

KUMON



Company
Profile

Mission

By discovering the potential of each individual and developing his or her ability to the maximum, we aim to foster sound, capable people and thus contribute to the global community.

We have a dream: to contribute to world peace through education.
We will head towards the realization of that dream by fostering people through individualized education.

Vision

We wish that all people in all countries and regions in the world will have the opportunity to learn with the Kumon Method, and that each individual in the world will be enthusiastically self-learning and making efforts towards realizing his or her goals and dreams.



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The Kumon Logo; the face inside, and its color.

The face inside is the “THINKING FACE.” It represents the faces of children who learn, think, and grow within Kumon Centers. It also represents the faces of Kumon Instructors and staff who are thinking about the welfare of children and developing themselves.

“How can I help this child progress?” Everyone involved in Kumon thinks about education very seriously, wants to learn from children, has the desire to grow alongside others, and to put all these into practice.

Kumon Blue represents intelligence, honesty, and the sky that stretches across the world. It also represents our hope that the world will be united as one, that the future of our children will grow on a grand scale, and that people all over the world will think more seriously about education.

THE KUMON WAY

What We, Associates, Care About

What we care about most is each individual child.

All Kumon learning must be, without exception, a useful learning experience for the child's growth and future. We must provide an opportunity to learn with the Kumon Method to as many children as possible. These two things we always hold firmly in our hearts as we approach our work—they are the sole reason for Kumon's existence and development, and are also our responsibility for the children. If, along the way, we waver or there is dissent, we will always stop to ask ourselves, "Will this really benefit the children?" and thus we will find our way once again. With this in mind, we will do everything in our power to make this educational method even more valuable and to allow as many children as possible to learn with the Kumon Method.

What we next cherish are the people who work towards achieving our common goal.

We have the highest respect for Kumon Instructors as well as all other people who care about children and who wish to contribute to society through education with us. With heartfelt appreciation and affinity, we strive to give our fullest support and to work in unity with all of these people.

We also greatly value all of our associates.

We must do our best to create and maintain the kind of workplace culture and environment where all associates can energetically approach their work with the sense of mission and challenge and can better themselves every day while a decent livelihood is ensured and adequate compensation offered to all.

We put great emphasis on our commitment to the community.

We are grateful to our local communities in which we live and work. As a conscientious corporate citizen, we take an active part in a variety of activities to improve the quality of life in our communities such as the preservation of the natural environment and resources, and the improvement of local education and culture. In this way, we will fulfill our responsibility and obligation to the global community.

We take to heart the following three things and will remain true to them in any situation.

1. We affirm to be upright citizens by always asking ourselves if our words and deeds are fair and just.
2. We will strive to be people who can feel joy and a sense of wonder while maintaining our conviction and pride as educators.
3. We will cultivate a sense of modesty and humility so that we can always grow with each passing day.



The Origins of the Kumon Method

One father's love for his son gave birth to the Kumon Method of learning

It all began when the mother of a young boy found a math test paper in her son's pocket. That boy was Takeshi Kumon*, and he was in his second year of elementary school. Seeing that Takeshi's test results were not as good as they usually were, his mother consulted her husband Toru Kumon, who was a high school math teacher at the time. Toru then began making math worksheets for Takeshi.

Toru Kumon believed that the work of an educator is to foster a mindset for self-learning in children so he created materials that made it possible for his son to progress on his own. Based on his experience as a senior high school teacher, Toru knew that the problems many high school students had with their math studies stemmed from a lack of calculation skills. Therefore, he focused on developing Takeshi's calculation skills, enabling him to advance as quickly as possible through to high school mathematics.

After much trial and error, Toru Kumon produced a series of calculation problems on loose-leaf paper for Takeshi, which became the prototype for today's Kumon worksheets. Takeshi quickly developed his ability through studying the materials created by his father for half an hour every day. As a result, he was able to reach differential and integral calculus when he was just a few months into the sixth grade.

Following his success with Takeshi, Toru Kumon invited some children from the neighborhood to come and study at his home in a similar way to Takeshi. Seeing how much their academic ability improved, Toru Kumon set out to offer more children the opportunity to study with his learning method. In 1958, he established an office in Osaka to open more Math Centers, and from that year on Kumon has aimed to pursue the potential of as many students as possible.

Born out of a father's love for his son, Kumon is not restricted by the barriers of language, culture or history. As more people hear about the benefits of the Kumon Method, it continues to reach greater numbers of students throughout the world.



The original handmade worksheets that Toru Kumon created for his son



Toru Kumon and his son Takeshi

* The late President Takeshi Kumon

The Characteristics of the Kumon Method

● Individualized Instruction – The “Just-Right” Level of Study

Pursuing the potential of each individual

We at Kumon believe that all children possess boundless potential, and through individualized instruction we aim to discover this latent potential. The key to individualized instruction is the “just-right” level of study, which is the optimum level for each student to develop their academic ability without being specifically taught.

In helping students develop their academic ability, the most important thing is that they enjoy their study. In order for this to happen, the starting point for each Kumon student is determined individually, regardless of their age or grade at school, at a level where they can easily obtain a perfect score of 100. At the point of enrollment and throughout their time with Kumon, Instructors provide students with material suitable for their ability level while considering their degree of mastery of the content.

By continuing to study at a level appropriate to their ability and advancing at their own pace, children are able to advance beyond their school grade level. Studying beyond school grade level not only benefits students academically but also helps them to develop other important qualities such as confidence and self-esteem. Based on individualized instruction and study at the “just-right” level, we at Kumon seek to bring out the best in our students so that they gain the confidence to attempt problems that were once too difficult for them.



● Self-Learning

Developing the ability to learn on one’s own

Kumon defines self-learning as the ability to complete unfamiliar and challenging tasks independently. The Instructor fosters this ability in students by setting them a goal to complete worksheets that have been carefully designed to allow the learner to move up to higher levels on their own. Through doing exercises by themselves without asking for answers, students feel a sense of accomplishment in their study and gain the ambition to take on new challenges.



Kumon worksheets are designed in a way that enables students to progress gradually but steadily from easy to difficult material. For example, explanations and example problems are included with new exercises in the introductory sections, which allow students to advance by self-learning.

Nonetheless, there are times when students encounter problems that they do not understand or are unable to solve on their own. At times like these, Instructors carefully guide the students in a way that enables them to solve the problems by themselves. Equipped with the ability to study proactively, Kumon students can better pursue their dreams and goals.



● The Role of the Instructor

Devoted to each child’s growth and development

The Instructor’s role is to ensure that students can, without any hindrance, experience the sense of accomplishment that comes from solving problems on their own. They do this by providing individualized instruction and support to students at the Center, and assigning appropriate homework for students to continue developing their ability through worksheet study at home.

Setting up a study projection

At enrollment, students take the Kumon Diagnostic Test. Based on the result of this test, Instructors set up a study projection and determine an appropriate starting point for each individual student. Through close observation of the child’s study behavior and by keeping records of daily progress, the Instructor will adjust their instruction accordingly.



Observing students and guiding them to self-learn

Instructors observe students, particularly when studying new content or doing repetition, to determine whether or not the student is studying at the “just-right” level. If students face difficulty with certain exercises, the Instructor may show examples or previously studied material to help them find a solution on their own.



Instructors and parents working together to develop students’ ability

A vital aspect of the Instructor’s role is to acknowledge students’ development by praising them for their achievements and encouraging them to take on further challenges. The Instructor does not do this alone, but rather discusses each student’s progress regularly with the child’s parents or guardians.

Searching for ways to improve instruction

Believing that there is always something better, Instructors continuously study the worksheets and attend meetings to learn from the experiences of fellow Instructors.

The Characteristics of the Kumon Method

● Progress in Small Steps

The Kumon worksheets are structured to foster self-learning

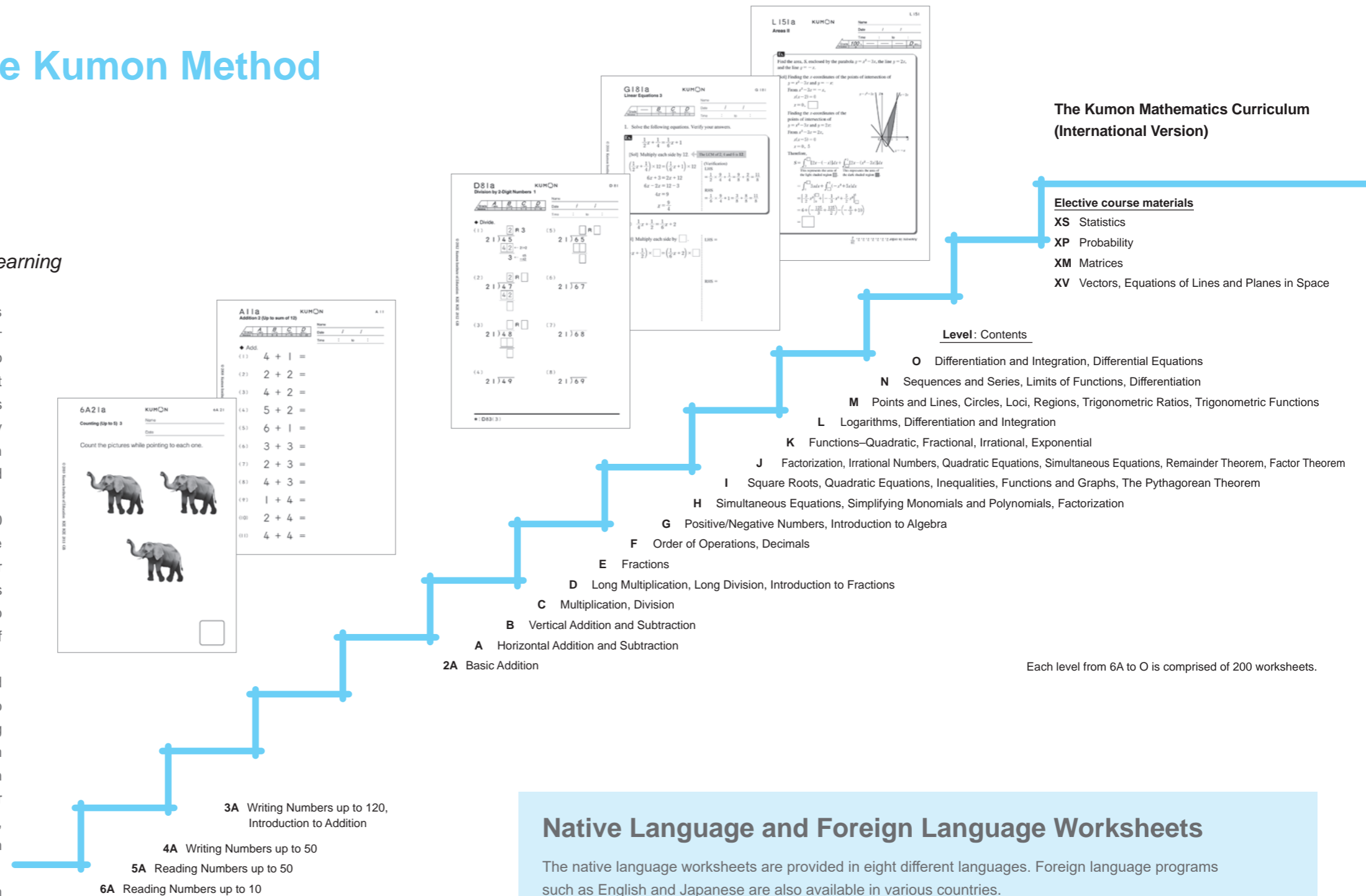
At Kumon we realize that students will encounter difficulties advancing on their own if the jump from one level to another is too great. Thus, the worksheets have been specially designed to enable students to advance smoothly in small steps while learning at a level that is most appropriate for them. Nowhere in the worksheets will a student suddenly encounter an exercise that they are completely unfamiliar with. Clear examples and explanations are provided when moving into new topic areas, encouraging students to self-learn and advance independently at all times.

The mathematics program, for example, consists of 4,390 worksheets with 24 levels from 6A through to O and four elective courses. The worksheets are structured around essential elements for the study of high school level differential and integral calculus, thus allowing students to advance as quickly as possible on their own to high school level mathematics. This is the most predominant feature of the Kumon mathematics worksheets.

Kumon also offers language programs for both native and foreign language learners. The native language programs set out to equip students with an advanced level of reading ability. Progressing in small steps through each stage, the student is first exposed to both new and familiar vocabulary, and then learns letters and characters in the context of words and also words in the context of sentences. After moving on to the fundamentals of sentence and paragraph structure, the student progresses to summarization and critical reading, which involves a wide range of literature.

The aim of the foreign language programs is to cultivate a high level of reading comprehension skills. Through the carefully designed small steps in the worksheets and the usage of audio players, students learn to read and write the words of the language. As they go from reading simple passages to classic literature in different genres, they acquire the ability to read and understand texts written in the target language.

Using information collected by observing students' reactions to the worksheets as well as ongoing feedback from Instructors, we at Kumon constantly evaluate and revise the worksheets of all of its programs to ensure there is nothing hindering our students from progressing smoothly. In every way, the Kumon Method is a student-centered method of learning.



The Kumon Mathematics Curriculum (International Version)

- Elective course materials**
- XS Statistics
 - XP Probability
 - XM Matrices
 - XV Vectors, Equations of Lines and Planes in Space

- Level: Contents**
- O Differentiation and Integration, Differential Equations
 - N Sequences and Series, Limits of Functions, Differentiation
 - M Points and Lines, Circles, Loci, Regions, Trigonometric Ratios, Trigonometric Functions
 - L Logarithms, Differentiation and Integration
 - K Functions—Quadratic, Fractional, Irrational, Exponential
 - J Factorization, Irrational Numbers, Quadratic Equations, Simultaneous Equations, Remainder Theorem, Factor Theorem
 - I Square Roots, Quadratic Equations, Inequalities, Functions and Graphs, The Pythagorean Theorem
 - H Simultaneous Equations, Simplifying Monomials and Polynomials, Factorization
 - G Positive/Negative Numbers, Introduction to Algebra
 - F Order of Operations, Decimals
 - E Fractions
 - D Long Multiplication, Long Division, Introduction to Fractions
 - C Multiplication, Division
 - B Vertical Addition and Subtraction
 - A Horizontal Addition and Subtraction

Native Language and Foreign Language Worksheets

The native language worksheets are provided in eight different languages. Foreign language programs such as English and Japanese are also available in various countries.

[Native Language Worksheets]

Thai

Chinese

English

[Foreign Language Worksheets]

English

Japanese

The Kumon Method Spreading Throughout the World

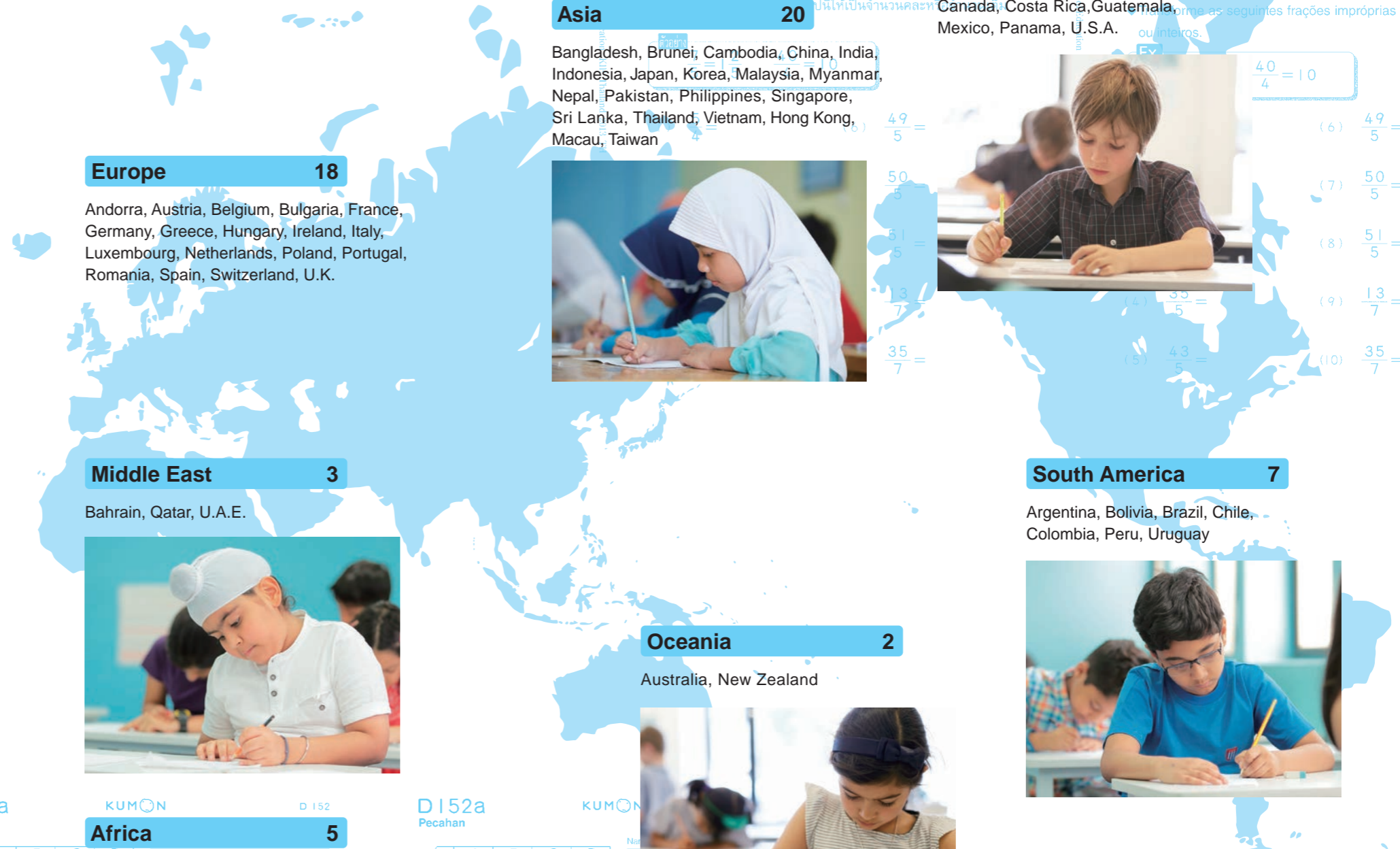
With the aim of supporting more and more dreams the world over

The Kumon Method that began from the love of a father for his child is today widely available around the world, and enrollment figures currently total over four million. The first Kumon Center outside of Japan was set up in New York in 1974. Since then, Kumon has spread to more than 60 countries and regions. Kumon Centers are at the heart of this global development, but there are also a number of schools that have adopted the Kumon Method.

The Kumon Method aims to foster fundamental academic skills that are essential to a solid education. It is an individualized method suitable for all ages. Each student studies independently at a level that is "just right" for them. Placing great importance on the ability of each student, Kumon aims to enable each individual to become self-learners.

By doing the Kumon worksheets, students not only improve their academic ability, but also gain life skills, such as self-esteem and the ability to expand their skills and knowledge through their own efforts. The fact that the Kumon Method and approach have remained consistent for over sixty years and have been accepted in many countries, despite differences in lifestyle, educational system, and culture, is evidence of the universal nature of the Kumon Method. This is something which Kumon treasures and takes great pride in.

While establishing a firm base in the community, Instructors and Center Assistants nurture the development of children and adults alike. Together with our Instructors and their Assistants, Kumon supports all children and adults of communities around the world in achieving their dreams and goals.



D 152a ☆ KUMON D 152

月	日	時	分	時	分
なまえ					

§ 16. 分数 (5点引)

真分数 (分子が分母より小さい)	$\frac{1}{4}, \frac{2}{4}, \frac{3}{4}$
仮分数 (分子が分母より大きいか同じ)	$\frac{4}{4}, \frac{5}{4}, \frac{6}{4}$
帯分数 (整数 + 真分数)	$2\frac{1}{4}, 3\frac{2}{7}$

仮分数を帯分数か整数になおさない。

例 $7 \dots 2 \dots 40 \dots$

(1) $\frac{5}{4} =$ (6) $\frac{49}{5} =$

D 152a KUMON D 152

Grade	A	B	C	D
Months	1-2	3-6	7-10	11-20

Botswana, Kenya, Namibia, South Africa, Zambia

Proper Fraction (Numerator less than denominator)	$\frac{1}{4}, \frac{2}{4}, \frac{3}{4}$
Improper Fraction (Numerator equal to or greater than denominator)	$\frac{4}{4}, \frac{5}{4}, \frac{6}{4}$
Mixed Number (Integer and fraction)	$2\frac{1}{4}, 3\frac{2}{7}$

◆ Rewrite each improper fraction as a mixed number or integer.

Ex. $7 \dots 2 \dots 40 \dots$

(1) $\frac{5}{4} =$ (6) $\frac{49}{5} =$

D 152a KUMON D 152

Nilai	A	B	C	D
Base	1-2	3-6	7-10	11-20

Pecahan Murni (Pembilang lebih kecil dari penyebut)	$\frac{1}{4}, \frac{2}{4}, \frac{3}{4}$
Pecahan Tak Murni (Pembilang sama atau lebih besar dari penyebut)	$\frac{4}{4}, \frac{5}{4}, \frac{6}{4}$
Pecahan Campuran (Bilangan bulat dan pecahan)	$2\frac{1}{4}, 3\frac{2}{7}$

◆ Ubahlah pecahan tak murni menjadi pecahan campuran atau bilangan bulat!

Contoh $7 \dots 2 \dots 40 \dots$

(1) $\frac{5}{4} =$ (6) $\frac{49}{5} =$

D 152a KUMON D 152

เลขส่วน เศษส่วน

ชื่อ _____

วันที่ / / _____

เวลา : ถึง :

เศษส่วนแท้ (ตัวเศษน้อยกว่าตัวส่วน)	$\frac{1}{4}, \frac{2}{4}, \frac{3}{4}$
เศษส่วนเกิน (ตัวเศษเท่ากับหรือมากกว่าตัวส่วน)	$\frac{4}{4}, \frac{5}{4}, \frac{6}{4}$
จำนวนคละ (มีทั้งจำนวนเต็มและเศษส่วน)	$2\frac{1}{4}, 3\frac{2}{7}$

D 152a KUMON D 152

Frações Frações

Nome _____

Data / / _____

Hora : às : _____

(5 pontos)

Fração própria (O numerador é menor que o denominador)	$\frac{1}{4}, \frac{2}{4}, \frac{3}{4}$
Fração imprópria (O numerador é maior ou igual ao denominador)	$\frac{4}{4}, \frac{5}{4}, \frac{6}{4}$
(Inteira e fração)	$2\frac{1}{4}, 3\frac{2}{7}$

Asia 20

Bangladesh, Brunei, Cambodia, China, India, Indonesia, Japan, Korea, Malaysia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Vietnam, Hong Kong, Macau, Taiwan

North America 6

Canada, Costa Rica, Guatemala, Mexico, Panama, U.S.A.

orne as seguintes frações impróprias em números mistos ou inteiros.

$\frac{40}{4} = 10$

(6) $\frac{49}{5} =$

(7) $\frac{50}{5} =$

(8) $\frac{51}{5} =$

(9) $\frac{13}{7} =$

(10) $\frac{35}{7} =$

Europe 18

Andorra, Austria, Belgium, Bulgaria, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Spain, Switzerland, U.K.

Oceania 2

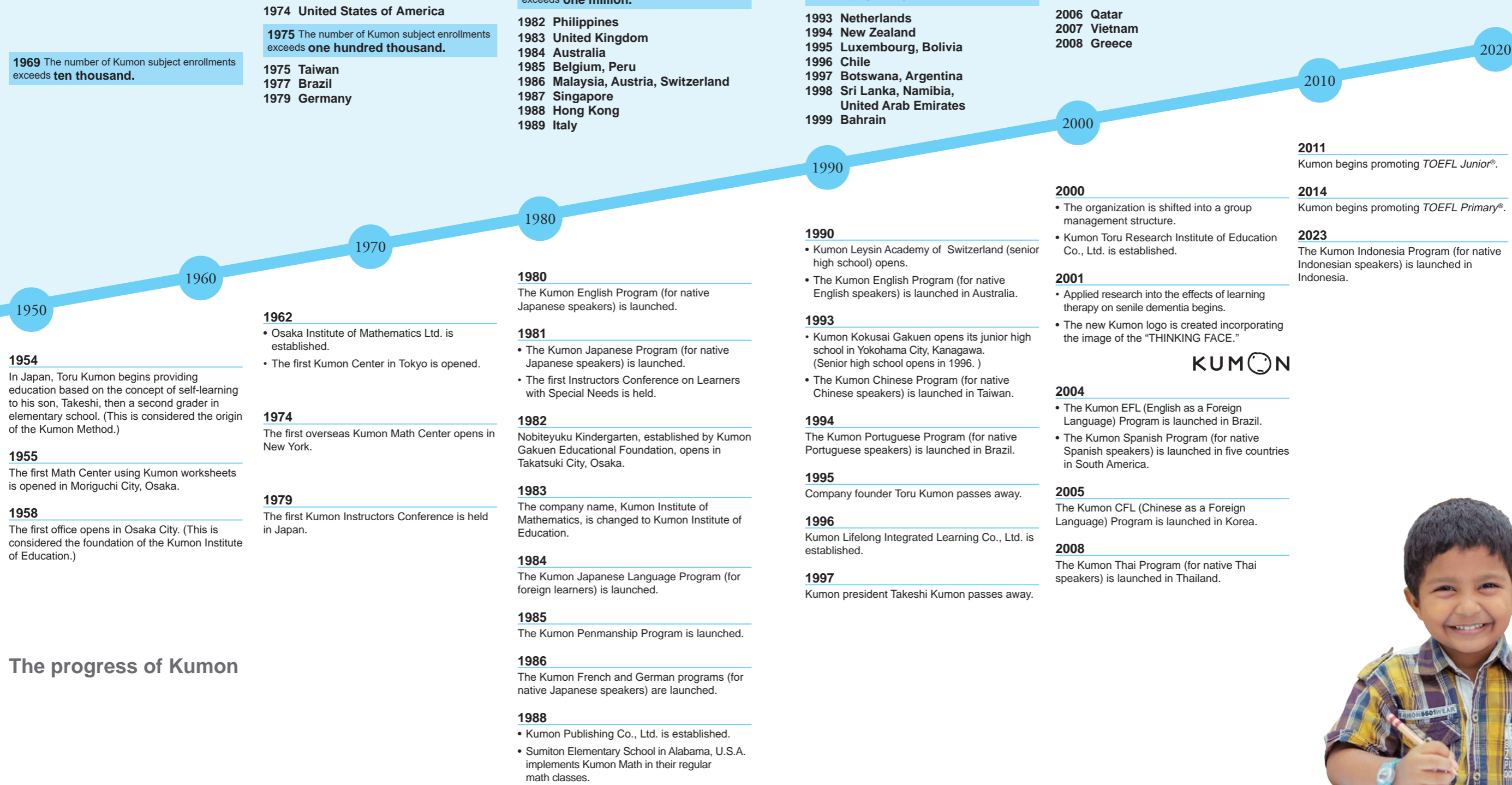
Australia, New Zealand

South America 7

Argentina, Bolivia, Brazil, Chile, Colombia, Peru, Uruguay

Milestones

Kumon Centers open around the world



The progress of Kumon

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.

The Kumon Group

Operations of the Kumon Group

- Research, development, and production of learning materials for math and reading (Japanese, English, Portuguese, Chinese, etc.), penmanship and calligraphy, and SAIDO Learning® as a franchisor
- Research on instructional techniques as a franchisor
- Establishment and operation of Kumon Centers as a franchisor
- Publication of children's books, picture books and study-aid books, etc.
- Development and marketing of educational merchandise including educational toys

Diffusion of the Kumon Method

Areas of operations: 61 countries and regions (as of March 2025)
 Number of Centers: 23,400 (as of March 2025)
 Number of subject enrollments: 3,570,000 (as of March 2025)

Kumon Institute of Education Co., Ltd.

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 Yodogawa-ku, Osaka 532-8511 Japan

Tokyo Head Office

Keikyu Daiichi Bldg. 12F, 4-10-18 Takanawa
 Minato-ku, Tokyo 108-0074 Japan

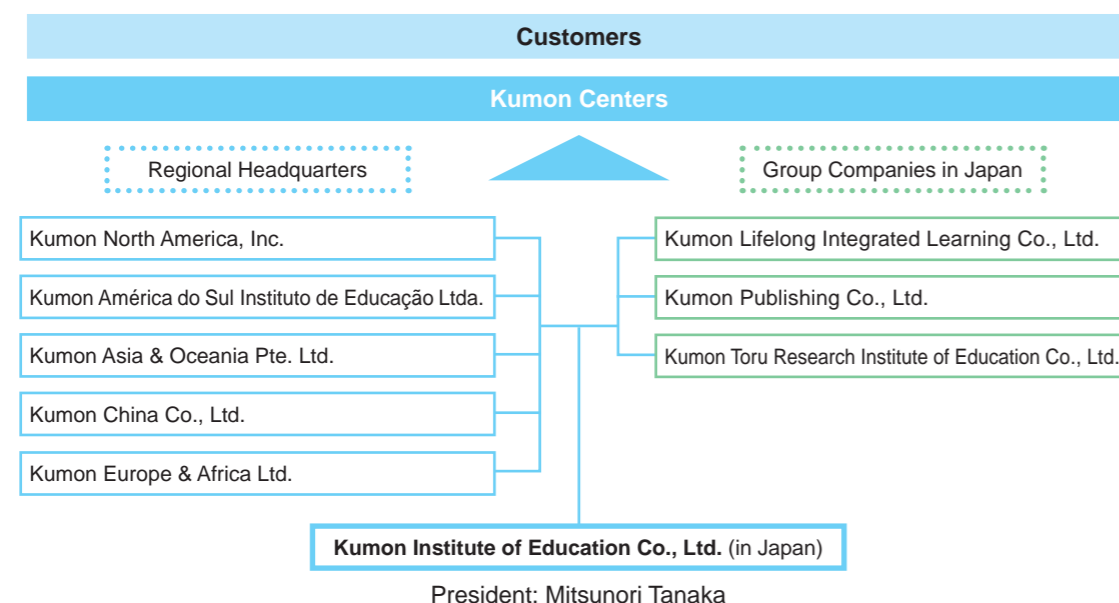
URL: <https://www.kumongroup.com/eng/>

Company Data

Date of Establishment: July 1958
 Date of Incorporation: August 1962
 Capital: 4,418 million yen
 Consolidated net sales: 94,039 million yen
 Consolidated ordinary income: 16,717 million yen
 Number of employees: 3,626

(as of March 2025)

The Kumon Group Organizational Chart



Kumon Regional Headquarters

North America

Kumon North America, Inc.
 Address 301 Route 17 North, 12th floor,
 Rutherford, NJ 07070 U.S.A.
 URL <https://www.kumon.com>

South America

Kumon América do Sul Instituto de Educação Ltda.
 Address Rua Tomás Carvalhal, 686
 Paraíso, CEP 04006-002
 São Paulo, SP, Brasil
 URL <https://www.kumon.com.br>

Asia & Oceania

Kumon Asia & Oceania Pte. Ltd.
 Address 8 Cross Street,
 #26-04/07, Manulife Tower,
 Singapore 048424
 URL <https://kao.kumonglobal.com>

China

Kumon China Co., Ltd.
 Address Units 3403-3408, 34/F, Chubb Tower
 Windsor House, No. 311 Gloucester Road
 Causeway Bay, Hong Kong
 URL <https://www.kumonbj.com.cn/zh-cn/>

Europe & Africa

Kumon Europe & Africa Ltd.
 Address 4th Floor West, Ealing Cross
 85 Uxbridge Road, Ealing
 London, W5 5TH, U.K.
 URL <https://www.kumon.co.uk>

Outline of Group Companies in Japan

Kumon Publishing Co., Ltd.

Originally starting as the Publishing Department within Kumon Institute of Education in 1980, Kumon Publishing was inaugurated as an independent company in 1988. Its role is to support the growth of children through the development and sales of its publications (educational workbooks, flashcards, picture books, and children's books, etc.) and educational toys.

Kumon Lifelong Integrated Learning Co., Ltd.

Starting out in 1985 as a part of the New Business Venture Department of Kumon Institute of Education, Kumon Lifelong Integrated Learning (L.I.L.) was established as an independent business in 1996. Its role is to support as many people as possible in living enriched lives and experiencing the joy of learning through penmanship and calligraphy. L.I.L. provides attractive learning opportunities for people of all ages.

Kumon Toru Research Institute of Education Co., Ltd.

Starting out as a department of Kumon Institute of Education in 1995, Kumon Toru Research Institute of Education (KTRIE) was established as an independent company in the year 2000. KTRIE's mission is to preserve and further develop the philosophy of the Kumon Method, as envisioned by its founder, Toru Kumon. Its central role is to ensure that Kumon learning materials and instruction throughout the world adhere to the Kumon philosophy. The company also conducts research on educational matters and communicates the value of the Kumon Method to the entire Kumon Group.

KUMON INSTITUTE OF EDUCATION CO., LTD.

Kumon Company Profile
【Video】

