowerment



Networks of knowledge infinitely(∞) expand human potential



MISSION Nurturing Leaders Who Thrive Globally

VISION Life-Time Empowerment (LTE)

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Our Foundation

- **Our History**

- **Our Business Sectors**

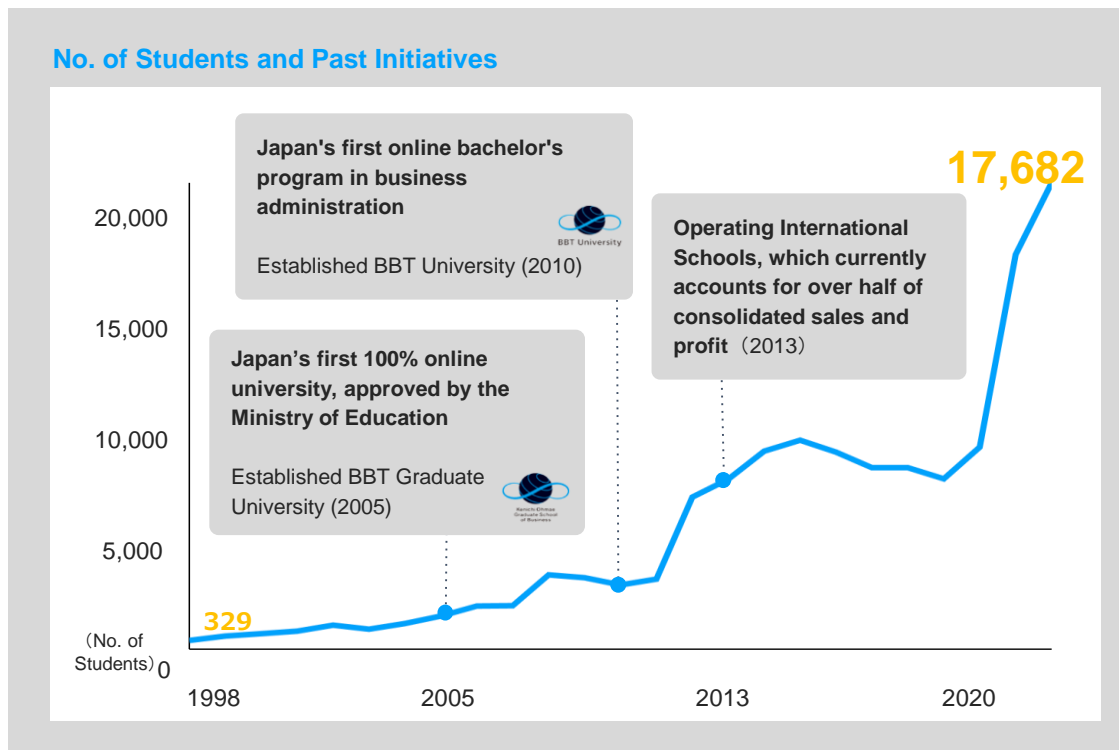
(K12 International Education Business,

Recurrent Education Business)



Pioneering Strategies Towards “Nurturing Leaders With Global Standards”

Constructing stable growth through Japan's first online university, our online learning platform, and relevant M&A strategies.



- 【 1998 】 Founded Business Breakthrough, Inc.
- 【 2001 】 Launch of Joint Program with BOND University (BOND Business School - Online MBA [BOND-BBT])
- 【 2002 】 Started offering AirCampus®
- 【 2005 】 Established Business Breakthrough Graduate University Listed on the Tokyo Stock Exchange Mothers Market
- 【 2010 】 Established Business Breakthrough University
- 【 2013 】 Participated in the management of Aoba Japan International School
- 【 2014 】 Participated in the management of Aoba Japan Bilingual Preschool
- 【 2015 】 Participated in the management of Summerhill International School
- 【 2016 】 Listed on the Tokyo Stock Exchange's First Section
- 【 2019 】 Participated in the management of Musashi International School Launched services of IT Planners
- 【 2021 】 Participated in the management of Blending Japan Co., Ltd.
- 【 ~Today 】 Acquired and developed six companies that operate international schools and two IT management business companies

Realizing Our Mission Through Two Business Segments

Covering a wide age range—from young children to business professionals—through two distinct businesses.

Our company operates through two primary business segments: the 'K12 International Education Business,' which targets young children to high school students, and the 'Recurrent Business' for university students, young professionals, and business leaders. Through providing educational environments for a broad age range, we aim to realize our mission of "Lifetime Empowerment" to encourage lifelong learning.

For young children to highschool students
Programs accredited to global standards



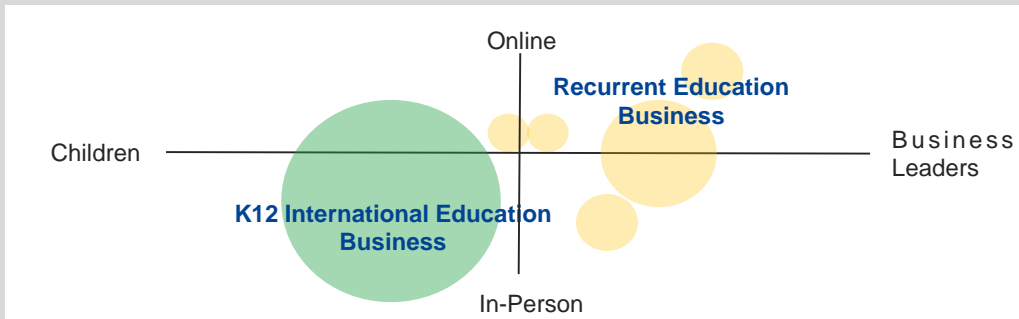
For university students to business leaders
High-quality programs to enhance business skills



Providing in-person and online educational environments tailored to all age groups and educational content.

The graphic here analyses our entire business based on 'mode of attendance' and 'age group'. Besides our strong emphasis on online education, we also offer flexible learning environments tailored to the targeted age group and specific educational content.

Graph of Business Coverage Based on "Mode of Attendance" and "Age Group"



K12 International Education Business

- **Market and Business Features**
- **Achievements**
- **Our Services**
- **Our Services Details**



Market and Business Features

The expanding size of international schools in the global market and the unique features of our international education business.

We are seeing continuous growth in the market size of international schools.

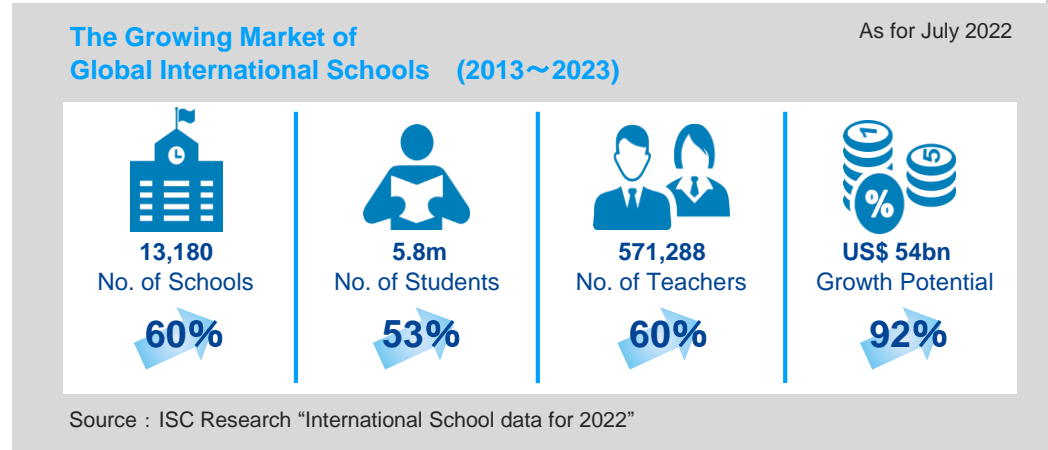
According to statistics, the overall market size of international schools is increasing. This includes an increase in the number of schools, students, and teachers.

International schools have become an attractive market segment.

The international school business has become an enticing segment of the domestic education industry market.

Providing the only international schools in the country that align with two distinct global educational standards.

We are the only company in Japan operating schools which deliver both International Baccalaureate authorised and Cambridge accredited programs.



Achievements

Expanding the scale of our international school business and gaining global recognition.

Aoba-Japan • International School (AJIS)



AOBA-JAPAN INTERNATIONAL SCHOOL

- We are the fifth school in the country to be authorised with the complete International Baccalaureate (IB) program.
- We have initiated a partnership with the University of Melbourne.
- Our graduates go on to attend top-level universities around the world.
- The total number of students across the kindergarten, elementary, middle, and high school divisions has exceeded 700, showing significant growth.
- A new Bunkyo Campus has been established specializing in high school education.
- We have established a new online campus and have received approval to operate as Asia's first, and Japan's only, online IBDP pilot school until 2025.

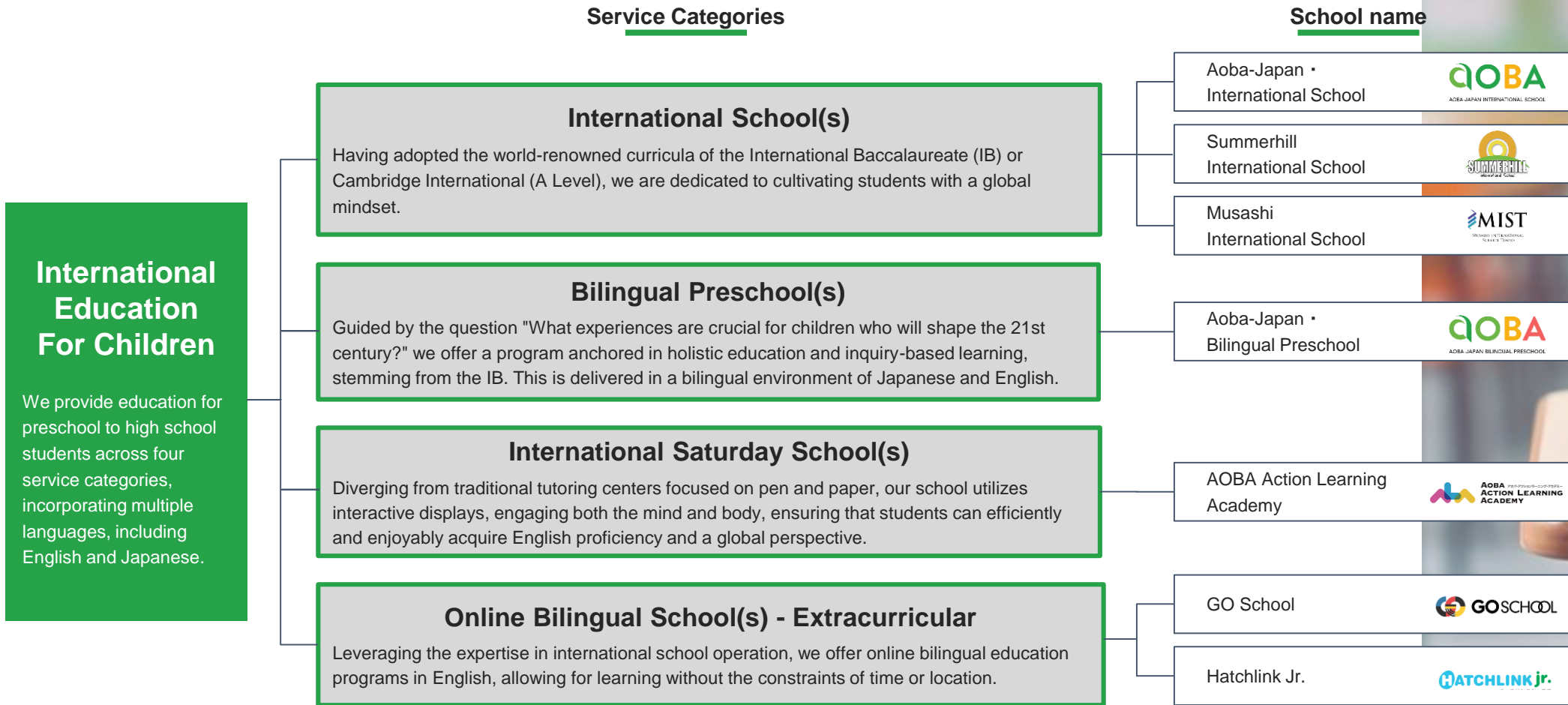
Notable university admissions of AJIS Top-ranked universities based on the THE Rankings

Universities (Domestic)	Rankings	Universities (Worldwide)	Rankings
Tohoku University	1	University of California Berkeley	8
The University of Tokyo	2	Imperial College London	10
Osaka University	3	University of Chicago	13
Tsukuba University	9	University College London (UCL)	22
International Christian University	11	University of Michigan Ann-Arbor	23
Keio University	12	Carnegie Mellon University	28
Waseda University	14	University of Edinburgh	29
Tokyo Medical and Dental University	17	University of California, San Diego	32
Okayama University	21	The University of Melbourne	34
Ritsumeikan Asia Pacific University	22	King's College London	35
Sophia University	22		












The List of Further Study Destinations

Our Services (For Children)

Offering a wide range of services aimed at nurturing future global leaders.



Details of Our Services (For Children)

School Names	Service Overview (Curriculum and Certifications)	Primary Target Groups / Available Certifications
<p>Aoba-Japan - International School</p> 	<p>Adopted International Baccalaureate (IB PYP / MYP / DP) curriculum Can Achieve globally accredited certification (CIS, NEASC, IB, ERACOS, and JCIS)</p>	<p>1½ -18 years old</p> 
<p>Summerhill International School</p> 	<p>Adopted International Baccalaureate (IB PYP) curriculum Can Achieve globally authorised certification (IB)</p>	<p>1-6 years old</p> 
<p>Musashi International School</p> 	<p>Adopted Cambridge International (Cambridge A level) curriculum Can Achieve globally accredited certification (CP, CLS, IGCSE, and A-Levels)</p>	<p>5-18 years old</p> 
<p>Aoba-Japan - Bilingual Preschool</p> 	<p>Non-accredited preschool Adopted International Baccalaureate (IB PYP) curriculum</p>	<p>1-6 years old</p> 
<p>AOBA Action Learning Academy</p> 	<p>Adopted an original curriculum developed by AOBA</p>	<p>2-9 years old</p>
<p>GO School</p> 	<p>Offers personalized education using international digital materials, catering to a wide range of English levels, from beginners to international school graduates and returnee students.</p>	<p>3-18 years old</p>
<p>Hatchlink Jr.</p> 	<p>An online English conversation school exclusively for children, designed to make learning English enjoyable. The course structure is tailored according to age and proficiency level.</p>	<p>3-18 years old</p>

Recurrent Education Business

- **Market and Business Features**
- **Achievements**
- **Our Services**
- **Our Services Details**



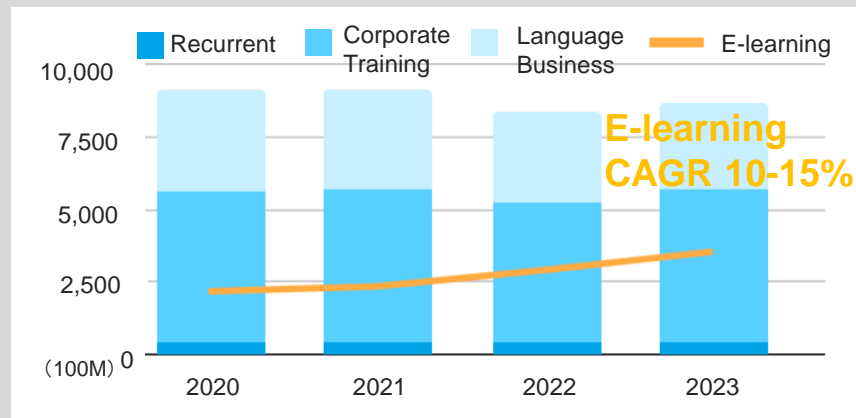
Market and Business Features

Analysis of trends in the recurrent education market and the features of our recurrent business segment.

Recurrent education has entered a mature phase in the Japanese market, while online education is growing.

The recurrent education market in Japan, encompassing "corporate training" and "language business," has plateaued, indicating a mature market. However, when we look at Japan's recurrent education market in terms of online vs offline, the online segment is growing at a CAGR of 10-15%.

Market size of recurrent education in Japan



Along with the launch of the first 100% online university approved by the Ministry of Education, our Recurrent Education business is looking ahead to a future with AI/DX.

- We are focusing on online education and recurrent education, which are positioned in the growth market. We have launched businesses with high-entry barriers, such as the first 100% online university approved by MEXT, as well as internationally accredited MBAs.
- Envisioning a future with AI/DX, we have a subsidiary (IT Planners Japan-Asia Pacific) that specializes in IT management. We aim for further business growth and expansion in this domain.

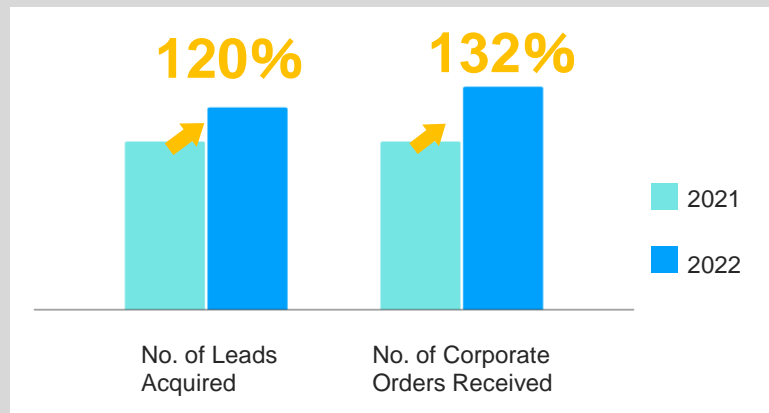


Achievements

Strengthening development in response to rapidly expanding needs and aiming to be a leader in corporate HR Development.

- We have seen a significant increase in lead acquisition and new corporate orders and strengthened our digital marketing activities in response to rapidly expanding needs.
- We have made a proactive investment in the development of DX talent training programs.
- Our aim is to become the leading company in the corporate training market.
- Since 2021, we have regularly hosted an online event called the "BBT Recurrent Summit" to discuss human resource development essential for surviving in an era of change. The event focuses on the realization of human capital management, which is crucial for the sustained growth of companies and its most challenging aspect: the development of managerial talent. Through these summits, BBT leverages its strengths in human resource development and enhances its brand appeal.
- In particular, there is a growing demand for the development of next-generation managerial talent based on succession plans. BBT has been focused on the conceptual and abstract skills required for future business leaders, and these skills are becoming increasingly essential in the changing business landscape.

Trends in our
"Corporate Personnel Training-related Business"



Achievements

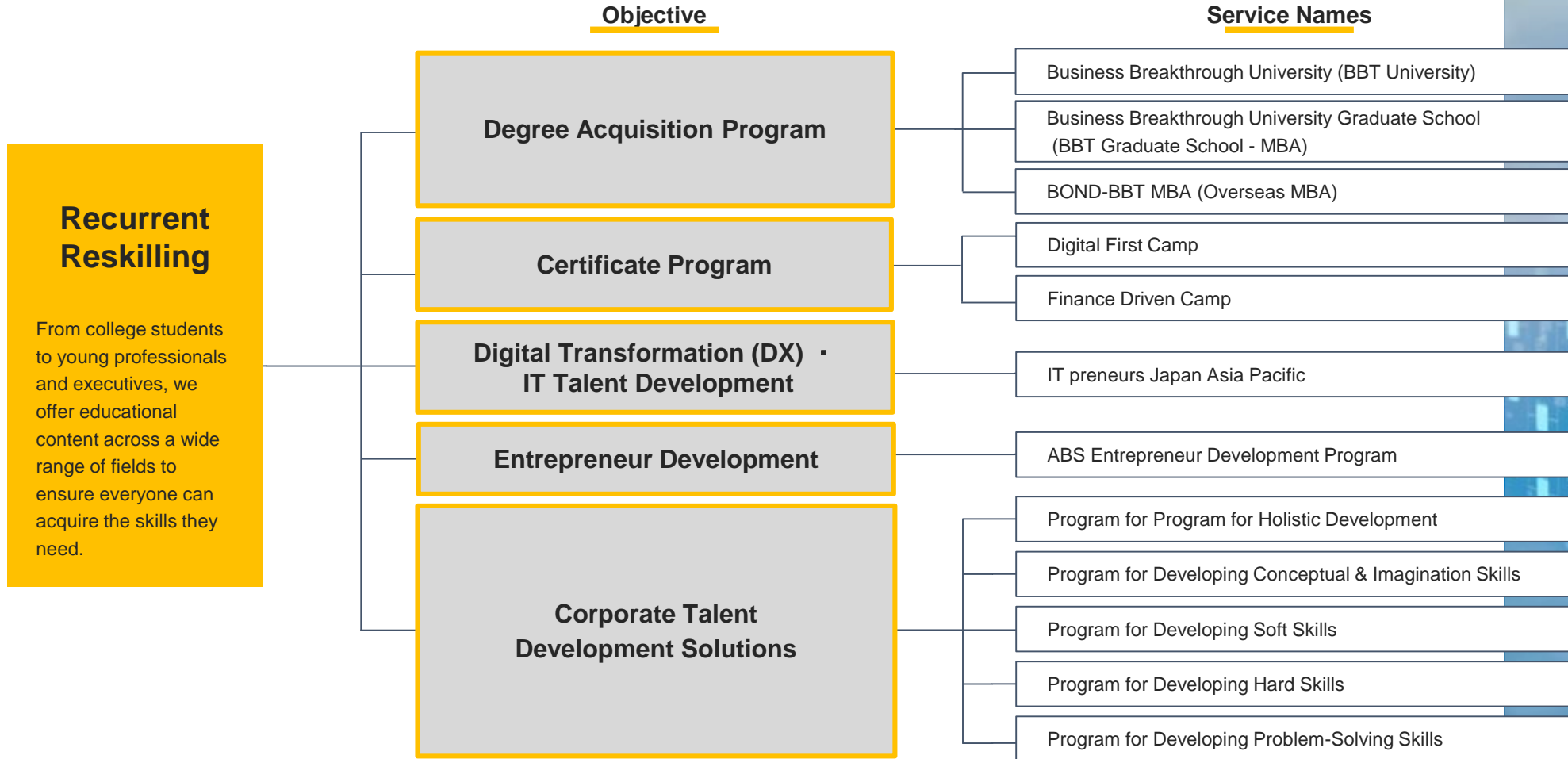
The Evolving University Business: Operating top-tier MBA programs and developing cutting-edge learning systems.

- We operate two MBA programs: (1) Japan's only corporate-based BBT Graduate School of Business and (2) the internationally accredited "BOND-BBT MBA," recognized by AACSB and EQUIS.
- We have implemented one-to-one learning support using AI and other technologies, alongside forward investments in education (curriculum, faculty organization, and learning efficacy).
- BBT University/Graduate School recorded a relatively high enrollment number for the fall term of 2022.
- As a part of diversity initiatives, we introduced the "Athlete Scholarship Program", aiming to expand opportunities for competitive talent activities.



Our Services (For University Students to Professionals)






Offering a wide range of services promoting continuous learning tailored to your objectives.



Recurrent Reskilling

From college students to young professionals and executives, we offer educational content across a wide range of fields to ensure everyone can acquire the skills they need.

Degree Acquisition Program

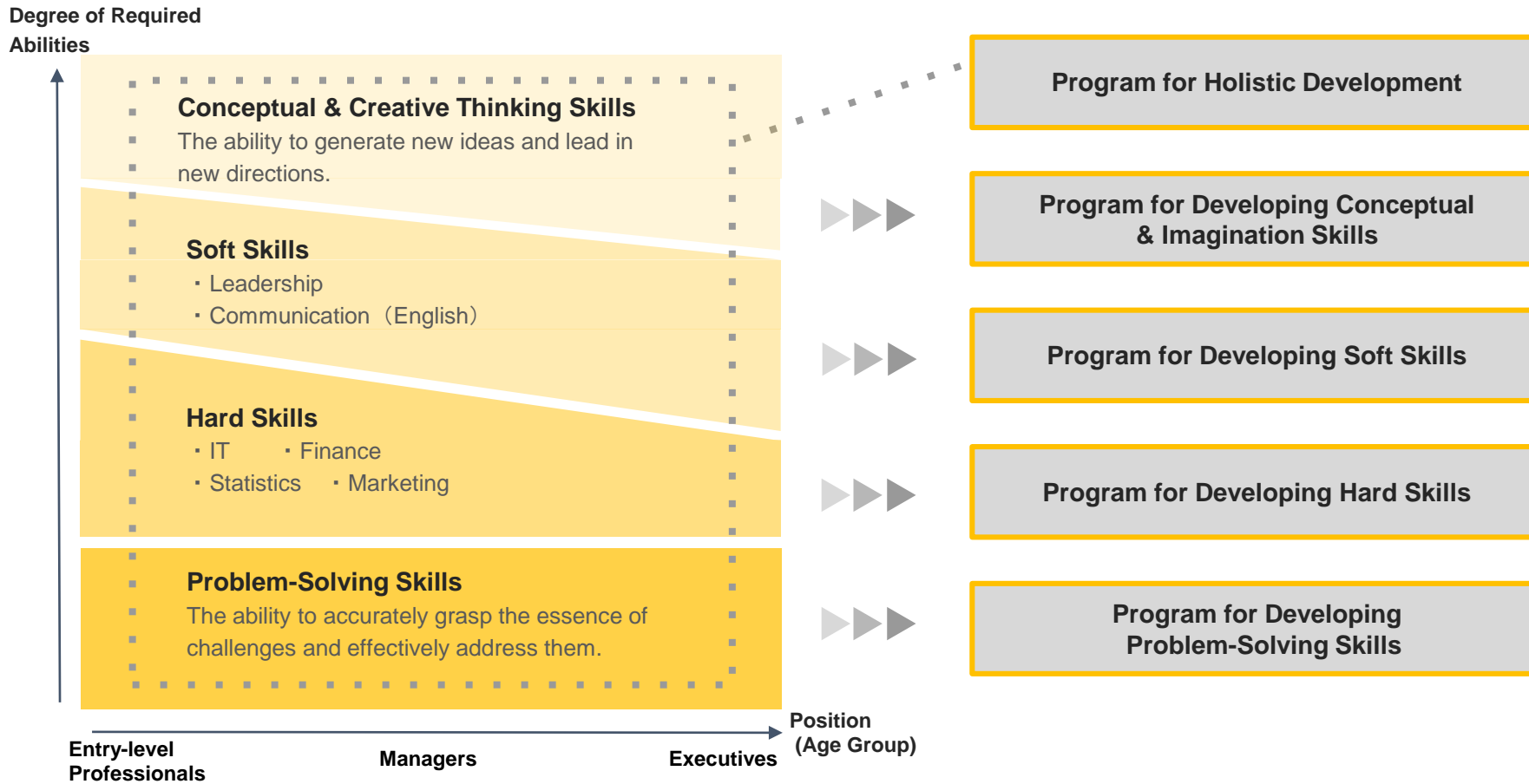
	<u>Service Names</u>	<u>Service Overview</u>	<u>Primary Target Groups / Available Certifications</u>	
<p style="text-align: center;">Degree Acquisition Program</p>	<p>Business Breakthrough University (BBT University)</p>	<p>The only university in Japan where students can acquire a Bachelor's degree in Business Management entirely online. We aim to cultivate professionals who can innovate and produce results on a global stage.</p>	<p>Age 18 and above</p>	 <p>BBT University</p>
	<p>Business Breakthrough University Graduate School (BBT Graduate School - MBA)</p>	<p>Japan's first online MBA program designed for working individuals. Students can learn management perspectives and strategic planning capabilities from top-tier management educators. This school qualified for the Ministry of Health, Labor, and Welfare's specialized practical education and training benefit fund.</p>	<p>Working Professionals</p>	 <p>Kenichi Ohmae Graduate School of Business</p>
	<p>BOND-BBT MBA (Overseas MBA)</p>	<p>An online international MBA program jointly developed in partnership with the prestigious BOND University in Australia. Students can acquire an overseas MBA in Japan while continuing to work.</p>	<p>Working Professionals</p>  	 <p>BOND UNIVERSITY BBT GLOBAL LEADERSHIP MBA</p>

Certification, Digital & IT Talent Development, Entrepreneur Development

	<u>Service Names</u>	<u>Service Overview</u>	<u>Primary Target Groups</u>
Certificate Program	Digital First Camp	A three-month program designed to efficiently learn the skills needed for digital transformation (DX) , such as envisioning digital businesses, prototyping, and driving initiatives. Recognized by the Ministry of Education's training grant system.	Age 18 and above
	Finance Driven Camp	An intensive three-month program designed to teach key financial skills.	Age 18 and above
DX · IT Talent Development	IT Talent Development & Organizational Transformation - ITpreneurs	A program equipped with key elements for DX advancement, such as Agile project management and DevOps methodology. Services offered include instructor training, certification exams, and organizational development services.	Entry-level to Top Executives (All Business Professionals)
Entrepreneur Development	ABS Entrepreneur Development Program	A program that teaches participants to establish an idea as a viable business by conceiving a mechanism for generating profits, devising a business plan, and putting it into action. While it's not mandatory to actually launch a business, the primary objective is to cultivate a mindset like an entrepreneur.	Entry-level to Top Executives (All Business Professionals)

Corporate Talent Development Solutions

Navigating the rapid evolution of the market with reskilling opportunities tailored to the needs of our clients.



Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Holistic Development

Acquire knowledge that enables a comprehensive business overview, along with skills in problem identification and resolution.

Service Names

Service Overview

Primary Target Groups

BBT Ch

An online program where world-renowned management consultant, Kenichi Ohmae, delivers two-hour weekly videos on global economics and business management. This content focuses on basic business skills and the latest business models.

Entry-level to Top Executives (All Business Professionals)



BBT Insights

A program that offers a curated 15 hours of content from over 7,000 hours of BBT video content, updated monthly. Refresh and broaden your management knowledge and insights.

Managers, Executives, Senior Executives



BBT “Personalize” (Planner version / AI version)

A program that offers fully online, individually optimized curricula for each employee. Based on an employee's self-profile, we either conduct an online consultation with a curriculum planner or perform an analysis using AI to propose a tailor-made curriculum and courses. Through proactive learning, we achieve high completion rates and utilise effective learning time.

Entry-level to Top Executives (All Business Professionals)



BBT “Update”

A platform designed to support employee self-study. With no initial fees or operating costs, companies can integrate the "BBT Update Site" into their intranet, allowing employees to choose and proceed with their desired courses.

Entry-level to Top Executives (All Business Professionals)



Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Developing Conceptual & Creative Thinking Skills (1/2)

Cultivate the ability to create new ideas and discover new directions.

Service Names

Service Overview

Primary Target Groups

BBT Management School

An online program that covers necessary management skills for the rapidly changing modern era. Access lectures by Kenichi Ohmae and other business leaders, engage in online discussions, and develop comprehensive managerial perspectives. Further enhance creative thinking, decision-making, and communication skills.

**Executives,
Executive Candidates**

BBT 経営塾

DX時代に経営者として必要な
問題解決力、構想力を磨く



BBT×PRESIDENT Executive Seminar (Co-hosted with PRESIDENT Inc.)

A two-day executive training program co-hosted with PRESIDENT Inc. that covers the most vital themes for businesses at any given time. Themes vary based on current business relevance. This seminar offers unique learning and networking experiences with top-tier instructors and fellow executives.

**Executives,
Senior executives**



Kokenkai

A study group and business leader network program that covers the creation of new-era business models in major domestic cities. It involves monthly study sessions, seminars, and an optional annual overseas trip.
※An annual overseas inspection tour is available (fees apply)

**Executives
(Membership)**



▼ Continued on the next page.

Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Developing Conceptual & Creative Thinking Skills (2/2)

Cultivate the ability to create new ideas and discover new directions.

Service Names

Service Overview

Primary Target Groups

Liberal Arts Rokkan Course

An online program that uses liberal arts education to enhance the vision and strategy formulation of business professionals. Students acquire universal knowledge from broad disciplines like social sciences, natural sciences, and humanities to refine interactions in global settings.

Executives, Managers, Those Involved in Global Business



BBT Next Leader Program (BNL)

A program designed to nurture business strategy in employees. Rooted in knowledge areas like marketing and finance, this program challenges participants to think about ongoing business issues from an executive's point of view, as well as collect data, analyze that data, and propose solutions.

Selected Employees for Managerial Promotions, Newly Appointed Managers



Recurrent Start Program

A concentrated three-month online course with MBA-style practical case studies combined with insights into global economic news via "Kenichi Ohmae Live" and selected executive lectures. Hone your information sensitivity, strategic thinking, and conceptualising skills. This is a program tailored to each candidate using interviews conducted at the outset of the program.

Entry-level to Top Executives (All Business Professionals)



Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Developing Soft Skills (1/2)

Acquire strategic communication skills to maximize results in diverse cultural and linguistic environments.

Service Names

Service Overview

Primary Target Groups

Leadership - Action Program

A year-long program that covers essential leadership skills, focusing on vision formulation, organisational construction, and the ability to inspire and lead people. It involves discussions, assessments, coaching, group work, and more.

Managers, Executive Candidates



Team Leadership - Action Program

A program that covers the necessary skills for next-generation leaders, especially the ability to motivate and lead people. It explores leadership skills and the intrinsic qualities a leader requires.

Newly Appointed Junior Leaders (Candidates), Managerial Candidates



Conversational Development Course (Main Course)

A course that covers the foundational elements of communication, focusing on achieving balanced dialogue for mutual understanding and broadening perspectives. This aids in agreement formation and problem-solving.

Entry-level to Top Executives (All Business Professionals)



Continued on the next page.

Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Developing Soft Skills (2/2)

Acquire strategic communication skills to maximize results in diverse cultural and linguistic environments.

Service Names

Service Overview

Primary Target Groups (English Levels)

**English Conversation (Online)
x Power Up Course**

A combined course that covers online English conversation and an enhancement workshop to lead learners from intermediate to advanced levels. It teaches how to become proactive learners and enhance speaking skills.

**TOEIC scores
600~860**



**English Personal Coaching
(AI Inside)**

An intensive course that covers personal coaching in English with support from dedicated learning coaches and English conversation instructors, ideal for those in business roles who need English skills.

All levels



**Business English Conversation AI
(AI Inside)**

A course that covers the acquisition of practical skills by simulating over 200 business scenarios. This course is further enhanced by one-on-one online sessions with experienced instructors, along with AI-assisted preparation and feedback.

All levels



**Management Course AI
(AI Inside)**

A course that covers problem-solving English communication in business across 12 categories including HR, finance, sales, and executive management, allowing participants to select based on their roles.

**TOEIC scores
550~800**



Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Developing Hard Skills

IT, Finance, Statistics, and Marketing: Acquire the ability to strategically derive appropriate solutions.

Service Names

Service Overview

Primary Target Groups

Financial Real-Time Review

A course that provides in-depth explanations about the latest trends in financial markets, such as global economic trends, stock markets, foreign exchange markets, commodities markets, world interest rates, global investor trends, and real estate conditions.

**Managers,
Executive Candidates**



Stocks & Asset Formation Practical Course

A course that discusses the mindset needed for individual asset formation, and goes on to demonstrate investment environment analysis and practical management focusing on stocks.

**Entry-level to
Top Executives
(All Business Professionals)**



**DX Promotion Basic Course
~From a Business Perspective~**

A course that covers the basic knowledge and necessity of DX, along with mastering concrete methods to practically promote DX within an organization.

**Junior Employees,
Mid-level Employees,
Managers**



BBT Input Encyclopedia

A three-month program that covers over 200 hours of DX-related video content, offering a comprehensive understanding of DX from five perspectives, including its overview and innovative applications in business.

**Junior Employees,
Mid-level Employees,
Managers**



Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Problem-Solving Skills (1/2)

Acquire the ability to understand real-world challenges and address them appropriately.

Service Names

Service Overview

Primary Target Groups

Business Output GYM

A fun and professional training program conducted entirely online. By cycling between input and output exercises, participants enhance their business skills, such as logical thinking, marketing, accounting, and more.

**Entry-level to Top Executives
(All Business Professionals)**



Practical Management Course

A course that covers essential skills required by future managers. It emphasizes both business management and people management, providing the skills to address real challenges in your department and comprehensively learn about subordinate management and development.

Managers



Fundamentals of Problem Solving Course

A course that covers everything from the basics of problem solving to corporate strategy development, enabling participants to grasp a holistic picture of problem-solving.

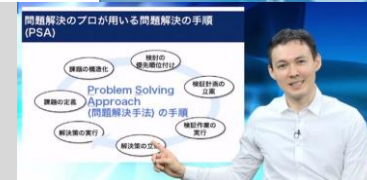
**Entry-level to Top Executives
(All Business Professionals)**



Updated · Essential Problem Solving Skill Course

A course that covers basic skills, such as problem-solving abilities and logical thinking. After receiving input through lecture videos and comprehension questions, participants work on exercises for each step of the problem solving approach.

**Entry-level to Top Executives
(All Business Professionals)**



Continued on the next page.

Conceptual & Creative Thinking Skills

Soft Skills

Hard Skills

Problem Solving

Corporate Talent Development Solutions

Program for Problem-Solving Skills (2/2)

Acquire the ability to understand real-world challenges and address them appropriately.

Service Names

Service Overview

Primary Target Groups

Strategic Thinking Training

A course that covers concepts such as "Modern Corporate Staff," "Corporate Analysis and Value Creation," and "Marketing Communication." Through diverse output training and feedback from learning advisors, it refines strategic thinking and practical abilities.

**Mid-level Employees
~ Executives**

戦略的思考トレーニング



PLI Assessment

An assessment to provide a comprehensive evaluation and measurement of problem-solving skills. It evaluates leadership and entrepreneurial skills by examining aptitude, qualities, values, motivation, and behavioral traits (competencies).

**Entry-level to
Top Executives
(All Business Professionals)**



**Problem Solving Skill Assessment
(Logical Thinking)**

An assessment tailored for junior to mid-level employees. It evaluates the ability to think logically, set up coherent arguments, and convey personal opinions.

**Junior ~ Mid-level
Employees**



**Problem Solving Skill Assessment
(Strategic Thinking)**

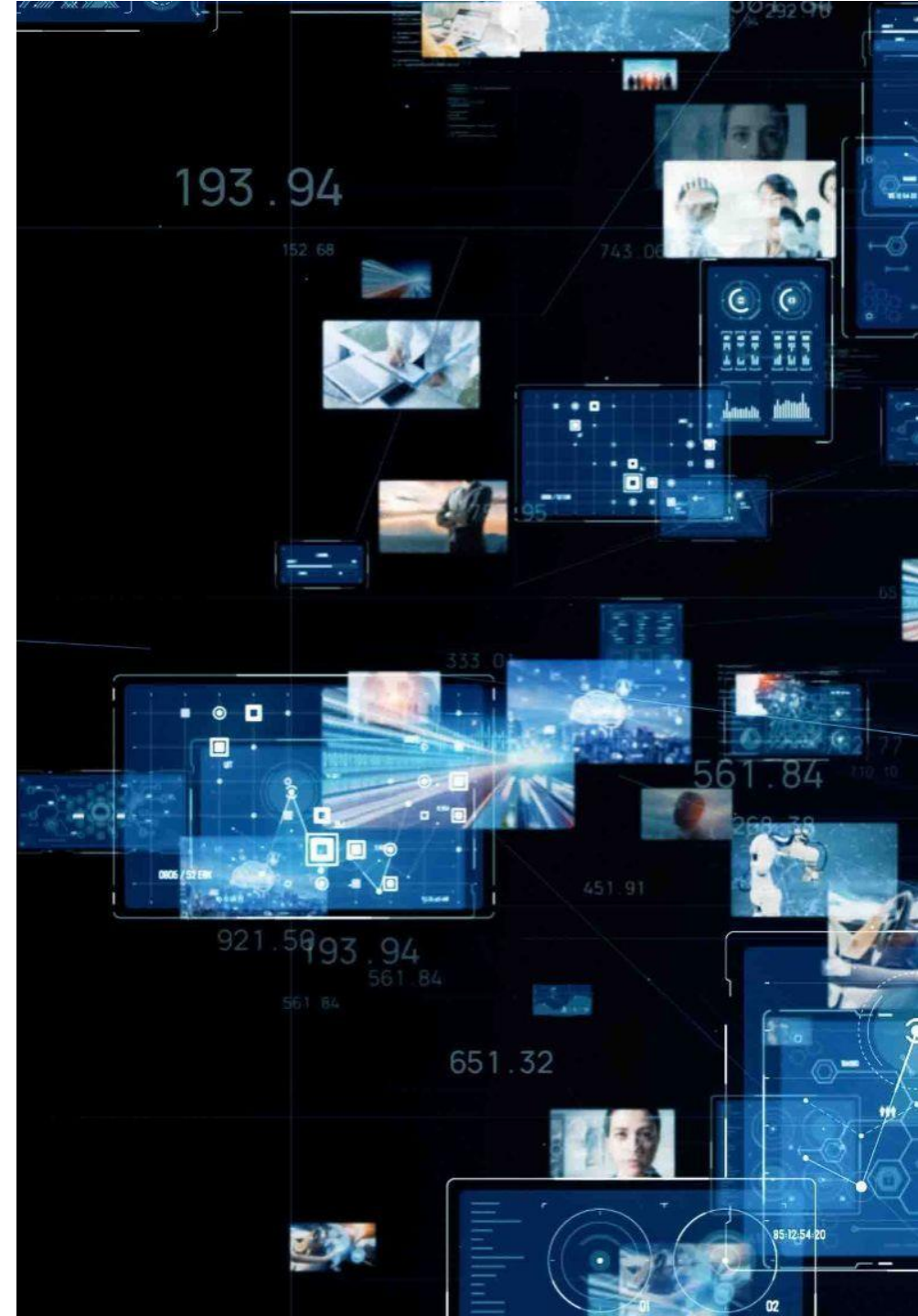
An assessment tailored for business leaders. It evaluates the ability to accurately grasp real-world situations and the essence of problems faced by companies.

**Mid-level Employees
~ Managers**



Basis of Our Growth - Our Strengths

- Point 1 Expertise in the Field of International Education
- Point 2 Development of Exceptional Education Programs
- Point 3 Original Educational Content and Learning Systems
- Point 4 Achievements and Commitment in the AI/DX · EdTech Field



Point 1

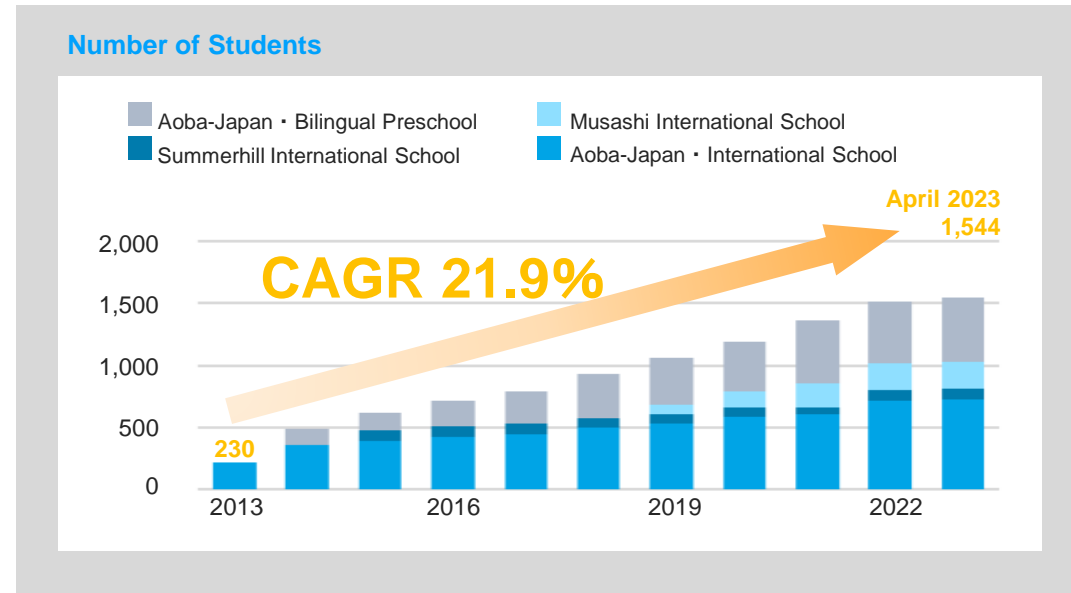
Tangible Evidence of Our Expertise in the Field of International Education

Possessing highly-valued credentials in international education.

- We are the fifth school in Japan to receive authorisation for the International Baccalaureate (IB) program covering K12 education (achievement of Aoba Japan International School).
- We are also the first school in Asia to receive authorisation by the International Baccalaureate Organization for the Online DP Pilot Project.

Securing stronger evidence in line with market expansion.

- The student population has been growing for ten consecutive years since our foundation, expanding six-fold in 2023, exceeding 1,500 students.
- We produce successful candidates for top universities both domestically and internationally, such as the University of Tokyo and UC Berkeley.
- We plan to strengthen our commitment to provide educational offerings in Japan and overseas.



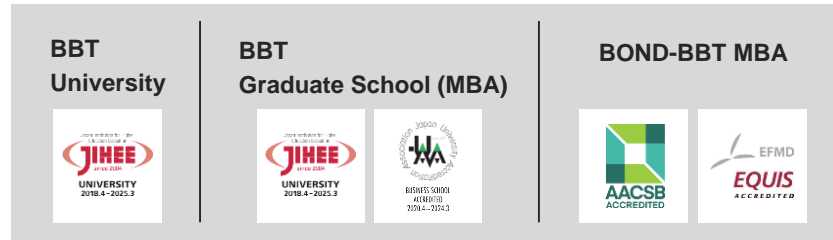
Point 2

Globally Recognized Exceptional Education Programs

The only educational institution in Japan that holds an international certification that fewer than 3% of global MBA programs hold.

- BBT University is accredited by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and has received compliance in accreditation evaluation from the Japan Institution for Higher Education Evaluation (JIHEE).
- BBT Graduate School is accredited by MEXT and has obtained international accreditation from both JIHEE and the Japan University Accreditation Association (UAA).
- BOND-BBT MBA (Overseas MBA) is the only program in Japan to have obtained international accreditations (AACSB, EQUIS) that are obtained by fewer than 3% of MBA programs worldwide.

Acquired Certification



Providing globally standardized education with authorisation and accreditation from two major international curriculum authorities.

- Our international school sector offers educational programs recognized by the two major international curriculum certification bodies: International Baccalaureate and Cambridge Assessment International Education.

Acquired Certification



Point 3

Educational Content by Top-Tier Instructors Within Advanced Proprietary Learning Systems

Assorted educational content delivered by top-tier instructors.

- We offer a wide array of educational content conducted by leading entrepreneurs and executives representing Japan and the rest of the world. Besides regular courses, we also provide lectures on the specific visions and mission statements of the instructors from their early days along with other valuable content.
- Over the past 25 years, we have produced more than 1,000 hours of educational content and courses annually. Currently, we have over 15,000 hours of comprehensive content based on up-to-date business and management practices.

An innovative learning system to promote seamless collaboration with peers.

- We have employed the proprietary cloud learning system "AirCampus®" powered by AI technology. The system provides an environment where students can easily learn regardless of location while connecting peers who share the same goals.



Point 4

Experience in AI/DX Educational Content Production and Our Commitment to EdTech

Pioneering the production of cutting-edge educational content in the field of AI/DX.

- Since the early 2010s, we have been at the forefront in producing advanced educational content related to AI/DX to improve quality and create business opportunities. In addition, we have produced and distributed over 200 pieces of content, approximately 240 hours in total.

Integrating education with technology in our EdTech initiatives.

- An auto-generation feature for multilingual subtitles (voice recognition & translation) has been added to "AirCampus®."
- We implemented "ChatGPT" into our state-of-the-art cloud learning system "AirCampus®."
- The student support function of ChatGPT has been integrated into our proprietary student support AI "BioLa."
- We revised our educational content to be compatible with other Learning Management Systems (LMS).

※Achievements up to last year



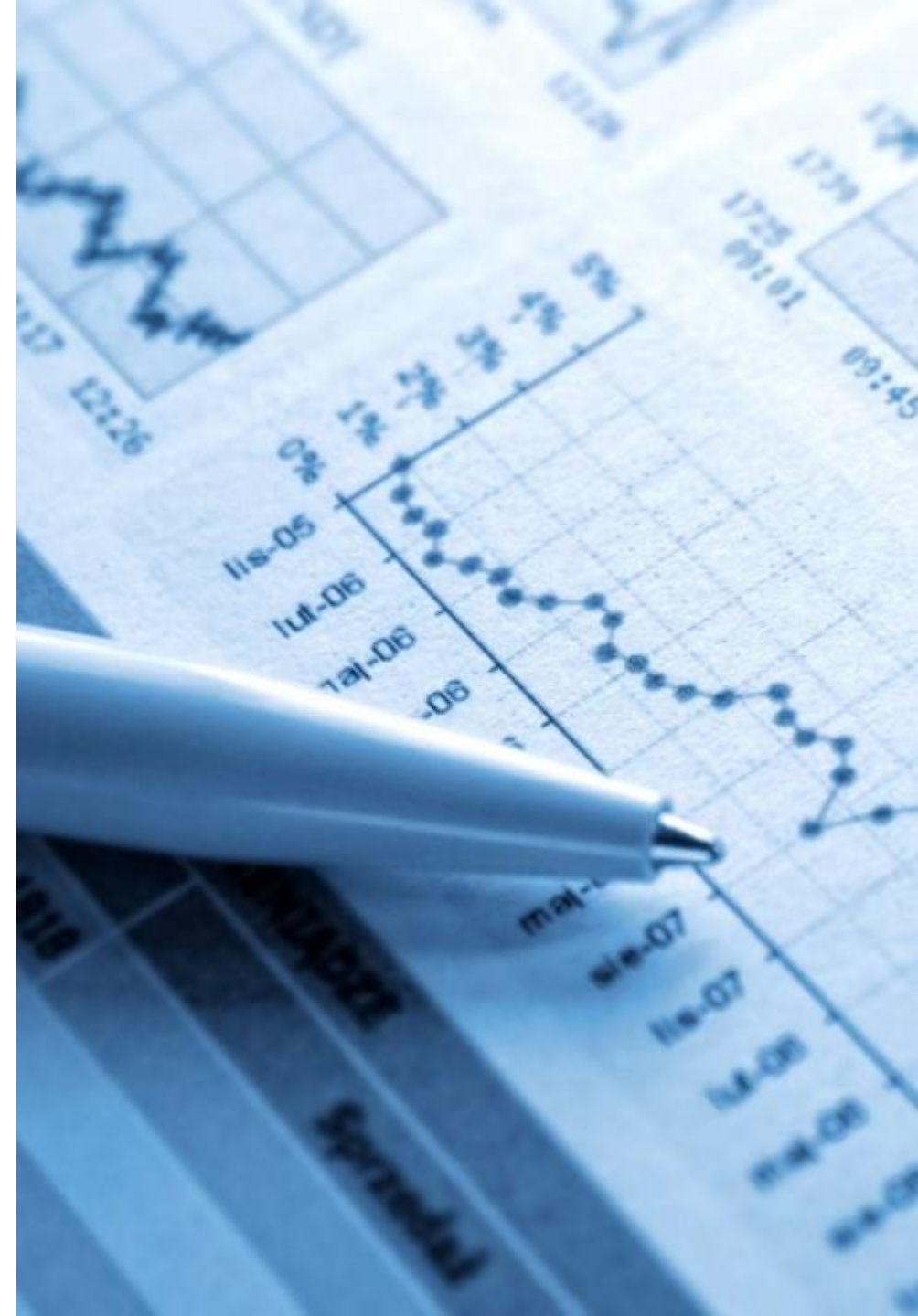
Subtitle auto-generation feature
(voice recognition)



Subtitle auto-generation feature
(translation)

Company Overview

- Human Capital Policies and SDGs Initiatives
- Company Profile



Human Capital Policies for Promotion of Women's Active Participation and Employee Development

Our company places emphasis on Diversity & Inclusion and promotes a human capital policy that embodies our vision of "Lifetime Empowerment."

Efforts in women's empowerment and child-rearing support.

(1) Ratio of Female Managers (41.7% across the group)

	No. of Managers	No. of Female Managers	Female Managers Ratio
Aoba-BBT (Standalone)	25	4	16.0 %
Domestic Group Companies	23	12	52.2 %
Overseas Group Companies	12	9	75.0 %

(2) Support for Child-rearing

- Return to work rate after maternity leave : 100%
- Number of employees who took paternity leave after childbirth : 2
(out of 6 eligible employees)

※We actively support fathers in taking paternity leave after the birth of their child.

Employee development initiatives using in-house content.

We encourage employees to participate in training using our in-house content, resulting in an average of 123.1 training hours per employee per year. In addition, three employees have obtained MBAs through in-house programs.

Our authorised International Baccalaureate and Cambridge accredited international schools conduct regular training to maintain their authorisation and accreditation.

Courses	No. of Participants	Total Training Hours	Target Participants	Avg. Hours of Training
Language Training	32	1,280 h	Full-time employees: 145	8.8 h
Leadership • Logical Thinking • etc.	23	1,776 h	Full-time employees: 145	12.2 h
Video Training (Delivered Weekly)	116	4,203 h	190 (Including temps.)	22.1 h

Achievements of Our Alumni

Our company upholds the value of nurturing global leaders as our core philosophy, and we have produced numerous entrepreneurs. Here, we conduct interviews with our alumni and introduce some examples of the outstanding achievements and significant impact they have had on society.



Established a “Sanctuary for Entrepreneurs”

Our company has established a "Sanctuary for Entrepreneurs" on the basement level of our Rokubancho Office. From this location, which has given rise to approximately 1,000 startups and 16 IPOs, Aoba-BBT will continue its commitment to nurturing global leaders and contributing to the creation of new businesses originating from Japan.



The following is a list of entrepreneurs selected as “Hall of Fame” members

Company Name	Name
Macromill, Inc.	Yasunori Fukuha
Kenko.com, Inc.	Genri Gotō
MIXI, Inc.	Kenji Kasahara
Istyle, Inc.	Tetsurō Yoshimatsu
CrowdWorks, Inc.	Kōichirō Yoshida
Bengo4.com, Inc.	Taichirō Motoe
Kamakura Shinsho, Ltd.	Hiroataka Shimizu
Refinverse Group, Inc.	Akira Ochi
Innovation, Inc.	Naoto Tomida
Retty, Inc.	Kazuya Takeda
GiXo, Ltd.	Tomohiro Amino
OPTiM Corporation	Shunji Sugaya
Tripla Co., Ltd.	Kaku Toriu
Pring, Inc.	Mitsuhiko Ogihara
Monstarlab Holdings, Inc.	Hiroki Inagawa



Contributing to Education, the Environment, and Local Communities through SDG Initiatives

Reduction in CO2 emissions and equal educational opportunities through online education.

- We have achieved a paperless environment through online education, thereby reducing CO2 emissions.
- Equal educational opportunities have been provided regardless of location, reducing both commute times and expenses, thereby contributing to increased productivity.

Engaging with local communities and offering cross-border educational support through our international school sectors.

- We have supported local communities by participating in food drives.
- Scholarship programs have been established to provide active support towards international students.

Areas in SDGs	Initiatives of the BBT Group	Responsible Businesses
	<ul style="list-style-type: none"> • Online Education through "AirCampus®" • "AirCampus®" subtitling and translation functions in 14 languages to support barrier-free access • 100% online BBT University/Graduate School • AJIS High School "Online GLD Program" 	<ul style="list-style-type: none"> ○ All Group Companies ① University Business ② Corporate HR Training Business ③ IT Management Business ④ English Education Business ⑤ International School Business
  	<ul style="list-style-type: none"> • Online Education through "AirCampus®" • Established an environment for remote work • Entrusted with the Ministry of the Environment's "Good Life Award" Project 	<ul style="list-style-type: none"> ○ Aoba-BBT
 	<ul style="list-style-type: none"> • Online Education through "AirCampus®" • Entrepreneurship support program "SPOF" for graduates • BBT University College for Regional Development 	<ul style="list-style-type: none"> ○ All Group Companies ① University Business ○ Aoba-BBT
 	<ul style="list-style-type: none"> • Entrusted with the Ministry of Education's "Promotion of the International Baccalaureate in Japan" • "BBT Online English Conversation", "Hatch Link Junior" • Overlooked "Apollo Project": "A-MAP" curriculum • Enhanced governance by ensuring one-third of board positions are held by independent members 	<ul style="list-style-type: none"> ⑤ International School Business ④ English Education Business ① University Business ○ All Group Companies

Company Profile

Company Name	Aoba-BBT, Inc.
Representative	Iwao Shibata, President and CEO
Head Office	1-7, Rokubancho, Chiyoda-ku, Tokyo
Office(s)	Rokubancho Office: Ohmae@work Building, 1-7, Rokubancho, Chiyoda-ku, Tokyo 102-0085 Kohjimachi Office: 1F Kohjimachi Square, 3, Nibancho, Chiyoda-ku, Tokyo 102-0084
Date of Establishment	April 1998
Date of Broadcast	October 1998 (SKY PerfecTV! - Business • Breakthrough Channel)
Capital	1.8 billion yen (March 2022)
Stock Exchange Listings	2005 Listed on the Tokyo Stock Exchange Mothers 2016 Listed on the Tokyo Stock Exchange First Section (Currently: TSE Prime, Securities Code 2464)
No. of Employees	667 (March 2023)
Countries/ Regions of Business	<ul style="list-style-type: none"> • Australia: Jointly launched "BOND-BBT MBA" with Bond University (since 2001) • Philippines: BBT Online Global Inc. (based in Manila and Bacolod) Business focused on English communication
Achievements	<ul style="list-style-type: none"> • BBT Graduate School MBA: Approximately 1,400 individuals • BOND-BBT MBA: Approximately 1,400 individuals • BBT Executive Leadership Program: 272 individuals (for 2022) • Business Study Group for Executives: Approximately 500 companies (conducted over the past 30 years) • Corporate Training: Provide programs to over 1,000 companies annually (including Kokenkai)



Photo /
Toshimitsu Kokufu

**BBT University •
Graduate School Dean
Kenichi Ohmae**



**President and CEO
Iwao Shibata**

【Our Business】

Fostering Global Leaders from Young Children to Executives

■ Operating Online Universities

Business Breakthrough University - BBT University
(Approved by the Ministry of Education)
Graduate School of Management (MBA) Department of Management
School of Business Administration (Bachelor of Business
Administration) Department of Global Business and IT Solutions

■ Management Education & Recurrent Education for Corporations and Individuals

Focus areas include problem-solving, leadership, finance, global
talent development, IT management, and Digital Transformation (DX)

■ Operating International Schools

Aoba Japan International School
(Authorised by the International Baccalaureate (IB), CIS, NEASC)
Aoba Japan Bilingual Preschool (Authorised by IB)
Summerhill International School (Authorised by IB)
Musashi International School Tokyo (Accredited by Cambridge
International)

Program Review Committee

(In no particular order, titles omitted)

Atsushi Saito	Japan Exchange Group, Inc., Former Group CEO
Yusuke Inoue	Kyusyu Servicer, Former Chairman of the Board
Teruhisa Tokunaka	Sony Financial Group, Inc., Former President and CEO
Masanobu Suzuki	NTT Communications Corporation, Former Senior Advisor
Yasuaki Wakui	Kuraray Co., Ltd., Counselor
Fujiyo Ishiguro	Netyear Group Corporation, President and CEO

BBT Content Council

(In no particular order, titles omitted)

BBT holds a bimonthly content meeting, consisting mainly of instructors, in order to discuss and consider the direction that companies should aim for in the future, as well as the matters that business people, including managers, should learn. We strive to produce and provide the best and most up-to-date content by reflecting the results of these meetings.

<Members of the Content Council>

• Susumu Tsubaki	• Kazunari Uchida	• Hideo Yamada	• Ken Kusunoki
• Carl Atsushi Hirano	• Yumiko Kamada	• Yasuhito Nii	• Tsukiko Tsukahara
• Hirofumi Miki	• Hiroshi Ishino	• Joon Sung Park	• Takeshi Ebihara
• Naoko Ishihara	• Souki Ohmae	• Kunihiko Yogo	• Masahiro Imaeda

