



# Company Presentation for FY2025

March 6, 2025

The Sekisui House Global Vision

## Make home the happiest place in the world

### Propose happiness through the integration of technologies, lifestyle design and services

- ✓ Introducing the “life knit design” concept that interweaves lifestyles
- ✓ Creating value through data-driven DX
- ✓ Offering PLATFORM HOUSE, health services, and lifestyle services

### Become a leading company in ESG management

- ✓ Helping solve environmental issues through residences
- ✓ Making employee autonomy a growth driver
- ✓ Innovation and communication

### Make Sekisui House technologies the global de facto standard

- ✓ Entering the southeastern United States
- ✓ Expanding the sale of our SHAWOOD products, which leverages safety, comfort, and design
- ✓ Engraining such lifestyle design as our lifestyle proposal capabilities, customer engagement, and brands

## Stable Growth in Japan and Proactive Growth Overseas

Utilizing Management Resources and Enhancing Value



Human capital



DX and data



Products and services



Growth investments

Our core competencies

Technical capabilities

Construction capabilities

Customer base

# Further Strengthening Our Customer Base, a Core Competency

Corporate Philosophy: Love of Humanity

Eliminating the post-war housing shortage and protecting the lives and wealth of residents

Customer-First DNA

Main focus: 98% of homes are custom-built

Responding thoroughly to customer needs

## Core competency Technical capabilities

- Durability
- Seismic resistance functions
- Comfort-related performance
- Environmental performance

- 
- 
- 

- Transplant technologies to U.S. and Australian single-family homes, expand SHAWOOD (make Sekisui House technologies the global de facto standard)
- Expand the Skeleton and Infill Business (Grade 3 seismic resistance, making “direct joint construction method” widely available)

## Core competency Construction capabilities

- Foundation and erecting work  
Sekisui House Construction Group  
\* Transitioned to a holdings company structure in February 2024
- Primary construction work  
Sekisui House Association (approx. 2,900 companies nationwide)  
Primary work constructors (approx. 330 full-time staff nationwide)
- Educational training centers and training schools

## Core competency Customer base

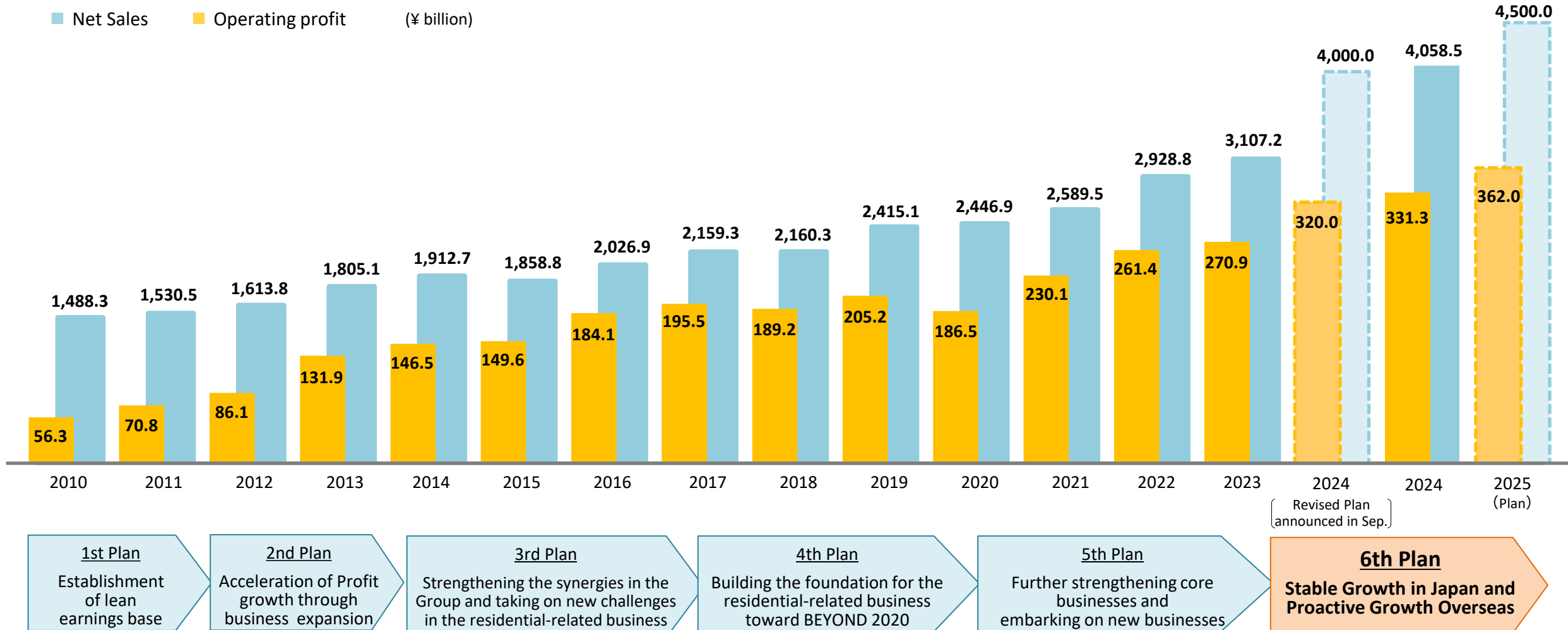
- Sekisui House Support Plus, an after-sales service specialization business  
We will add value to our after-sales service with a solid foundation of 12 divisions, 30 customer service centers and over 1,000 employees in charge of after-sales service  
**Towards becoming Japan’s top housing concierge**
- Sha Maison PM, a rental property management specialization business  
With over 700,000 units under management across Japan and a strong occupancy rate, we will deliver added value in the rental property management business via enhanced services for owners and tenants  
**Towards becoming Japan’s top property management company**
- Sekisui House Real Estate, a real estate and brokerage specialization business  
We will strengthen the acquisition and sale of real estate, launching a detached housing business for first-time buyers, while offering wide-ranging support for owners from home relocation to asset inheritance  
**Towards the top regional real estate company with a focus on housing**
- Sekisui House GM Partners, a condominium for sale management specialization business  
We will provide high-quality and attractive services to increase owners’ asset value as well as enhance the brand value of GRANDE MAISON condominiums in select areas

**Further strengthening the GRANDE MAISON brand**

## **Progress in Sixth Mid-Term Management Plan**

# Progress in Sixth Mid-Term Management Plan (1)

We project record-high net sales and operating profit in the final year of the Sixth Mid-Term Management Plan (2025), driven by stable growth in Japan and growth in the U.S. business with the addition of M.D.C. Holdings, Inc. (MDC).



## Progress in Sixth Mid-Term Management Plan (2)

### ■ Sixth Mid-Term Management Plan [announced in March 2023]

(¥ billion)

	FY2023	FY2024	FY2025	Three-year total
Net Sales	3,080.0	3,270.0	3,676.0	10,026.0
Operating Profit	265.0	275.0	318.0	858.0
Ordinary Profit	259.0	269.0	311.0	839.0
Profit attributable to owners of parent	193.0	196.0	214.0	603.0
EPS (yen)	295.05	303.35	331.20	-
ROE	11.6%	Stably creating 11% or more (FY2025: Around 12%)		

### ■ Plan for FY2025 and the results for FY2023 and FY2024 [announced in March 2025]

(¥ billion)

	FY2023	FY2024	FY2025 (plan)	Three-year total
Net Sales	3,107.2	4,058.5	4,500.0	11,665.8
Excluding effect of consolidation of MDC	3,107.2	3,469.0	3,668.8	10,245.2
Operating Profit	270.9	331.3	362.0	964.3
Excluding effect of consolidation of MDC	274.0*	316.1	314.0	904.3
Ordinary Profit	268.2	301.6	339.0	908.8
Profit attributable to owners of parent	202.3	217.7	232.0	652.0
EPS (yen)	309.29	335.95	357.97	-
ROE	11.9%	11.7%	11.9%	-

\* Reflecting the temporary expenses related to the acquisition of MDC (approximately 3.1 billion yen) recorded in FY2023

# FY2024 Earnings by Segment (YoY, Compared to revised plan announced in Sep. 2024)

(¥ billion)

		FY2023 Results					FY2024 Results					YoY					Compared to revised plan announced in Sep. 2024		
		Net sales	Operating profit	Operating profit margin	Orders	Order backlog	Net sales	Operating profit	Operating profit margin	Orders	Order backlog	Net sales	Operating profit	Operating profit margin	Orders	Order backlog	Net sales	Operating profit	Operating profit margin
Built-to-Order Business	Detached houses	471.0	41.0	8.7%	465.6	229.9	<b>479.0</b>	<b>46.0</b>	<b>9.6%</b>	<b>479.1</b>	<b>230.0</b>	8.0	5.0	0.9p	13.4	0.0	6.0	2.5	0.4p
	Rental housing and commercial buildings	524.1	78.0	14.9%	550.2	516.4	<b>544.9</b>	<b>81.7</b>	<b>15.0%</b>	<b>592.3</b>	<b>563.8</b>	20.8	3.7	0.1p	42.1	47.4	(5.0)	(1.2)	(0.1)p
	Architectural/civil engineering	274.6	12.9	4.7%	300.3	401.2	<b>325.0</b>	<b>15.2</b>	<b>4.7%</b>	<b>324.7</b>	<b>401.0</b>	50.3	2.3	0.0p	24.4	(0.2)	5.0	0.2	0.0p
	Subtotal	1,269.8	131.9	10.4%	1,316.2	1,147.7	<b>1,349.0</b>	<b>143.0</b>	<b>10.6%</b>	<b>1,396.2</b>	<b>1,194.9</b>	79.2	11.0	0.2p	79.9	47.1	6.0	1.5	0.1p
Supplied Housing Business	Rental housing management	646.5	50.1	7.8%	646.5	-	<b>687.1</b>	<b>56.8</b>	<b>8.3%</b>	<b>687.1</b>	-	40.5	6.6	0.5p	40.5	-	14.6	3.8	0.4p
	Remodeling	174.9	23.4	13.4%	173.0	34.6	<b>183.8</b>	<b>26.6</b>	<b>14.5%</b>	<b>186.0</b>	<b>36.7</b>	8.8	3.1	1.1p	12.9	2.1	(1.6)	1.6	1.0p
	Subtotal	821.5	73.6	9.0%	819.6	34.6	<b>870.9</b>	<b>83.4</b>	<b>9.6%</b>	<b>873.1</b>	<b>36.7</b>	49.4	9.7	0.6p	53.4	2.1	12.9	5.4	0.5p
Development Business	Real estate and brokerage	288.4	25.8	9.0%	306.8	60.8	<b>356.0</b>	<b>28.9</b>	<b>8.1%</b>	<b>367.6</b>	<b>72.3</b>	67.6	3.1	(0.9)p	60.7	11.5	(0.9)	(2.0)	(0.6)p
	Condominiums	109.4	17.5	16.0%	121.0	88.9	<b>102.4</b>	<b>14.6</b>	<b>14.3%</b>	<b>136.0</b>	<b>122.5</b>	(6.9)	(2.8)	(1.7)p	15.0	33.5	0.4	2.6	2.5p
	Urban redevelopment*	135.1	22.4	16.6%	137.6	2.5	<b>124.0</b>	<b>26.6</b>	<b>21.5%</b>	<b>133.4</b>	<b>12.0</b>	(11.1)	4.2	4.9p	(4.2)	9.4	25.0	9.1	3.8p
	Subtotal	533.0	65.8	12.4%	565.5	152.3	<b>582.5</b>	<b>70.2</b>	<b>12.1%</b>	<b>637.1</b>	<b>206.9</b>	49.5	4.4	(0.3)p	71.5	54.5	24.5	9.7	1.3p
Overseas Business	511.0	48.8	9.6%	520.0	236.1	<b>1,278.5</b>	<b>78.9</b>	<b>6.2%</b>	<b>1,172.4</b>	<b>338.0</b>	767.4	30.0	(3.4)p	652.3	101.9	11.5	(9.0)	(0.7)p	
Other*	11.1	1.6	14.6%	11.1	0.5	<b>14.0</b>	<b>2.4</b>	<b>17.5%</b>	<b>14.0</b>	<b>1.0</b>	2.8	0.8	2.9p	2.8	0.4	1.0	0.4	2.1p	
Eliminations and back office	(39.4)	(51.0)	-	(36.1)	(19.4)	<b>(36.6)</b>	<b>(46.8)</b>	-	<b>(40.3)</b>	<b>(23.1)</b>	2.8	4.2	-	(4.1)	(3.7)	2.3	3.1	-	
Total	3,107.2	270.9	8.7%	3,196.4	1,552.0	<b>4,058.5</b>	<b>331.3</b>	<b>8.2%</b>	<b>4,052.6</b>	<b>1,754.5</b>	951.3	60.4	(0.5)p	856.1	202.5	58.5	11.3	0.2p	

\* Some segments of consolidated subsidiaries previously included in "Other" have been moved to the Urban Redevelopment Business. Therefore, the figures for the previous fiscal year are shown post reclassification..

# FY2025 Earnings Plan by Segment

(¥ billion)

		Net sales			Operating Profit			Operating Profit margin			Orders			FY2025 Plan (announced in MMP*)		
		FY2024 Results	FY2025		FY2024 Results	FY2025		FY2024 Results	FY2025		FY2024 Results	FY2025		Net sales	Operating profit	Operating profit margin
			Plan	YoY		Plan	YoY		Plan	YoY		Plan	YoY			
Built-to-Order Business	Detached houses	479.0	487.0	7.9	46.0	48.0	1.9	9.6%	9.9%	0.3p	479.1	488.0	8.8	495.0	51.0	10.3%
	Rental housing and commercial buildings	544.9	564.0	19.0	81.7	87.0	5.2	15.0%	15.4%	0.4p	592.3	605.0	12.6	577.0	89.0	15.4%
	Architectural/ civil engineering	325.0	312.0	(13.0)	15.2	15.0	(0.2)	4.7%	4.8%	0.1p	324.7	313.0	(11.7)	296.0	14.5	4.9%
	<b>Subtotal</b>	<b>1,349.0</b>	<b>1,363.0</b>	<b>13.9</b>	<b>143.0</b>	<b>150.0</b>	<b>6.9</b>	<b>10.6%</b>	<b>11.0%</b>	<b>0.4p</b>	<b>1,396.2</b>	<b>1,406.0</b>	<b>9.7</b>	<b>1,368.0</b>	<b>154.5</b>	<b>11.3%</b>
Supplied Housing Business	Rental housing management	687.1	702.0	14.8	56.8	63.5	6.6	8.3%	9.0%	0.7p	687.1	702.0	14.8	682.0	53.0	7.8%
	Remodeling	183.8	187.0	3.1	26.6	26.0	(0.6)	14.5%	13.9%	(0.6)p	186.0	190.0	3.9	200.0	30.0	15.0%
	<b>Subtotal</b>	<b>870.9</b>	<b>889.0</b>	<b>18.0</b>	<b>83.4</b>	<b>89.5</b>	<b>6.0</b>	<b>9.6%</b>	<b>10.1%</b>	<b>0.5p</b>	<b>873.1</b>	<b>892.0</b>	<b>18.8</b>	<b>882.0</b>	<b>83.0</b>	<b>9.4%</b>
Development Business	Real estate and brokerage	356.0	394.0	37.9	28.9	31.0	2.0	8.1%	7.9%	(0.2)p	367.6	403.0	35.3	332.0	28.5	8.6%
	Condominiums	102.4	110.0	7.5	14.6	15.0	0.3	14.3%	13.6%	(0.7)p	136.0	106.0	(30.0)	100.0	12.0	12.0%
	Urban redevelopment	124.0	41.0	(83.0)	26.6	2.5	(24.1)	21.5%	6.1%	(15.4)p	133.4	29.0	(104.4)	90.0	7.0	7.8%
	<b>Subtotal</b>	<b>582.5</b>	<b>545.0</b>	<b>(37.5)</b>	<b>70.2</b>	<b>48.5</b>	<b>(21.7)</b>	<b>12.1%</b>	<b>8.9%</b>	<b>(3.2)p</b>	<b>637.1</b>	<b>538.0</b>	<b>(99.1)</b>	<b>522.0</b>	<b>47.5</b>	<b>9.1%</b>
Overseas Business	1,278.5	1,737.0	458.4	78.9	125.0	46.0	6.2%	7.2%	1.0p	1,172.4	1,797.0	624.5	927.0	93.0	10.0%	
Other*	14.0	15.0	0.9	2.4	2.6	0.1	17.5%	17.3%	(0.2)p	14.0	16.0	1.9	12.0	1.0	8.3%	
Eliminations and back office	(36.6)	(49.0)	(12.3)	(46.8)	(53.6)	(6.7)	-	-	-	(40.3)	(49.0)	(8.6)	(35.0)	(61.0)	-	
<b>Total</b>	<b>4,058.5</b>	<b>4,500.0</b>	<b>441.4</b>	<b>331.3</b>	<b>362.0</b>	<b>30.6</b>	<b>8.2%</b>	<b>8.0%</b>	<b>(0.2)p</b>	<b>4,052.6</b>	<b>4,600.0</b>	<b>547.3</b>	<b>3,676.0</b>	<b>318.0</b>	<b>8.7%</b>	

\* Some segments of consolidated subsidiaries previously included in "Other" have been moved to the Urban Redevelopment Business. For the initial plan for fiscal 2025 at the time of formulating the Sixth Med-Term Management Plan (MMP) announced in March 2023, the figures prior to the reclassification are displayed.

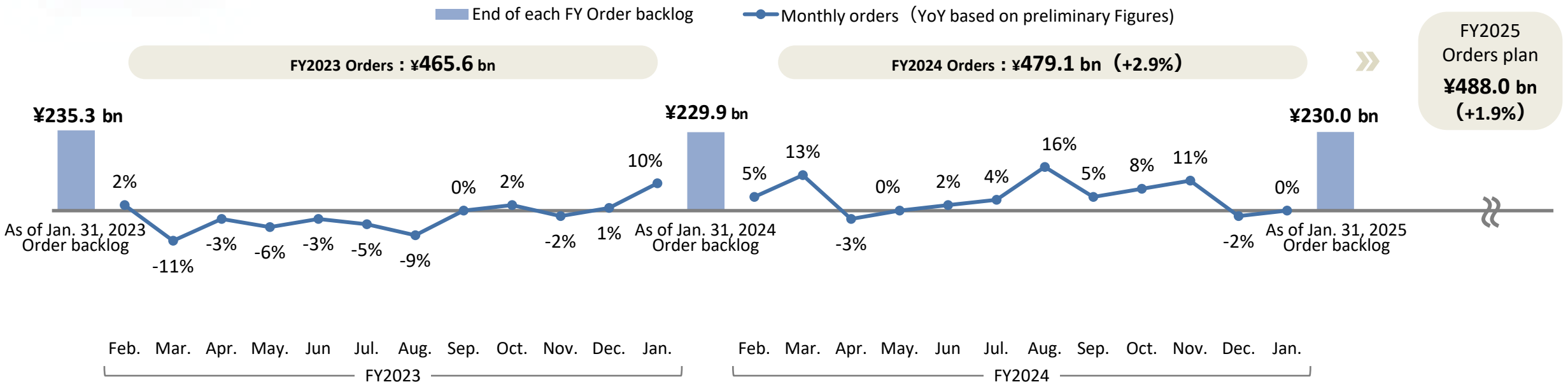


## **Progress in Key measures by business**

Despite a weak detached housing market, orders remain strong, backed by high-value added proposals unique to custom homes. The order backlog at the end of FY2024 is projected to remain at the same level year-on-year, with further improvements to profit margin.

Key Measures of the Sixth Mid-Term Management Plan	FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
<ul style="list-style-type: none"> <li>● Enhancing our three-brand strategy</li> <li>● Promoting CRM strategy</li> <li>● Integrating our technologies, lifestyle design and services</li> </ul>	Net Sales	Operating profit	Gross profit margin	Operating profit margin
	¥487.0 bn	¥48.0 bn	24.4%	9.9%
	(+1.7%)	(+4.2%)	(+0.4p)	(+0.3p)

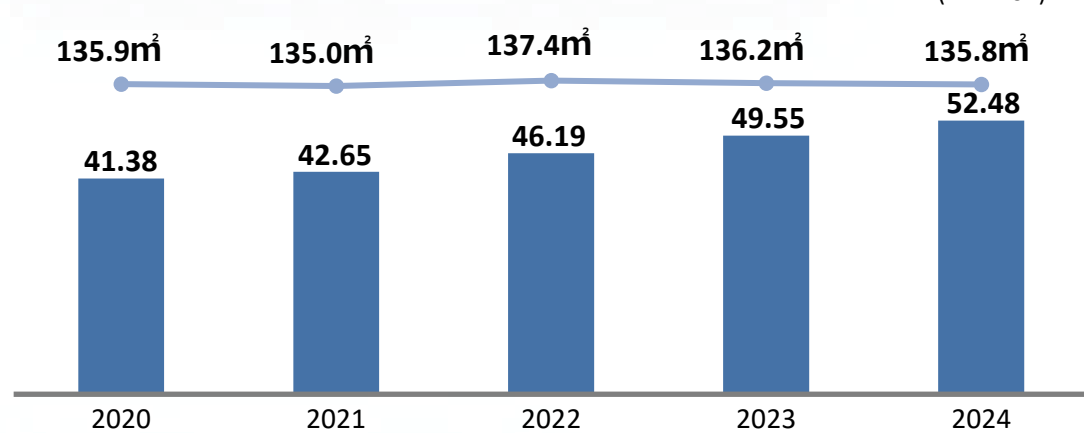
## Monthly orders



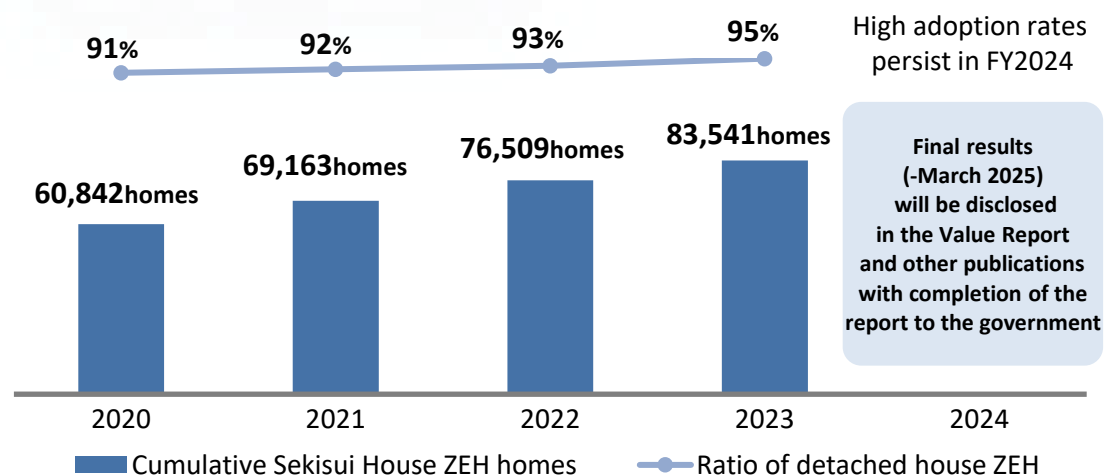
# Built-to-Order Business | Detached houses (2)

We will continue to strengthen product, design and proposal capabilities by promoting our new “life knit design” concept and the branding of the DESIGN OFFICE team of highly-skilled specialists. Orders for the 3rd range have grown and the unit price per building has continued to rise.

## ■ Unit price per building and floor area per building



## ■ Ratio of detached houses ZEH



## ■ Percentage of orders by sales price range (based on the number of buildings)

		FY2022	FY2023	FY2024
1 <sup>st</sup> range	Less than 30.00 million yen	5%	3%	2%
2 <sup>nd</sup> range	30.00 million yen – 50.00 million yen	67%	65%	60%
3 <sup>rd</sup> range	50.00 million yen or more	28%	32%	38%

## ■ Adoption rate for each proposal

	FY2022	FY2023	FY2024
SMART-ECS	81%	81%	76%
Family Suite	65%	68%	67%
PLATFORM HOUSE touch	23%	25%	30%

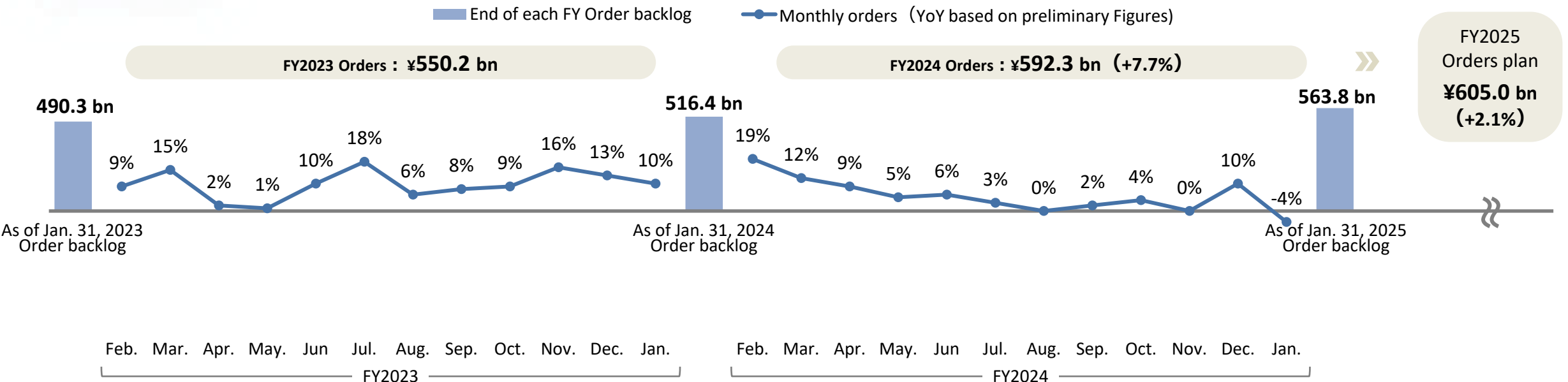
\* The adoption rate of PLATFORM HOUSE touch is now calculated based on the shipment date instead of the contract signing date.

Orders remained strong due to the success of our comprehensive area strategies, along with product and sales strategies such as strengthening the high-value added Sha Maison business and the Corporate Real Estate (CRE) business. Initiatives aimed at handling the higher order volume, including enhancing our production capabilities and others, are progressing smoothly. We also expect improvements to profit margin.

Key Measures of the Sixth Mid-Term Management Plan
<ul style="list-style-type: none"> <li>● Strengthening area marketing</li> <li>● Provide of High value-added Sha Maison</li> <li>● Strengthening CRE and PRE businesses</li> </ul>

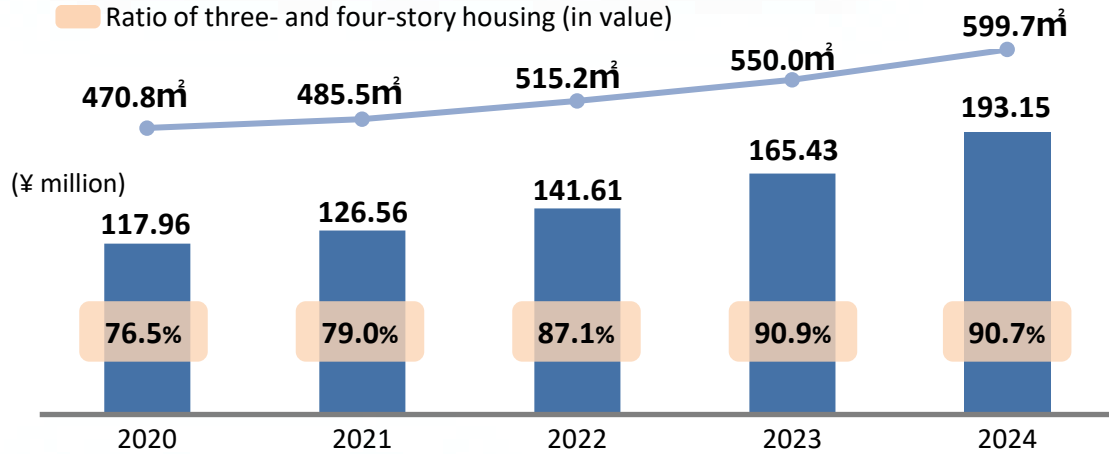
FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
Net Sales	Operating profit	Gross profit margin	Operating profit margin
¥564.0 bn	¥87.0 bn	25.2%	15.4%
(+3.5%)	(+6.4%)	(+1.1p)	(+0.4p)

## Monthly orders

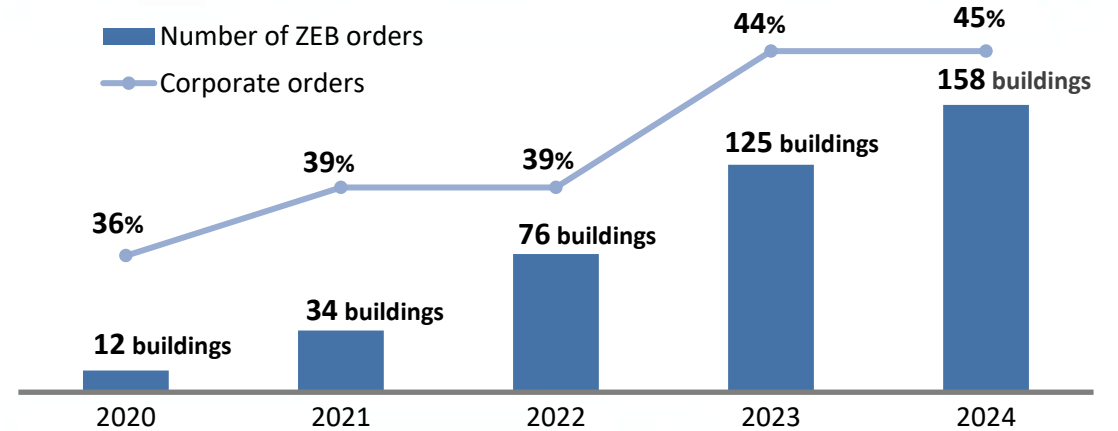


Various performance metrics improved thanks in part to Sha Maison ZEH, which has a system that allows residents to sell electricity, providing benefits to both residents and owners. Additionally, our efforts to promote and strengthen ESG solution proposals in our CRE business.

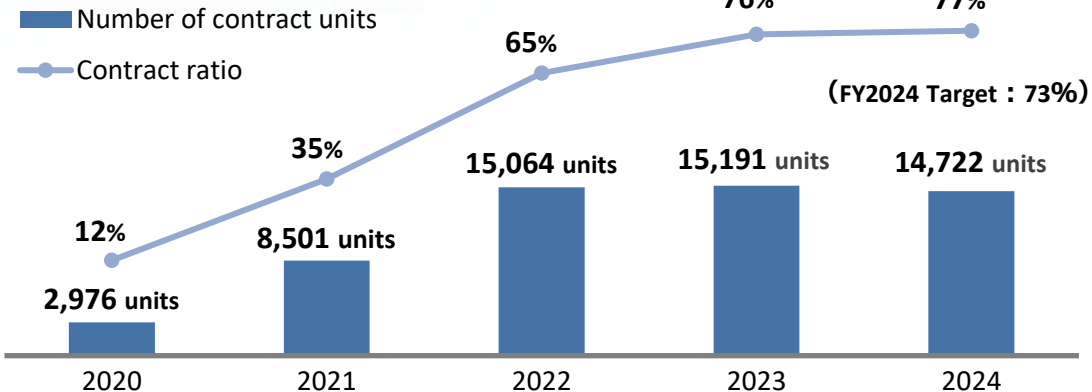
### Unit price per building and floor area per building



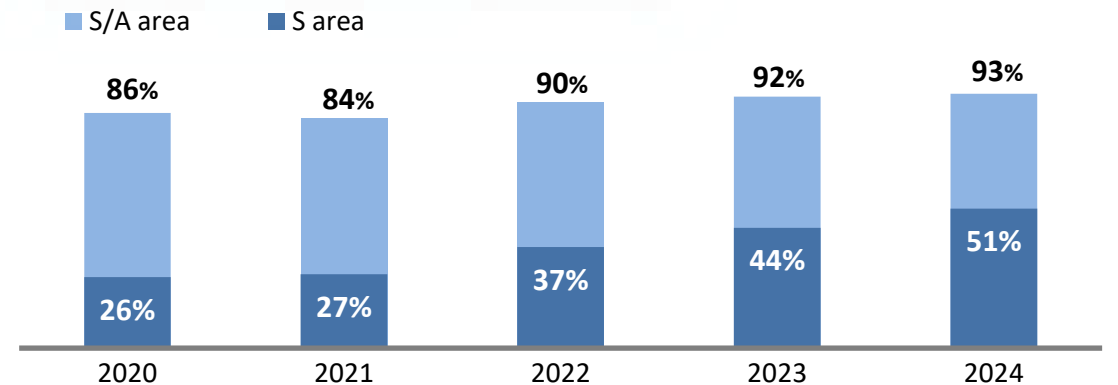
### Percentage (in value) of corporate orders and number of ZEB orders



### Ratio of Sha Maison ZEH



### Ratio of Rental housing order in S/A area



\* The calculation period for each numerical value related to Sha Maison ZEH is from February of each year to January of the following year.

\* S/A area: The area within around 10-minute walking distance of train stations based on the Company's own marketing standards. Among these areas, key strategic areas are defined as S areas.

Strengthening our proposal capabilities with Konoike Construction’s proprietary technologies has been successful, and the architectural construction and civil engineering businesses saw increased orders, mainly from government agencies. Projects are progressing well, backed by a robust construction system. We remain committed to profitability as construction costs continue to rise.

Key Measures of the Sixth Mid-Term Management Plan	FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
<ul style="list-style-type: none"> <li>● Architectural Construction: Expanding and enhancing our channels for receiving orders</li> <li>● Civil engineering: Differentiating through eco-friendly measures and technical capabilities</li> </ul>	Net Sales	Operating profit	Gross profit margin	Operating profit margin
	¥312.0 bn ((4.0)%)	¥15.0 bn ((1.4)%)	10.1% (+0.2p)	4.8% (+0.1p)

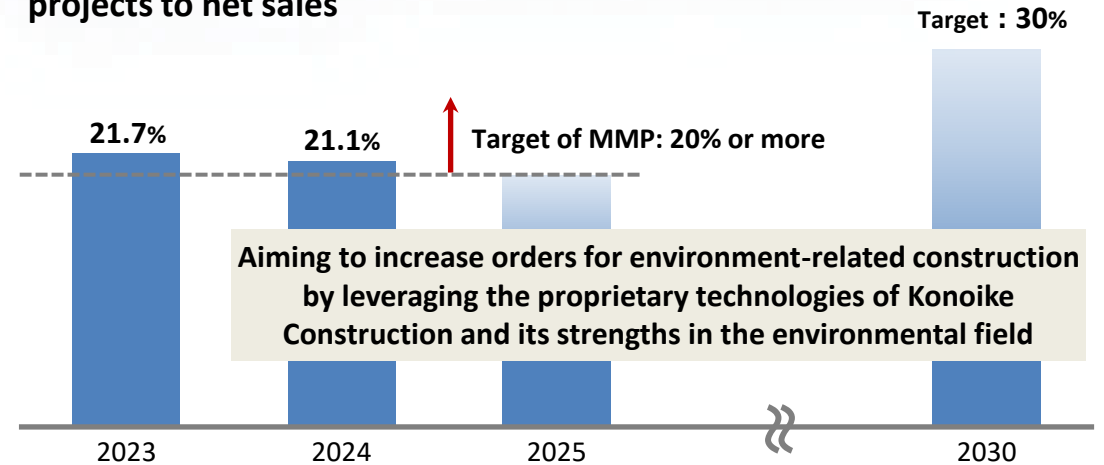
■ Order status (Konoike Construction Group (non-consolidated))

Orders	FY2023	FY2024	Amount changed
Architectural construction	¥187.1 bn	¥206.5 bn	+¥19.3 bn
Civil engineering	¥82.8 bn	¥84.5 bn	+¥1.6 bn
<b>Total</b>	<b>¥270.0 bn</b>	<b>¥291.1 bn</b>	<b>+¥21.0 bn</b>

Order backlog (as of end of the period)	FY2023	FY2024	Amount changed
Architectural construction	¥257.7 bn	¥255.7 bn	¥(2.0) bn
Civil engineering	¥122.7 bn	¥121.4 bn	¥(1.2) bn
<b>Total</b>	<b>¥380.5 bn</b>	<b>¥377.2 bn</b>	<b>¥(3.2) bn</b>

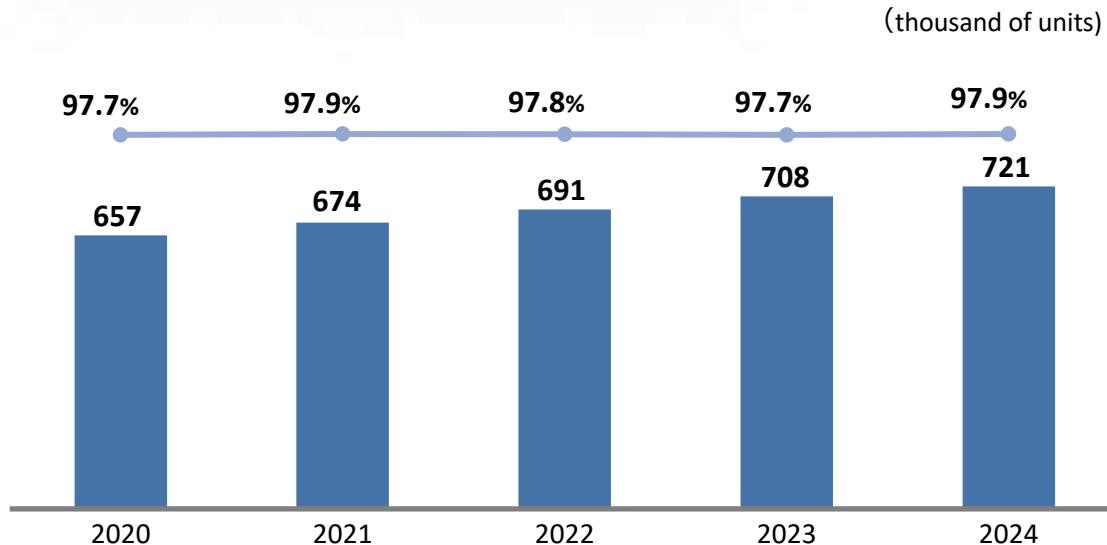
■ Target ratio of sales from environment-related construction projects to net sales



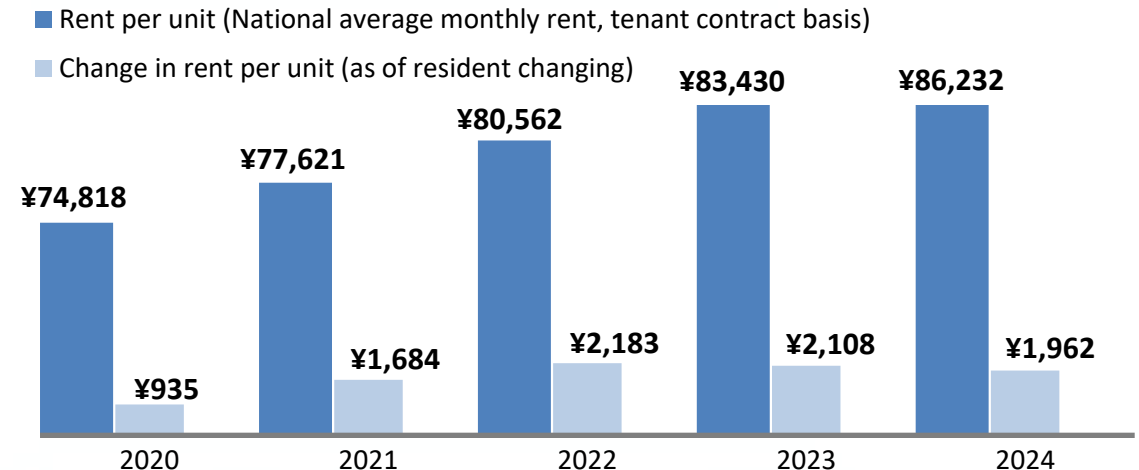
We are seeing continued increases in units under management and consistently high occupancy rates. Gross profit margin has also improved thanks to enhanced profitability due in part to reducing vacancy periods between tenants. We are aiming for further growth by strengthening both the expertise of Sha Maison PM in the rental business and the Sha Maison brand.

Key Measures of the Sixth Mid-Term Management Plan	FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
<ul style="list-style-type: none"> <li>● For owners: Maximize asset value (Propose diverse solutions and strengthen relationships with owners)</li> <li>● For residents: Strengthen services (Build and centralize services using blockchain and other technologies)</li> </ul>	Net Sales	Operating profit	Gross profit margin	Operating profit margin
	¥702.0 bn	¥63.5 bn	15.3%	9.0%
	(+2.2%)	(+11.8%)	(+0.8p)	(+0.7p)

■ Units under management and occupancy rate



■ Rent per unit [Promoting Sha Maison renovation]

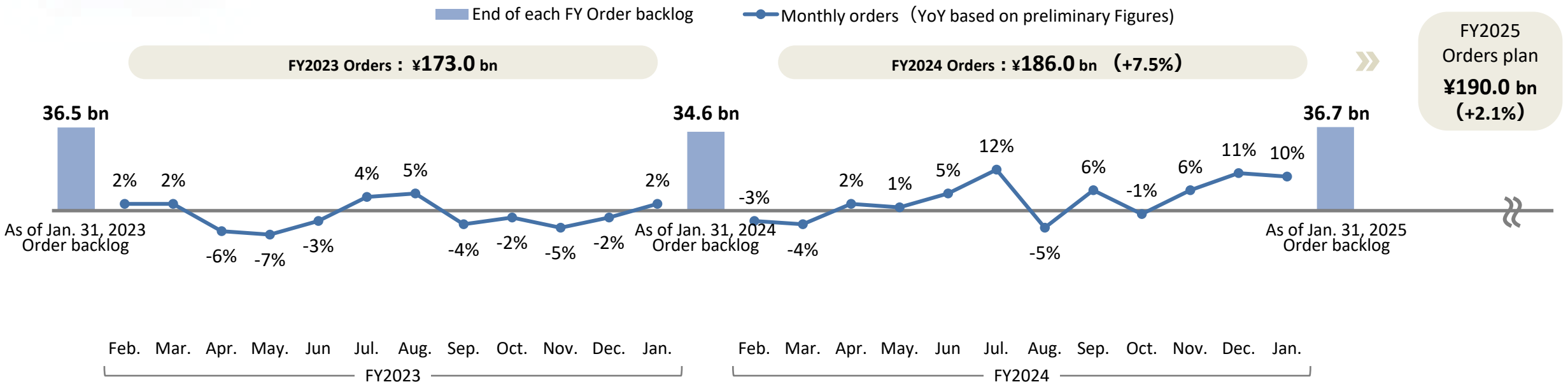


\* Subject to: Properties subleasing by our group constructed after 1969

Orders have been favorable due to expanding large-scale remodeling for detached houses and promoting value-enhancing renovations for rental housing. Profit margin has also increased. We aim to further expand orders by collaborating with Sekisui House Support Plus.

Key Measures of the Sixth Mid-Term Management Plan	FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
<ul style="list-style-type: none"> <li>● Detached houses: Strengthening large-scale remodeling (Strengthening proposal-based remodeling and environment-based remodeling)</li> <li>● Rental housing: Promote asset value-enhancing renovation</li> </ul>	<b>Net Sales</b>	<b>Operating profit</b>	<b>Gross profit margin</b>	<b>Operating profit margin</b>
	¥187.0 bn	¥26.0 bn	26.7%	13.9%
	(+1.7%)	((2.3)%)	(+0.5p)	((0.6)p)

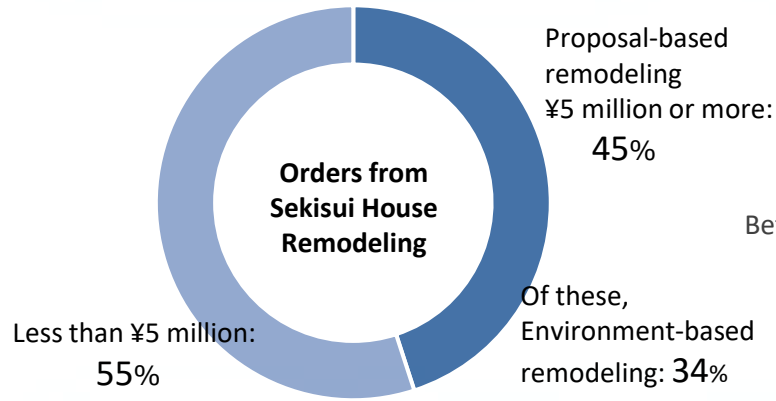
■ Monthly orders



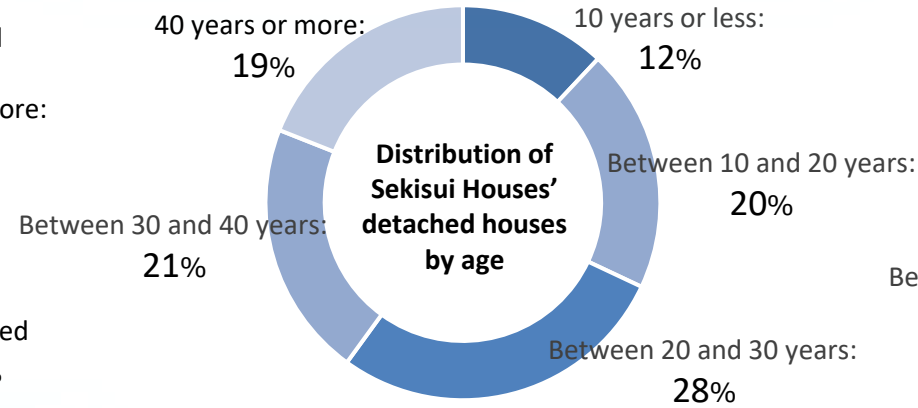
# Supplied Housing Business | Remodeling (2)

The Supplied housing business saw stable growth thanks to a sturdy customer base. We aim for further growth by leveraging the abundance of housing stock, strengthening relationships with owners of rental properties and offering high-value added proposals.

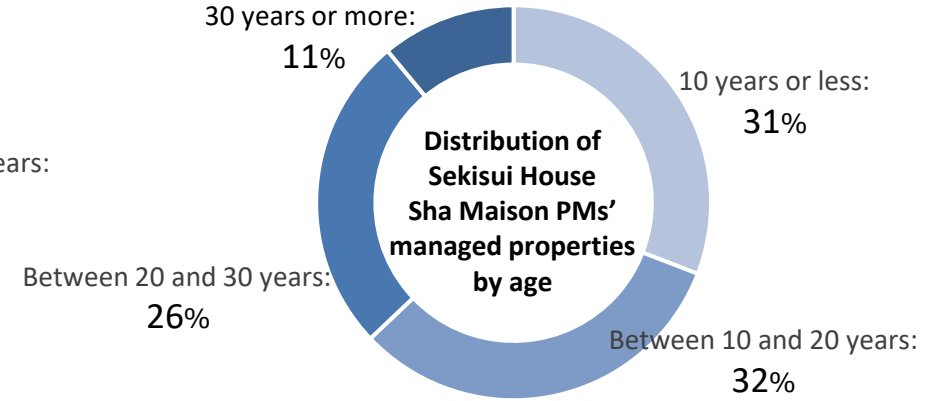
### Remodeling for Detached houses



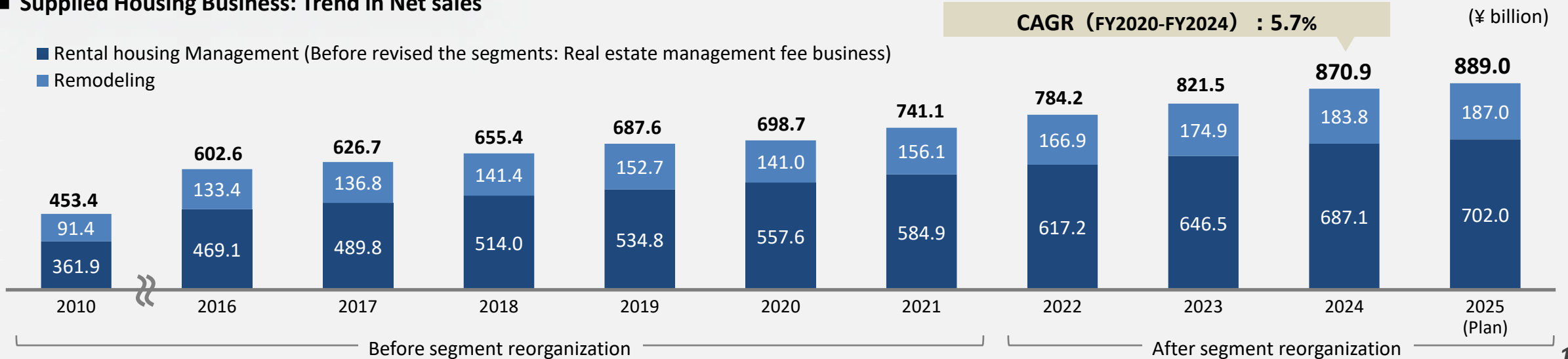
### Detached Houses: Distribution of houses by age



### Rental Housings: Distribution of managed properties by age



### Supplied Housing Business: Trend in Net sales



Growth was driven by the acquisition and sale of high-quality residential land, conscious of the turnover ratio. We expect further growth centered around the newly specialized Sekisui House Real Estate.

Key Measures of the Sixth Mid-Term Management Plan
● Establishment of the Sekisui House Real Estate Group, which has strength in acquisition and sale of residential land for custom detached houses
● Enhancement of land acquisitions as short-term turnover assets based on careful selection in areas throughout Japan
● Enhancement of brokerage services for existing houses

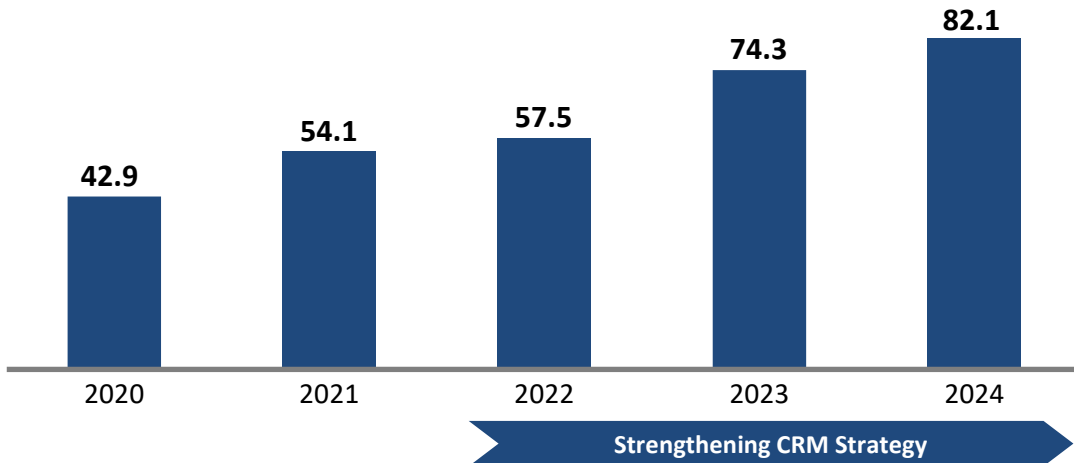
FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
Net Sales	Operating profit	Gross profit margin	Operating profit margin
¥394.0 bn	¥31.0 bn	17.5%	7.9%
(+10.7%)	(+7.0%)	(+0.3p)	((0.2)p)

### Land for sale business by Sekisui House

[Trend in Net sales]

FY2020 - FY2024 CAGR : 18%

(¥ billion)

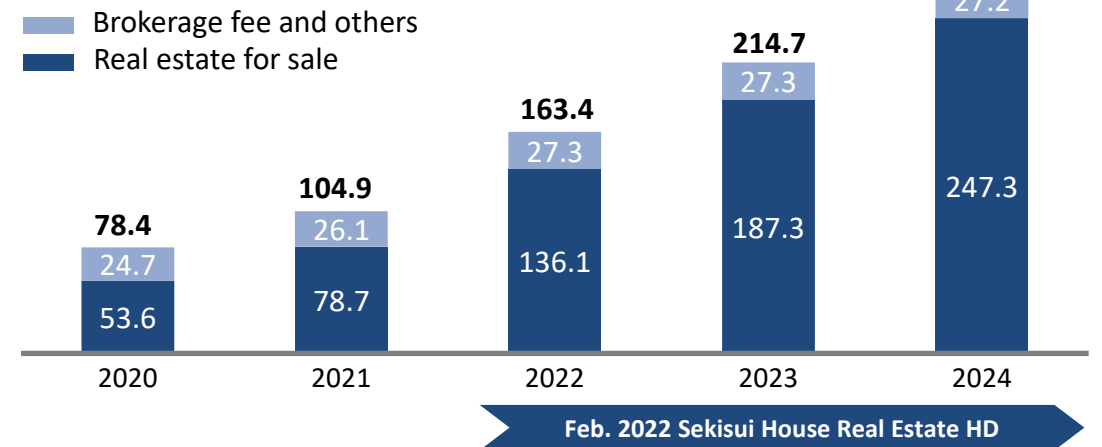


### Sekisui House Real Estate Group: Real estate and brokerage

[Trend in Net sales]

FY2020 - FY2024 CAGR : 37%  
(Only real estate for sale : 47%)

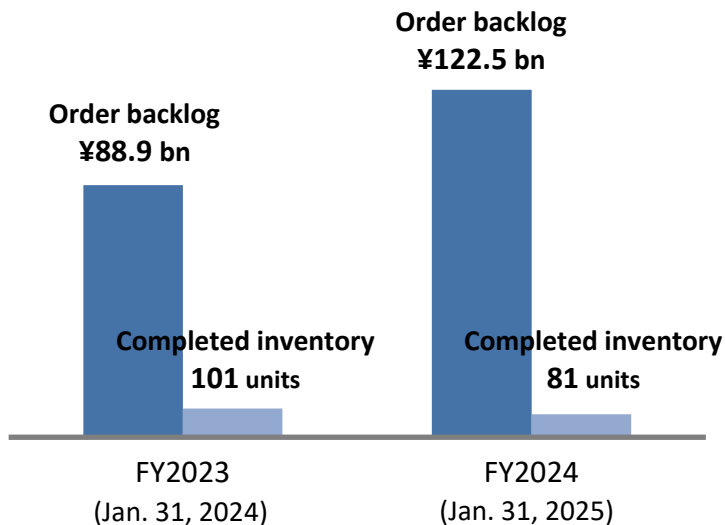
(¥ billion)



Sales are strong, thanks to area-based strategies in the four major metropolitan areas (Tokyo, Nagoya, Osaka and Fukuoka) and our supply of high-added-value condominiums, including those with all ZEH units. Completed inventory has remained low. We aim to steadily achieve our targets in FY2025.

Key Measures of the Sixth Mid-Term Management Plan	FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
<ul style="list-style-type: none"> <li>● Focus on supplying properties with high asset value carefully selected for their area in four of the largest metropolitan areas in Japan</li> <li>● All residential units meet basic ZEH specifications</li> <li>● Enhancement of the GRANDE MAISON brand</li> </ul>	Net Sales	Operating profit	Gross profit margin	Operating profit margin
	¥110.0 bn	¥15.0 bn	23.6%	13.6%
	(+7.3%)	(+2.4%)	((0.1)p)	((0.7)p)

## ■ Order backlog and Completed inventory



## ■ Main properties scheduled to be delivered in fiscal 2025

Property name	Address	Number of units sales	Delivery period
GRANDE MAISON The Yamate 253 Garden	Naka-ku, Yokohama City, Kanagawa	14	Feb. 2025
GRANDE MAISON The Yamate 253 Marks	Naka-ku, Yokohama City, Kanagawa	14	Jul. 2025
GRANDE MAISON Suginami eifuku-cho	Suginami-ku, Tokyo	51	Jul. 2025
GRANDE MAISON Musashikosugi no Mori	Nakahara-ku, Kawasaki City, Kanagawa	271	Sep. 2025
GRANDE MAISON Nagoya eki	Nishi-ku, Nagoya City, Aichi	59	Jan. 2026
GRANDE MAISON Uemachi 1 chome Residence	Chuo-ku, Osaka City, Osaka	65	Jul. 2025
GRANDE MAISON Fukuoka The Central Luxe	Chuo-ku, Fukuoka City, Fukuoka	123	Jul. 2025

All properties sold in fiscal 2023 and beyond are ZEH

The real estate market remains robust for both buying and selling. We aim to expand our property pipeline by focusing on the development of and land acquisition for Prime Maison rental housing, which are designed for quick turnover.

Key Measures of the Sixth Mid-Term Management Plan	FY2025 Earnings Plan (Figures in parentheses indicate year-on-year of change)			
<ul style="list-style-type: none"> <li>● Developing cities and rural areas through sophisticated area marketing and investment decisions from a medium- to long-term perspective</li> <li>● Acquisition of land for rental condominium Prime Maison and acceleration of exit strategies</li> <li>● Development of regional revitalization-based hotel development business through the Trip Base <i>Michi-no-Eki</i> Stations Project</li> </ul>	<p><b>Net Sales</b></p> <p>¥41.0 bn</p> <p>((66.9)%)</p>	<p><b>Operating profit</b></p> <p>¥2.5 bn</p> <p>((90.6)%)</p>	<p><b>Gross profit margin</b></p> <p>17.1%</p> <p>((8.8)p)</p>	<p><b>Operating profit margin</b></p> <p>6.1%</p> <p>((15.4)p)</p>

■ Development of rental housing Prime Maison (As of Jan. 31, 2025)

Completed properties: 7 , Number of units: 689 / Properties under construction: 6, Number of units: 489



Prime Maison  
Kamata  
(Ota-ku, Tokyo)

ZEH



Prime Maison  
Kiyosumishirakawa  
(Koto-ku, Tokyo)

ZEH



Prime Maison  
Nihonbashi Bakurocho  
(Chuo-ku, Tokyo)

ZEH



Prime Maison  
Youga Kinutakoen  
(Setagaya-ku, Tokyo)

ZEH



Prime Maison  
Iriya  
(Taito-ku, Tokyo)

ZEH



Prime Maison  
Kiyosumi River Front  
(Koto-ku, Tokyo)

ZEH

# Overseas Business | FY2024 Results (1)

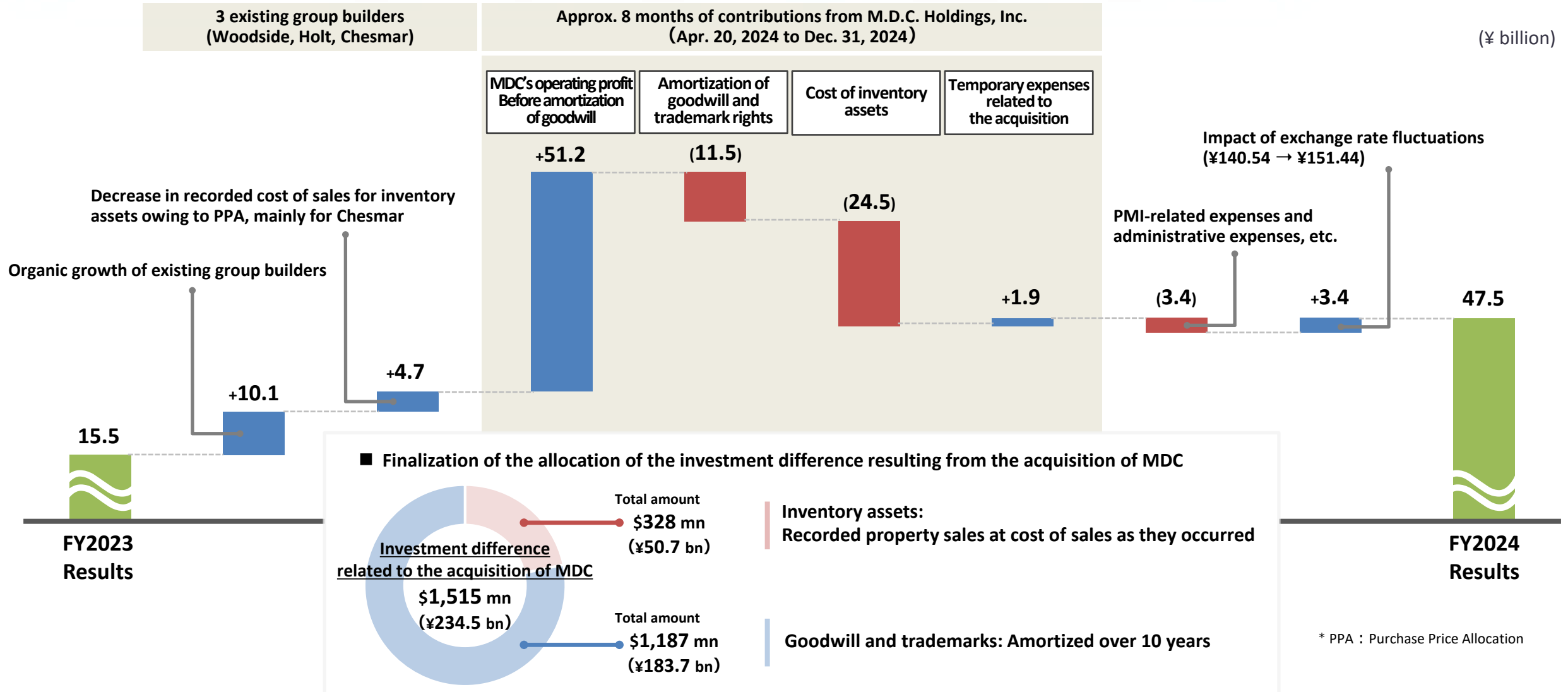
(¥ billion)

Country	FY2023 Results				FY2024 Results				Amount changed				FY2024 Revised Plan [announced in Sep. 2024]			
	Net sales	Operating profit	Ordinary profit	Orders	Net sales	Operating profit	Ordinary profit	Orders	Net sales	Operating profit	Ordinary profit	Orders	Net sales	Operating profit	Ordinary profit	Orders
U.S.	458.8	42.4	29.0	458.0	1,233.6	77.9	52.6	1,094.7	774.7	35.5	23.6	636.7	50.0	(6.8)	(3.3)	(59.2)
Homebuilding business	337.1	15.5	-	358.6	1,044.7	47.5	-	895.5	707.6	32.0	-	536.8	36.2	(1.1)	-	(88.2)
Master-planned community business	72.9	20.8	-	67.2	79.1	23.1	-	90.0	6.2	2.2	-	22.7	5.9	2.6	-	22.0
Multifamily business	48.2	6.0	-	31.0	109.3	7.3	-	109.3	61.0	1.3	-	78.2	7.4	(7.9)	-	7.4
Australia	51.3	11.5	11.5	61.1	44.8	3.5	3.3	77.6	(6.4)	(8.0)	(8.1)	16.4	(38.5)	(1.8)	(1.7)	(4.3)
Singapore *1	-	-	8.9	-	-	-	1.3	-	-	-	(7.6)	-	-	-	(2.2)	-
Others and administrative expenses *2	0.7	(5.1)	(4.6)	0.7	-	(2.5)	(2.4)	-	(0.7)	2.5	2.1	(0.7)	-	(0.4)	(0.3)	-
Total	511.0	48.8	44.9	520.0	1,278.5	78.9	54.8	1,172.4	767.4	30.0	9.9	652.3	11.5	(9.0)	(7.7)	(63.5)

\*1 Accounted for using equity method. (Ordinary profit for Singapore included share of profit/loss of entities accounted for using equity method and a gain on sale of equity (extraordinary income))

\*2 Includes China and U.K. businesses (The U.K. is accounted for using the equity method)

■ FY2024 Results: Factors contributing to the change in operating profit in the U.S. homebuilding business (compared to FY2023)



\* Calculated in yen at the exchange rate as of April 19, 2024 (\$1 = ¥154.76)

(¥ billion)

Country	FY2024 Results				FY2025 Plan (announced in Mar. 2025)				Amount changed				FY2025 Plan (announced in Mar. 2023)	
	Net sales	Operating profit	Ordinary profit	Orders	Net sales	Operating profit	Ordinary profit	Orders	Net sales	Operating profit	Ordinary profit	Orders	Net sales	Operating profit
U.S.	1,233.6	77.9	52.6	1,094.7	1,605.1	120.4	90.2	1,677.4	371.4	42.4	37.5	582.6	792.1	85.7
Homebuilding business	1,044.7	47.5	-	895.5	1,311.8	76.0	-	1,360.6	267.0	28.4	-	465.0	426.5	36.1
Master-planned community business	79.1	23.1	-	90.0	107.6	24.1	-	131.1	28.4	0.9	-	41.0	61.7	11.5
Multifamily business	109.3	7.3	-	109.3	185.7	20.3	-	185.7	76.3	12.9	-	76.3	303.9	38.1
Australia	44.8	3.5	3.3	77.6	131.9	6.6	6.6	119.6	87.0	3.0	3.2	41.9	134.8	9.4
Singapore *1	-	-	1.3	-	-	-	1.9	-	-	-	0.5	-	-	-
Others and administrative expenses *2	-	(2.5)	(2.4)	-	-	(2.0)	(2.0)	-	-	0.5	0.4	-	-	(2.1)
Total	1,278.5	78.9	54.8	1,172.4	1,737.0	125.0	96.7	1,797.0	458.4	46.0	41.8	624.5	927.0	93.0

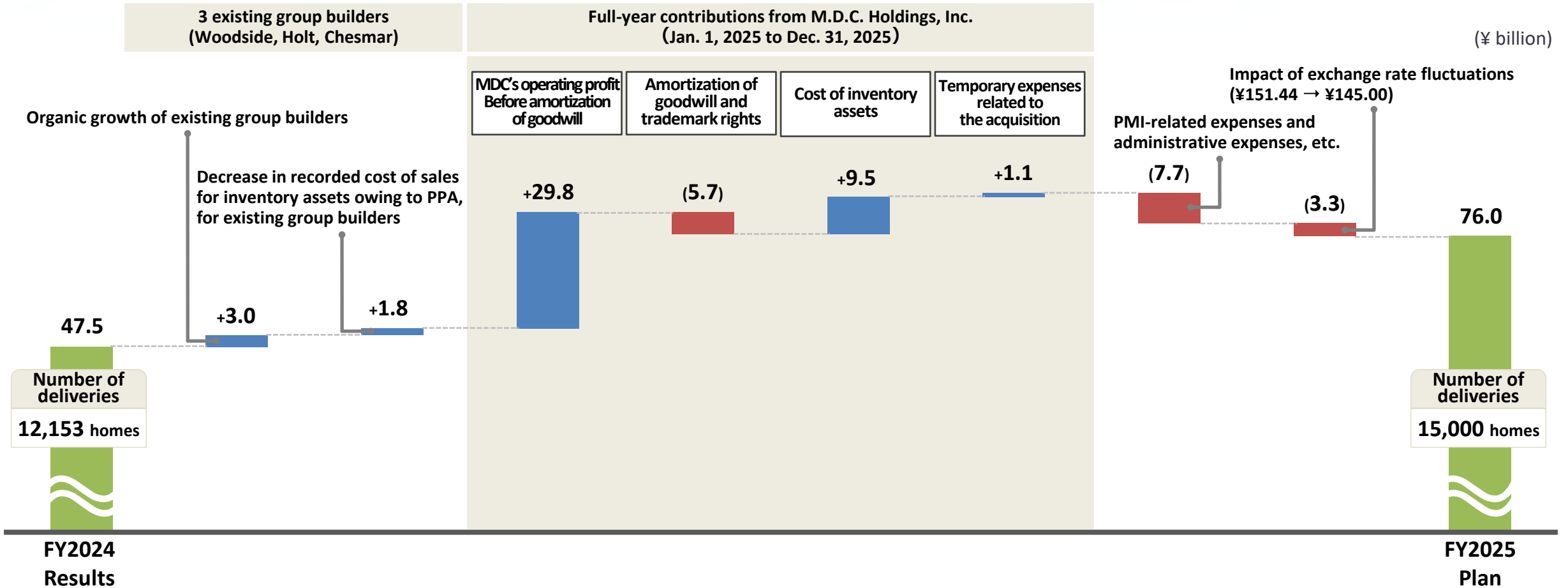
\*1 Accounted for using equity method. (Ordinary profit for Singapore included share of profit/loss of entities accounted for using equity method and a gain on sale of equity (extraordinary income))

\*2 Includes China and U.K. businesses (The U.K. is accounted for using the equity method)

FY2025 Plan: Exchange rate

U.S.	¥145.00
Australia	¥92.00
Singapore	¥105.00

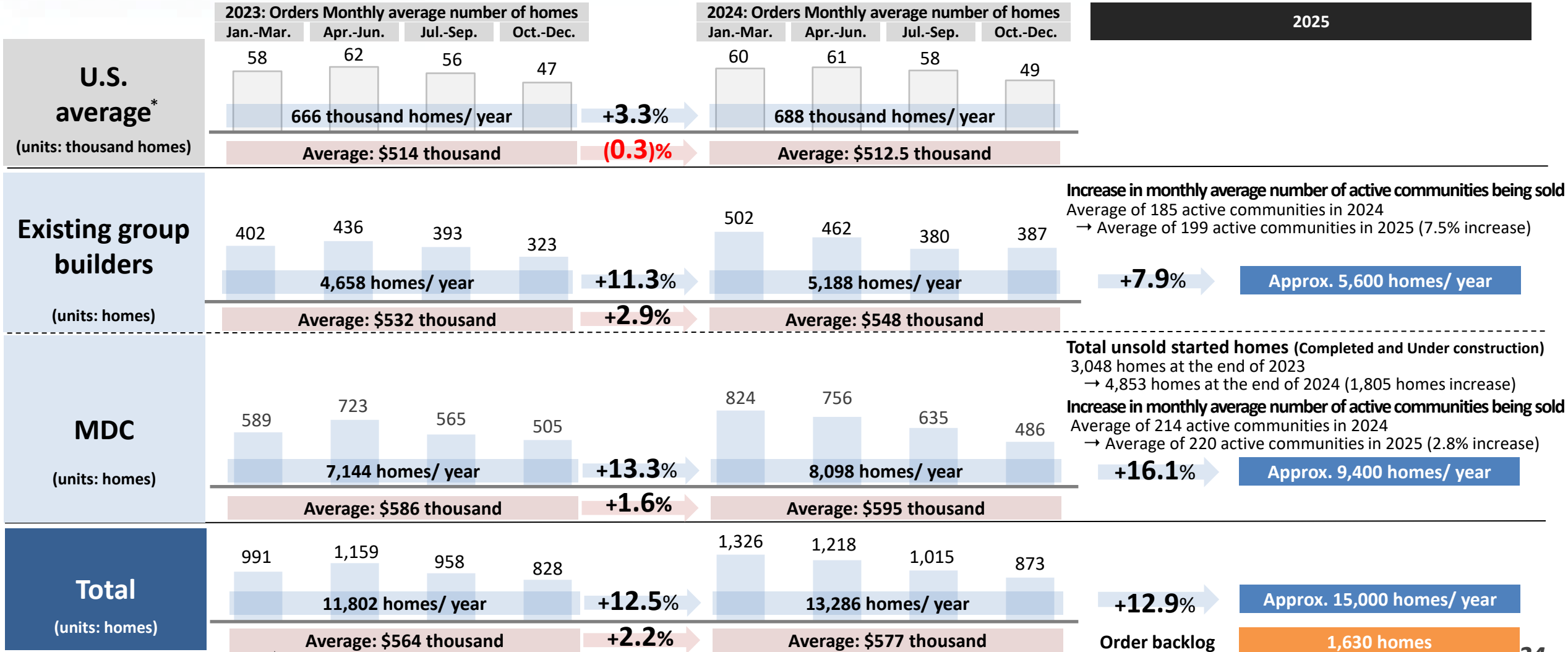
■ FY2025 Plan: Factors contributing to the change in operating profit in the U.S. Homebuilding business (compared to FY2024)



\* PPA : Purchase Price Allocation

Effective use of incentives helped drive sales and ensured higher order volume YoY, despite mortgage rates interest rates remaining high. We focused on strategically securing housing stock in preparation for the spring sales season. Orders and deliveries are plan to about 15,000 homes in FY2025.

Orders monthly average number of homes



\* Source: United States Census Bureau - MONTHLY NEW RESIDENTIAL SALES, JANUARY 2025 & JANUARY 2024

## ■ United States

### Homebuilding business

To meet the growing demand for affordability and move-in ready spec homes, especially for first- and second-time buyers, Group builders are increasing inventory of spec homes, while maintaining reduced mortgage interest payments resulting from buydowns to stimulate sales ahead of the spring sales season. Despite the Federal Open Market Committee's (FOMC) January 18–19, 2025 decision not to rush rate reductions, rising National Association of Home Builders (NAHB) indices (including the composite, current sales conditions and traffic of prospective buyers) signal improving sentiment and projected sales growth.

### Master-planned community business

Residential land development Sales remained steady thanks to homebuilders' sales strategies, despite persistently high mortgage rates in 2024. Strong demand for land acquisitions among homebuilders continues, with firm demand projected in 2025.

### Multifamily business

Net operating income (NOI) growth in rental housing slowed in 2024 due to an oversupply of new units and higher expenses, including insurance costs. The rental market is projected to improve in 2025, driven by a sharp decrease in new rental housing supply and a shift to renting amidst decreased home affordability.

As for the sales market, investor capital remains high and the demand for rental housing properties continues to grow. Despite this, rising long-term interest rates hinder the recovery trend.

### ■ Australia

#### Apartment & mixed-use development business

Rising housing demand due to increased immigration (with a yearly increase of 446,000 people as of June 30, 2024) and reduced supply due to such factors as permit delays has led to a housing shortage, boosting condominium sales for the Company. In addition, the Reserve Bank of Australia (the country's central bank) cut its policy rate for the first time in four years by 25 basis points, from 4.35% to 4.1%, on February 18. As a result, the big four banks have also announced cuts to their variable mortgage rates, sparking hopes for increased market momentum.

#### Homebuilding business

In 2024, the newly built detached home market in New South Wales was affected by revisions to state building codes and price increases due to supply-demand imbalance, leading to reduced affordability and lower home sales compared to the pre-interest rate hikes of May 2022. In February 2025, the policy rate was lowered to 4.10% (a 25 basis point cut), with further rate cuts anticipated. Additionally, we expect to see market revitalization from increasing demand due in part to population growth from immigration. Demand is shifting toward properties that are either complete or close to completion as there are few risks related to finishing these projects. Sekisui House aims to increase the pace of sales while maintaining a consistent construction schedule and increasing the number of completed properties.

### ■ Singapore

In 2024, sales prices continued to rise from the previous year, but the momentum slowed down. The sales price index rose by 1.4% in the first quarter of 2024, but in the second quarter, the increase was only 0.9%, and the rate of increase shrank. In the third quarter of 2024 due to the Zhongyuan Festival, it decreased slightly by 0.7%, but in the fourth quarter, it increased by 2.3%. The long-term upward trend continues. The average annual increase in 2024 was 3.9%, lower than the 6.8% in 2023 and the 8.6% in 2022. The number of housing sales in the fourth quarter of 2024 increased by approx. 60.0% compared to the previous quarter, partly due to an increase in supply (up 267% from the previous quarter).

# Vision in the U.S. homebuilding business

We will roll out Sekisui House technologies accumulated over 60 years in Japan to the United States and become a game changer in the U.S. homebuilding industry

Rolling out two products

Making Sekisui House technologies the de facto standard

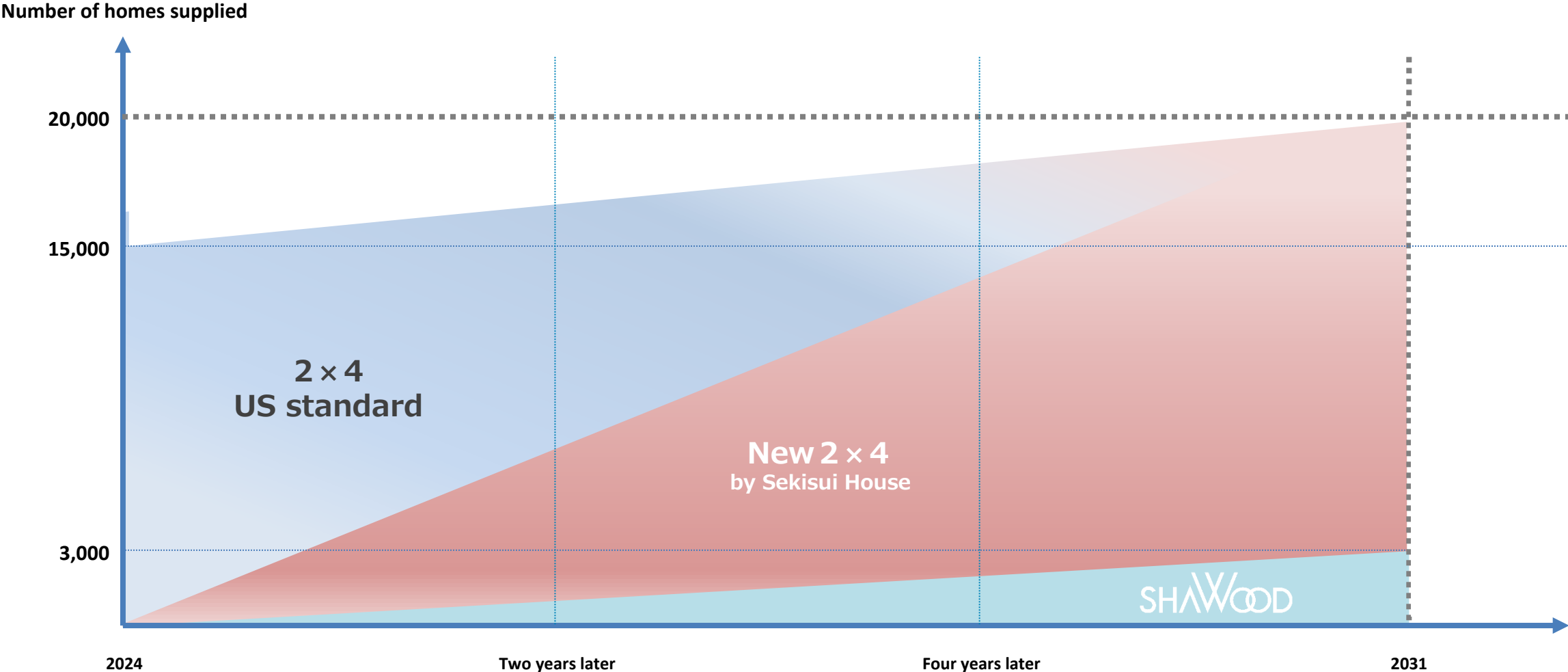
**New 2x4**  
by Sekisui House

+

**SHAWWOOD®**

Aim to transfer Sekisui House technologies to conventionally built homes of four Group builders; convert to “New 2×4 by Sekisui House.”

Final fiscal year of the Eighth Mid-Term Management Plan (FY2031):  
U.S. detached houses: 20,000 homes (including 3,000 homes SHAWOOD)



June 6, 2024:  
Announcement  
details

Initiatives  
Since the  
announcement

### Design Quality




**Standards Design Guidelines**  
**Standards for realizing Sekisui House's Lifestyle Proposals (LSS)**

- We are in the process of establishing a U.S. Planning Standard System (standard design guidelines), to be completed in 2025.
- Starting in March 2025, we will increase the number of resident employees in all areas to improve design quality.


### Construction Quality

**Construction standards**



**Formulated construction procedures and inspection guidelines**

**Design build system**




**Design-build systems that unify crafters and construction managers (including HRD)**

- We are considering establishing common inspection standards for the 4 companies to be completed in 2025.
- The PDCA cycle is being carried out for evaluation and improvement in line with the U.S. construction quality management standard, IBACOS.\*  
\* MDC has been implementing it since 2025.
- Starting in March 2025, we will increase the number of resident employees in all areas to promote construction quality management.

### Material Quality

**Material standards**  
**Set standards for locally procuring materials**



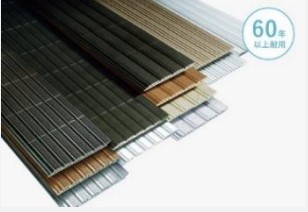
**Lumber Procurement Guidelines**

- We are establishing material quality standards for SHAWOOD and the New 2×4.
  - We are working towards raising the pre-cut adoption rate.
- Ex: Efforts are underway to prohibit non-dried materials and standardize to kiln-dried (KD) materials.
- 


June 6, 2024:  
Announcement  
details

Initiatives  
Since the  
announcement


## High Durability




Bellburn ceramic exterior wall



Highly durability roof materials




Highly weather-resistant paint




Highly durability joints


## Environmental Technologies




Thermal insulation and airtightness



Synchronizing batteries for energy saving, generation and storage

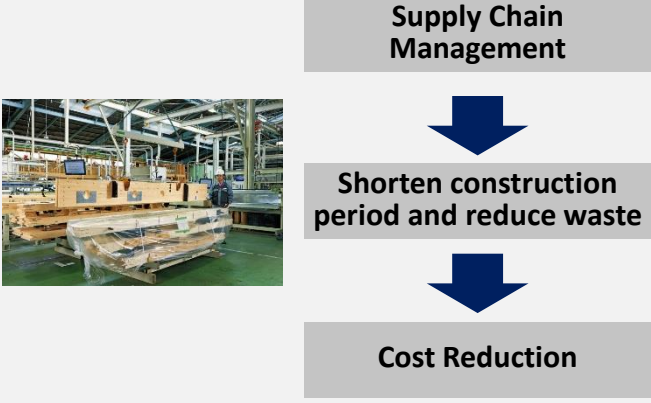


SMART-ECS  
(High-Quality Indoor Air System)



PLATFORM HOUSE touch  
(living environment monitoring)

## Cost Reduction



Supply Chain Management

↓

Shorten construction period and reduce waste

↓

Cost Reduction

- Customer awareness surveys on 2×4 construction quality and environmental technology will be conducted in the first half of FY2025.
- We are in the process of selecting domestic partner manufacturers and building a pipeline with U.S. suppliers.

- We are considering cost reductions for materials and construction expenses in overlapping markets.
- We are currently renegotiating higher discounts from suppliers in response to increased supply volume.

## Sekisui House's Lifestyle Proposals (LifeStyle Solution : LSS)

June 6, 2024:  
Announcement  
details

Initiatives  
Since the  
announcement

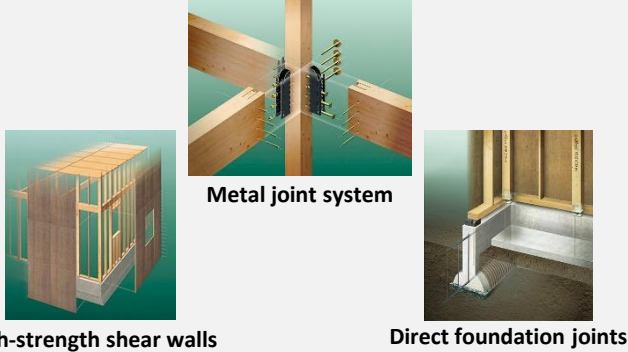
- Due to sharp price increases and high mortgage interest rates, **the size of homes has been shrinking annually** to control costs.
- Results from the housing survey showed dissatisfaction with the functionality of **water-related areas and storage**, and a lack of lifestyle proposals from a **female perspective**.

The solution is to transfer design expertise for lifestyle proposals cultivated in Japan

Core product concept  
Expected to be finalized **in the first half of FY2025**

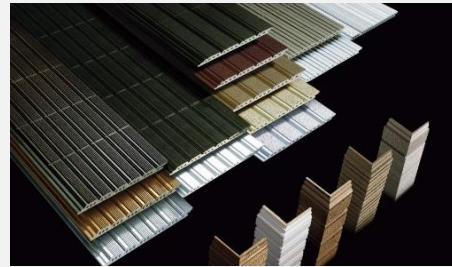
**SHAWOOD Construction System**

Construction system developed by Sekisui House  
**S-MJ Construction Method**



**High Durability**

Sekisui House's original  
**Bellburn ceramic exterior wall**



Providing resilience and fire resistance unlike that of any competitor by combining craftwork with pre-engineered products

**Environmental Technologies**

**Adoption of ZEH standards**



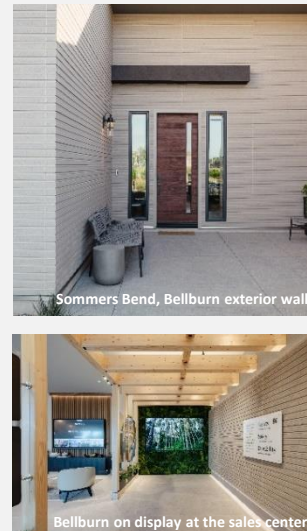
Providing disaster resilience enabling people to continue living in peace by supplying electric power even during power outages

June 6, 2024:  
 Announcement details

Initiatives  
 Since the announcement



- Since sales began in Sommers Bend, the structural beauty and precision of the S-MJ framing have been well-received.



- Since launch, Bellburn wall panels are standard (partial installation) in all units.
- Both the design and performance have been well-received.



- Since launch of Sommers Bend, solar power and storage cells are standard in all ZEH units.
- The proposal adoption rate for resilience specifications (addition of storage cells) is **25%**, excluding built-for-sale properties.

**Clearview Design**



Spaces smoothly connecting interiors and exteriors and embodying comfort and peace while still being wide open

**Family Suite**



Large, happy spaces


**KOKAGE LOUNGE**




A luxurious space similar to being under the canopy of a big tree

June 6, 2024:  
 Announcement details

Initiatives  
 Since the announcement




Sommers Bend




Arcadia

- The 3.5 meter-plus ceiling height and clear view at Sommers Bend have been well-received by visitors, helping with sales promotion and brand messaging through social media and videos.



Sommers Bend



Arcadia

- By maximizing the SHAWOOD column-beam construction method, we have created a spacious living room with minimal wall partitioning.

- The KOKAGE LOUNGE has been introduced at Arcadia, which opened in February 2025. With this, we expect to create added value and differentiate from competitors.

# The Nationals 2025 Hosted by The National Association of Home Builders

## Won the Gold Award in four categories

### **Best Single Family Detached Model Home** (3,001-3,500 sf)

Best Single Family Detached Model home 3,001-3,500 sf



Silver Award

**Toll Brothers**

Valencia, CA

**Tri Pointe Homes**

Newcastle, WA

**Others**

Thomas James Homes,  
 Boulder Creek  
 Neighborhoods

### **Detached Community of the Year**

Detached Community of the year



Silver Award

**Toll Brothers**

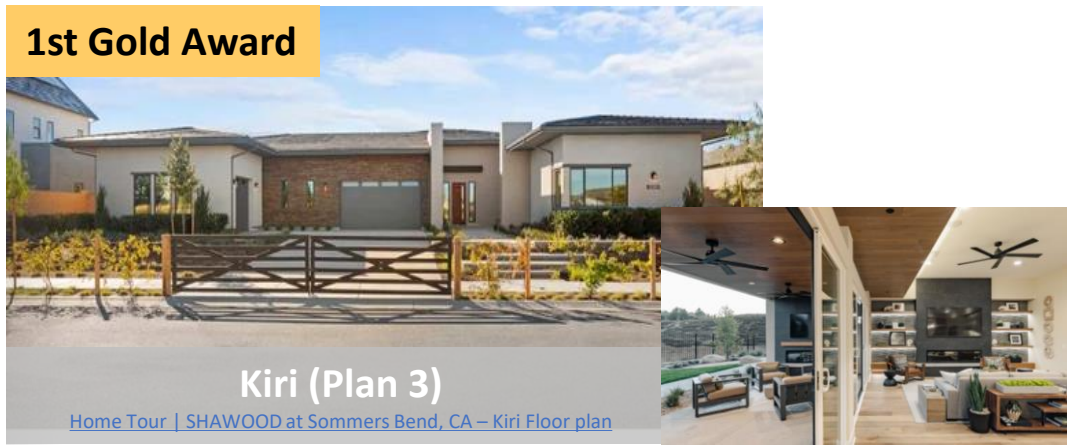
- Tracy, CA
- Duvall, WA

**Others**

Treasure Hill

### **Best Single Family Detached Model Home** (3,501-4,000 sf)

Best Single Family Detached Model home 3,501-4,000 sf



Silver Award

**Toll Brothers**

Valencia, CA

**Schumacher Homes**

Cleveland - Akron, OH

**Others**

McStain Neighborhoods

### **Best Sales/Leasing Center**

Best Sales/Leasing Center



Silver Award

**Toll Brothers**

Tracey, CA

**Minto Communities**

ON, Canada

**Others**

Schell Brothers,  
 Empire Communities



**At Sommers Bend, our U.S. version of ZEH and storage cells are standard specifications in all units.**

(U.S. version of ZEH: Zero energy balance through high air tightness, high insulation, and energy creation <sup>(\*1)</sup>)

**The proposal adoption rate for resilience specifications (addition of storage cells) is 25%, excluding built-for-sale properties.**

**(1) Power outage countermeasures**

Backup power capacity during power outage

**(2) Reduced utility costs**

Example of reduced electricity costs

**Standard specification**

Photovoltaic power generation panels: approx. 11 kW, Storage cells: 13.5 kWh

Approx. 1.5 days <sup>(\*2)</sup>

**Zero electricity cost during daytime**

**Resilience specifications**

Photovoltaic power generation panels: approx. 14 kW, Storage cells: 54 kWh

Approx. 6 days <sup>(\*3)</sup>

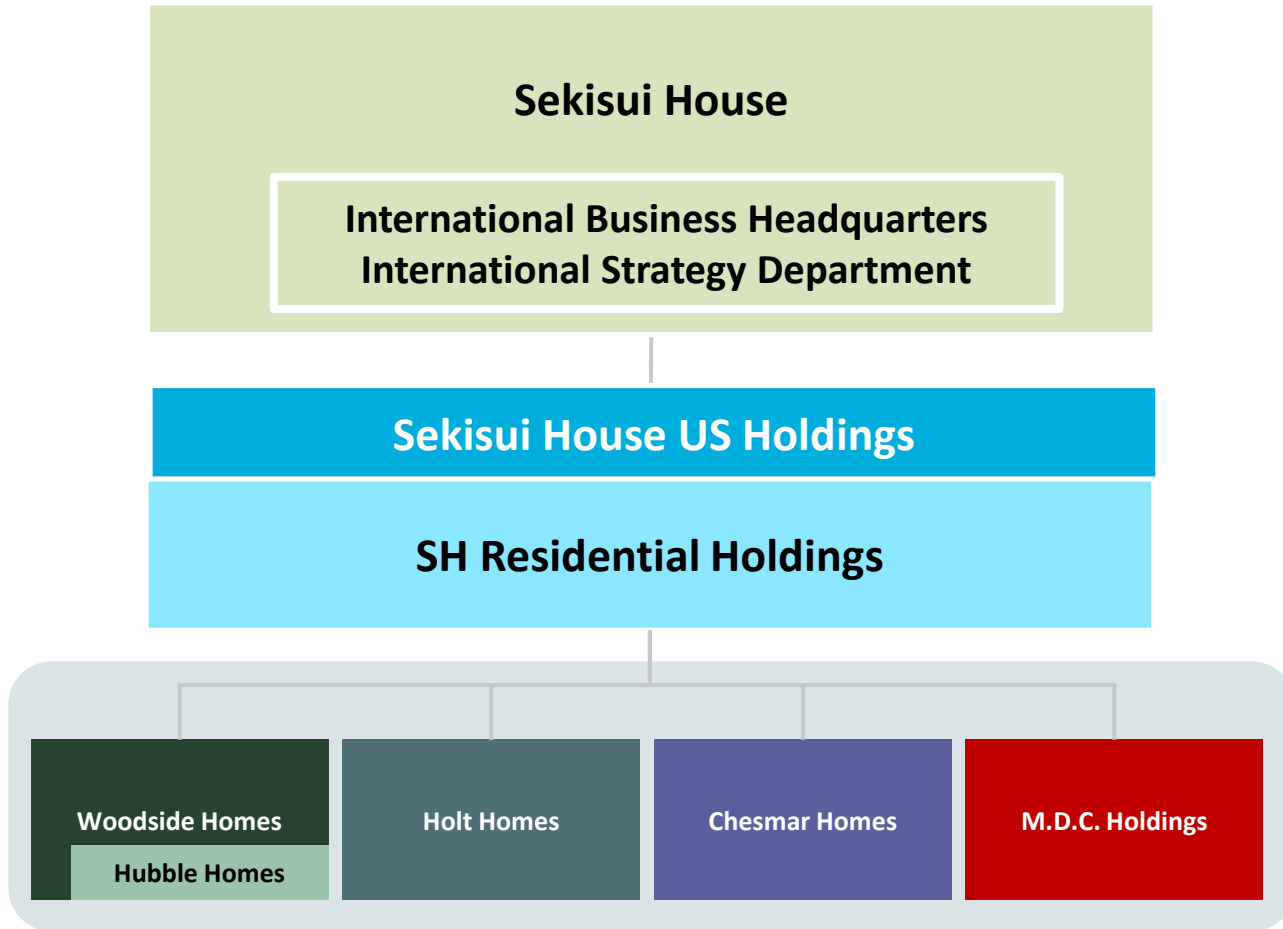
**Zero electricity costs even at night**

\* 1: A Zero Energy Home is defined as a home with a HERS Index score of zero, which is a score for evaluating the energy efficiency of homes set by RESNET, a non-profit organization in the U.A..  
 \* 2: Impacts of electricity cost reduction and backup power duration are based on estimates from local solar equipment manufacturers. Weather conditions, lifestyle and power contracts may cause discrepancies.  
 \* 3: Frequent power outages, averaging 2 days and lasting up to 6 days, occur due to utility equipment failures, natural disasters and public safety power shutoffs (PSPS) to prevent wildfires. Within a two-year period, a total of 2,374 power outages have occurred in California.  
 Source: PSE Healthy Energy - Preventing Wildfires with Power Outages: the Growing Impacts of California's Public Safety Power Shutoffs

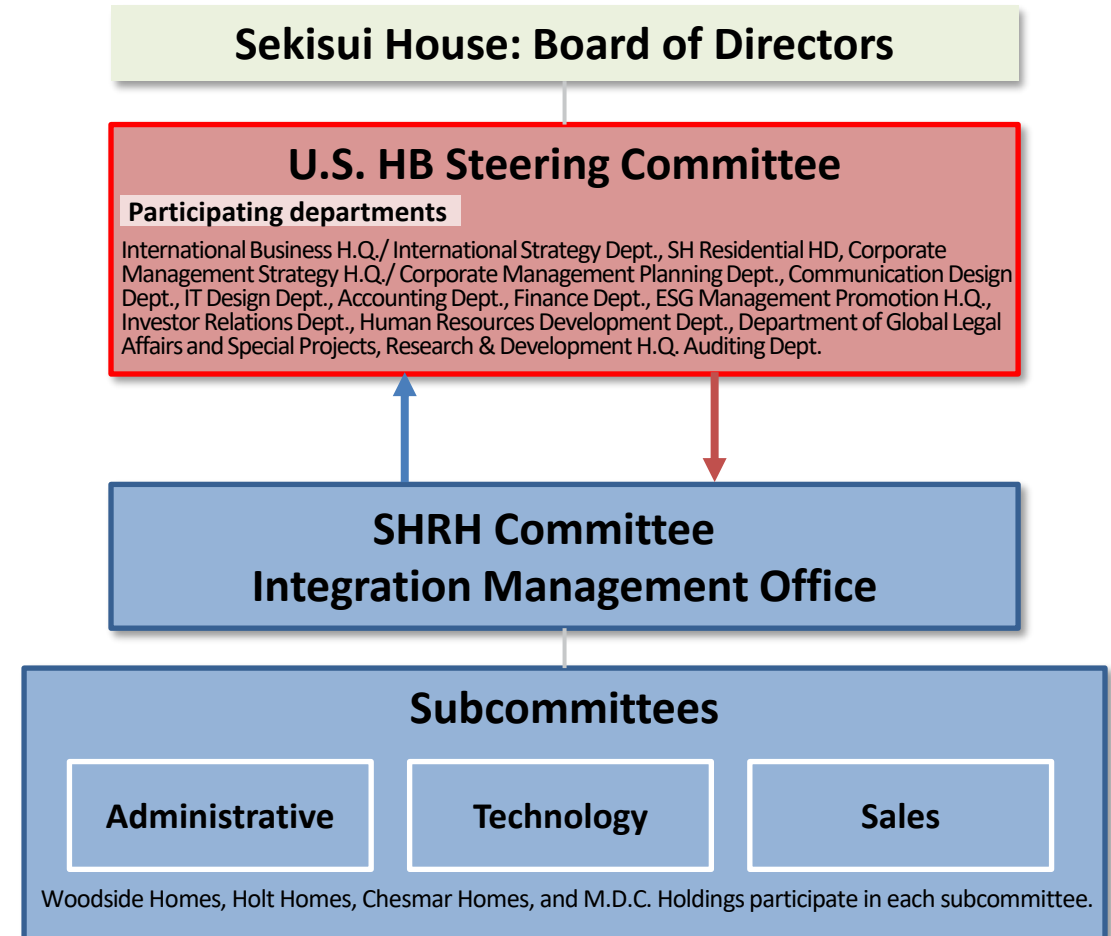
# U.S. Homebuilding Business Strategy: PMI Promotion Structure

Overall policies and strategies by U.S. HB Steering Committee → Integration into policies and strategies by the SHRH Committee

## U.S. Homebuilding Business Operating Structure



## PMI Promotion Structure



Promoting the integration of strategies, decision-making, and systems of the four builders into a “One Company” approach

\* This is not a decision to reorganize the company by integrating subsidiaries.



**SHRH  
Committee**

**Administrative**

- Executive personnel decision:  
Leader: MDC’s new CEO Mr. David Viger
- Unified accounting, HR and IT systems
- Reduced corporate costs

**Technology**

- Establishment of design, construction, and material standards, and unified processes
- Unified material procurement
- New 2x4 concept plan
- SHAWOOD specifications and expansion policy

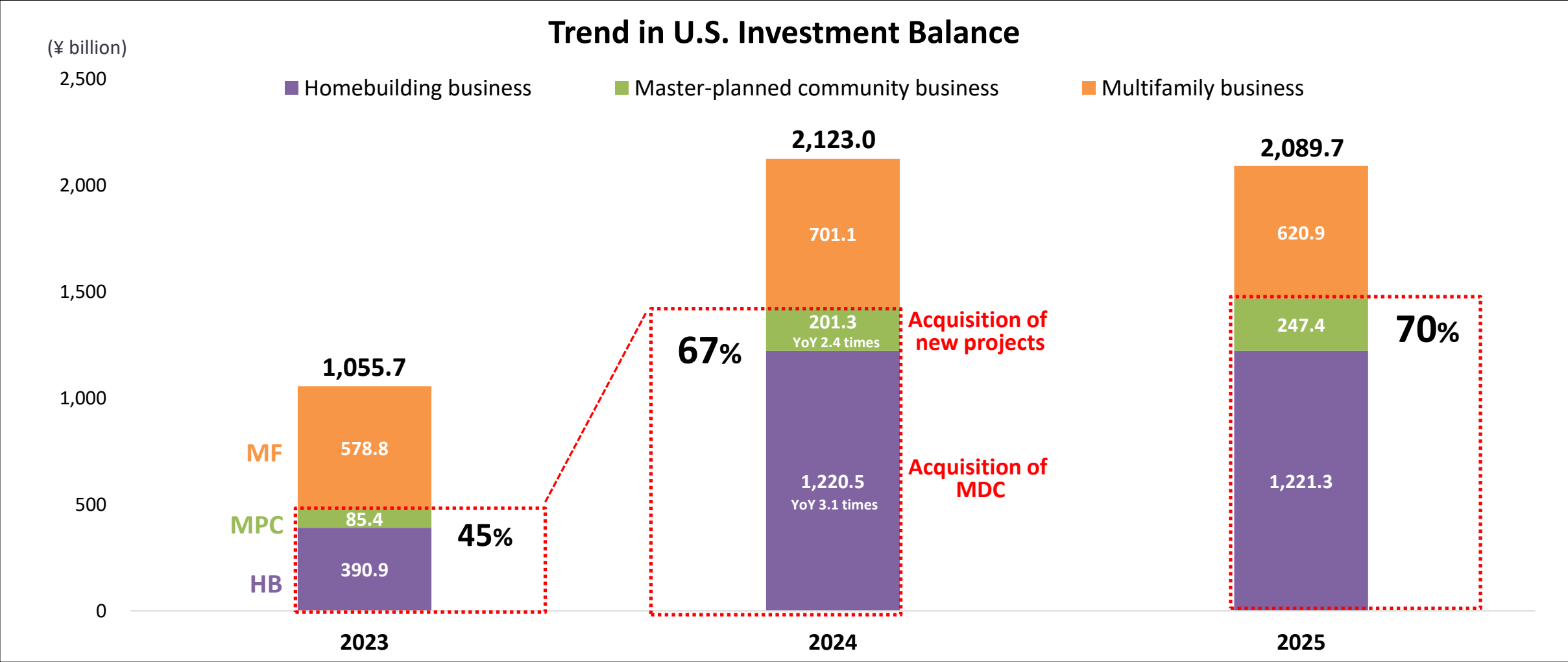
**Sales**

- Creation of the Asset Management Committee (AMC) as the decision-making body for land acquisition
- Integration of sales coordination functions

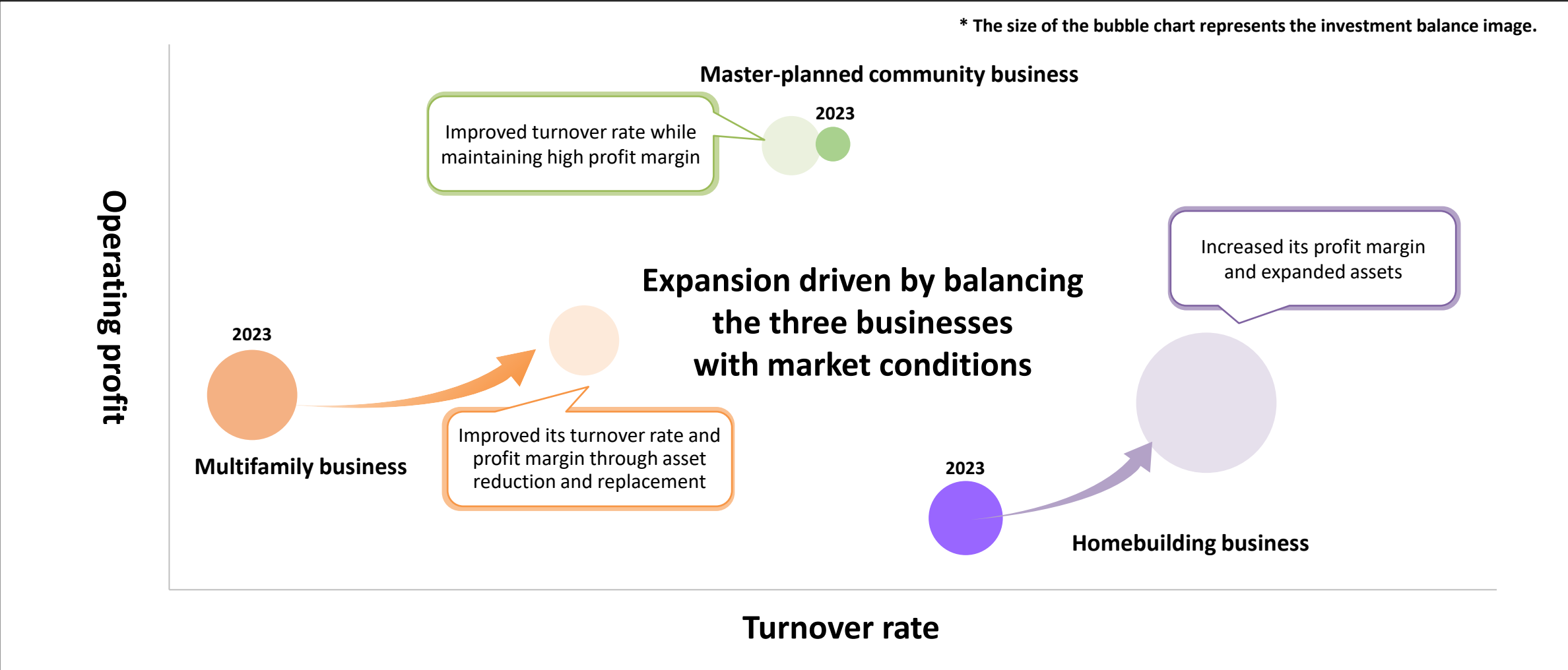
**We are advancing discussions on strategies as “One Company” and formulating and executing transition plans for full implementation by 2026. Some initiatives are being moved forward and are expected to start in 2025.**

In 2024, investments were increased in high-turnover, high-profit businesses such as the U.S. HB business and MPC business.  
 2024 year-end investment balance: HB business: 3.1 times the previous year due to the MDC acquisition; MPC business: 2.4 times the previous year due to new project acquisition

HB: Homebuilding business, MPC: Master-planned community business, MF: Multifamily business

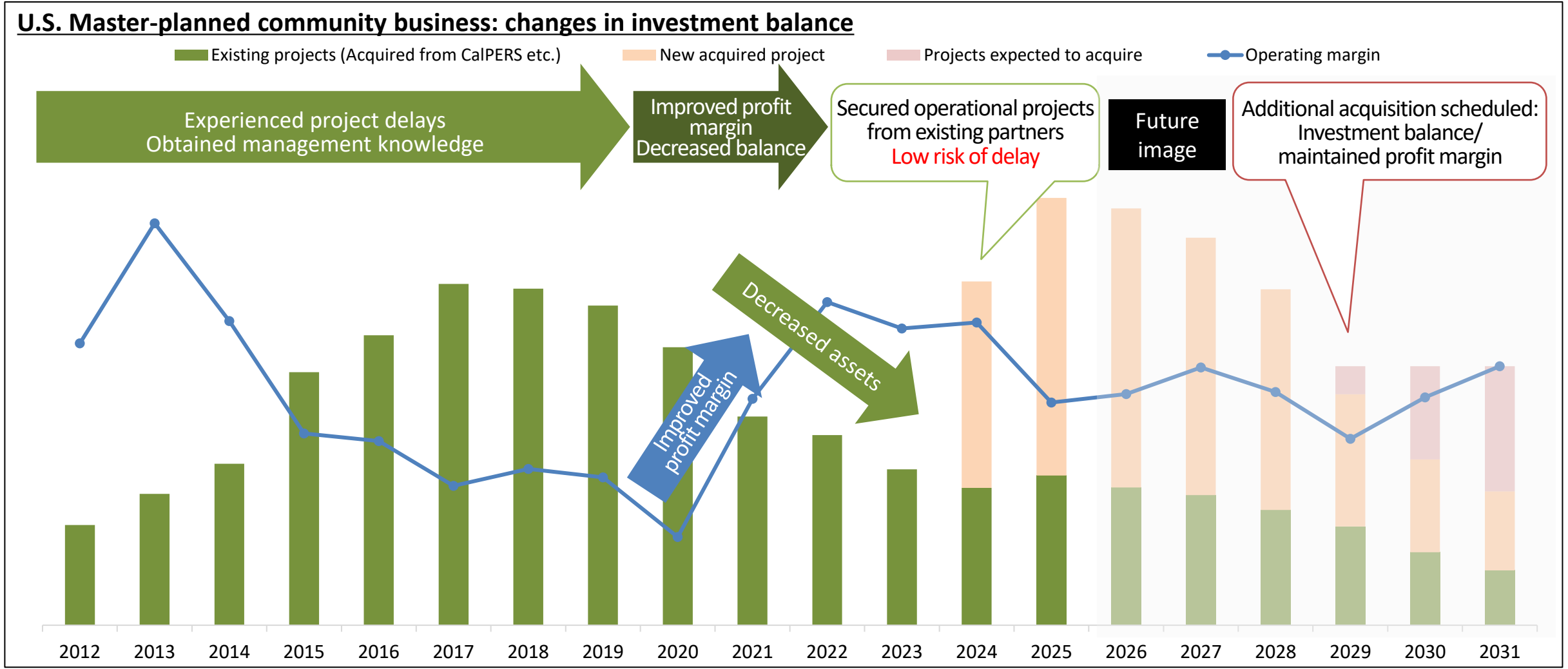


The multifamily business aim to improve its turnover rate and profit margin through asset reduction and replacement.  
The homebuilding business aim to improve its profit margin and expanded assets.  
The master-planned community business aim to improve its turnover rate while maintaining a high profit margin.



# U.S. Master-planned Community Business: Changes in Investment Balance and Operating Margin

Since launching the U.S. master-planned community business, we have encountered risks related to some projects delay. However, we have increased profit margin through obtaining management knowledge. Amid asset reduction in FY2024, we secured operational projects with a low chance of delays from existing partners.





## Financial Status

# Financial Status (1)

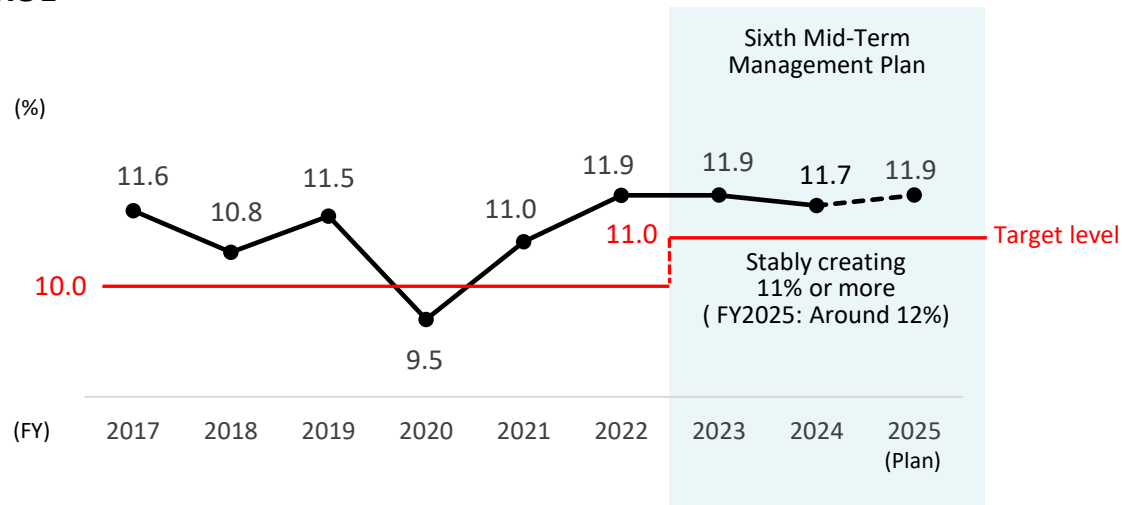
Due to EPS growth, we increased FY2024 dividends year on year by ¥12, to ¥135, achieving an increase in dividends for the 13th consecutive year. We plan to increase total dividends for FY2025 by ¥9, to ¥144, marking the 14th consecutive year of increases.

Sixth Mid-Term Management Plan Capital policies/ Policy for shareholder return	
<b>ROE</b>	Stably creating 11% or more ( FY2025: Around 12%)
<b>Dividends</b>	Average medium-term dividend payout ratio : 40% or more
	Minimum dividends : ¥110
<b>Repurchases of Company stock</b>	Flexibly implement

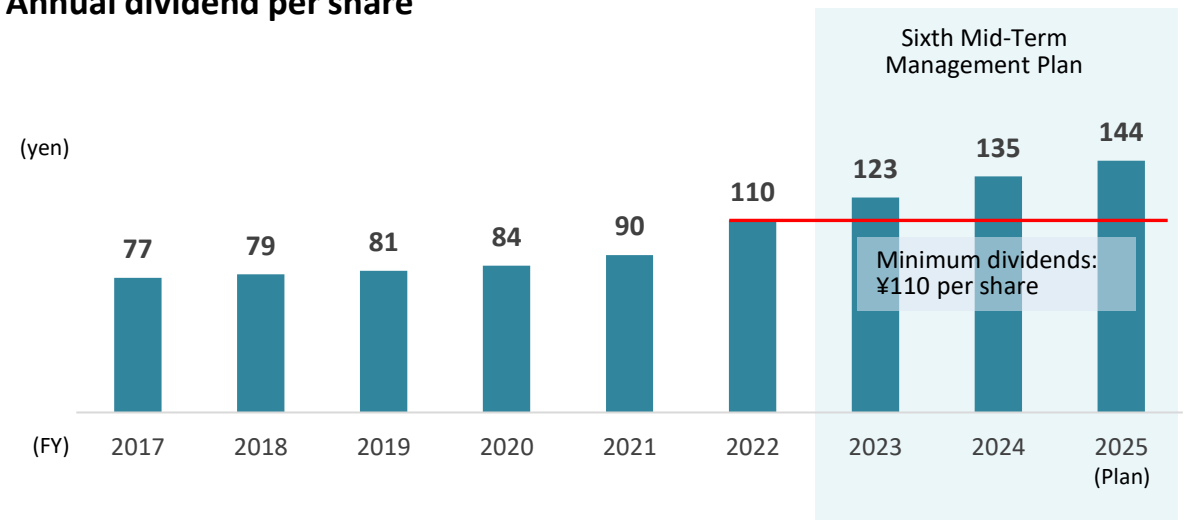


FY2025 Plan
11.9% (YoY +0.2p)
Annual dividend per share: ¥144 (up ¥9 from the previous year)
Annual dividend per share: 40.2%
Policy is to forgo repurchases, considering the balance between growth investments and financial soundness

## ROE



## Annual dividend per share



# Financial Status (2)

**Growth investments, including the recent acquisition of MDC, are progressing steadily. We will continue to pursue growth investments while maintaining a balance with financial soundness.**

**The permanent financing for the acquisition of MDC has been finalized by February 2025 (FY2025).**

## Growth investments

[ Real Estate Investment Plans and Results ]

Plan during the period of the Sixth Mid-Term Management Plan (over three years)

<b>Investment</b>	Japan	¥1,300.0 bn	Overseas	¥1,700.0 bn	Total	¥3,000.0 bn
<b>Recoup</b>	Japan	¥1,300.0 bn	Overseas	¥2,000.0 bn	Total	¥3,300.0 bn

Results through the period of FY2024

(results for the past 2 years: includes investments and returns by MDC)

<b>Investment (Progress to Plan)</b>	Japan	¥981.3 bn (75.5%)	Overseas	¥1,905.4 bn (112.1%)	Total	¥2,886.8 bn (96.2%)
<b>Recoup (Progress to Plan)</b>	Japan	¥998.2 bn (76.8%)	Overseas	¥1,818.3 bn (90.9%)	Total	¥2,816.6 bn (85.4%)

[Investment in Foundations for Growth, New Businesses, M&A]

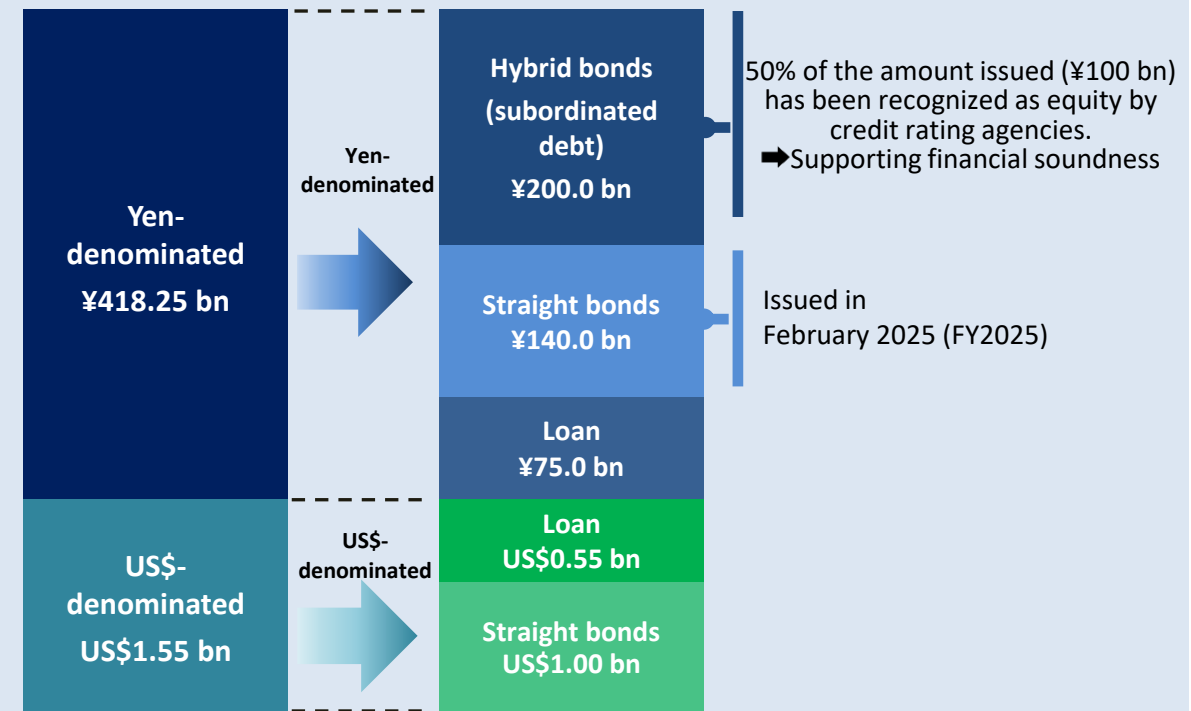
<b>Investment in Foundations for Growth</b>	¥100 bn over three years Progress as plan, mainly production and R&D
<b>New Businesses, M&amp;A</b>	¥200 bn over three years Acquired MDC, allocating funds exceeding the initial plan

## Permanent financing for MDC acquisition funds

[ Overview of permanent financing ]

At the time of MDC acquisition  
Overview of bridge financing

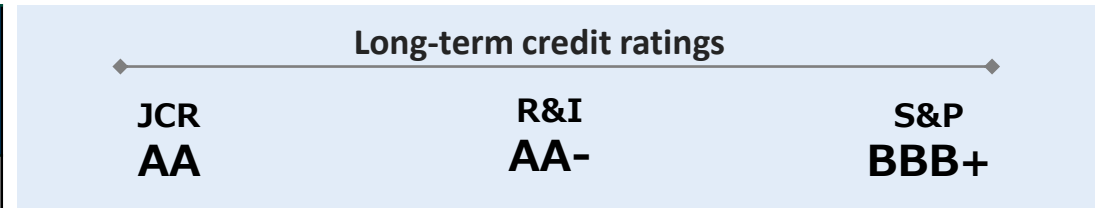
Completed permanent  
financing



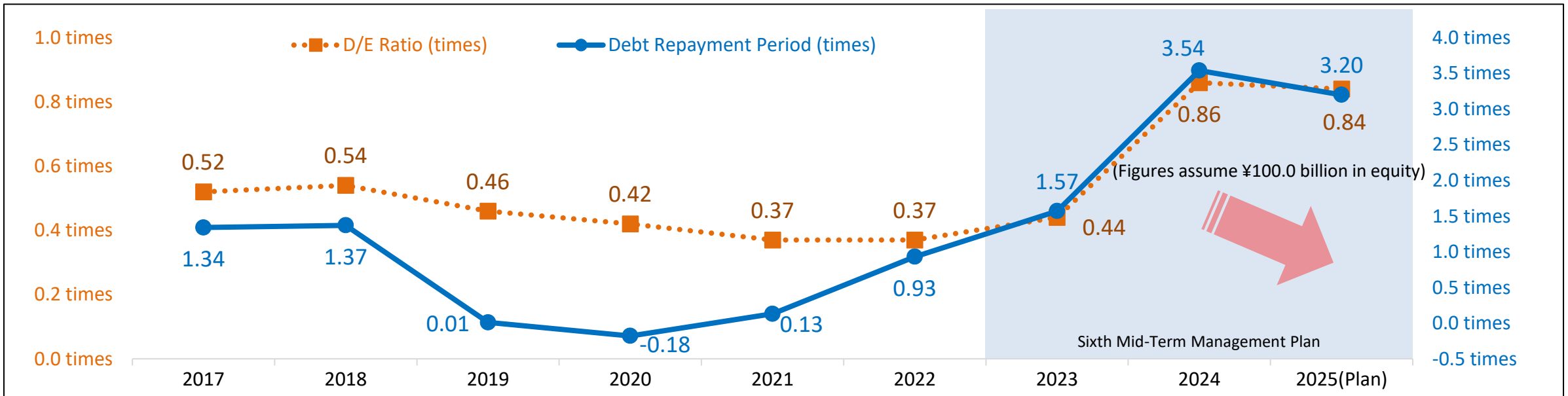
We aim to improve our financial health by generating cash flow from the acquisition and through enhanced asset efficiency.

[ Financial Soundness Indicators ] (Figures assume ¥100.0 billion in equity)

	FY2024	FY2025 Forecast	Sixth MTMP Targets (Initial)
D/E Ratio	0.86 times	0.84 times	Around 0.5 times
Debt Repayment Period	3.54 times	3.20 times	Below 1.5 times



Regarding the debt repayment period, we aim to be below 2.0 times during the Seventh Mid-Term Management Plan (FY2026–2028)



## Progress under Initiatives to Reduce Cross-Shareholdings

### ■ Targets in the Sixth Mid-Term Management Plan

- In addition to the analysis of holding objectives of individual stock, from a perspective of increasing capital efficiency, we will reduce cross-shareholdings in phases. We have set a specific target of reducing the ratio of cross-shareholdings to consolidated net assets\* to 3% or less to Fiscal 2025.

\* Refers to the ratio of the “balance sheet amount of stocks for investment held for purposes other than pure investment (including unlisted stockholdings),” stated in the annual securities report to consolidated net assets

### ■ Initiatives for Fiscal 2024

- We reduced the ratio of cross-shareholdings to consolidated net assets to 3.0% at the end of FY2024, by selling some shares in six (out of a total 14) listed stocks the Company holds as cross-shareholdings.

	Number of stocks confirmed (listed stock)	Number of types sold		Number of stocks held at end of period (listed stock)	Consolidated net assets ratio (including unlisted stock holdings)
		All shares sold	A portion of shares sold		
FY2019	44	13	0	31	5.5%
FY2020	32 (newly acquired: 1)	8	1	24	5.5%
FY2021	24	3	2	21	5.0%
FY2022	21	4	2	17	4.6%
FY2023	16 *	2	5	14	4.3%
<b>FY2024</b>	<b>14</b>	<b>-</b>	<b>6</b>	<b>14</b>	<b>3.0%</b>

\* One stock is excluded from the scope of consideration because the company has become a method-equity subsidiary following additional purchases of shares.



# TOPICS

## Sekisui House's seismic resistance standards

Grade 3 seismic resistance

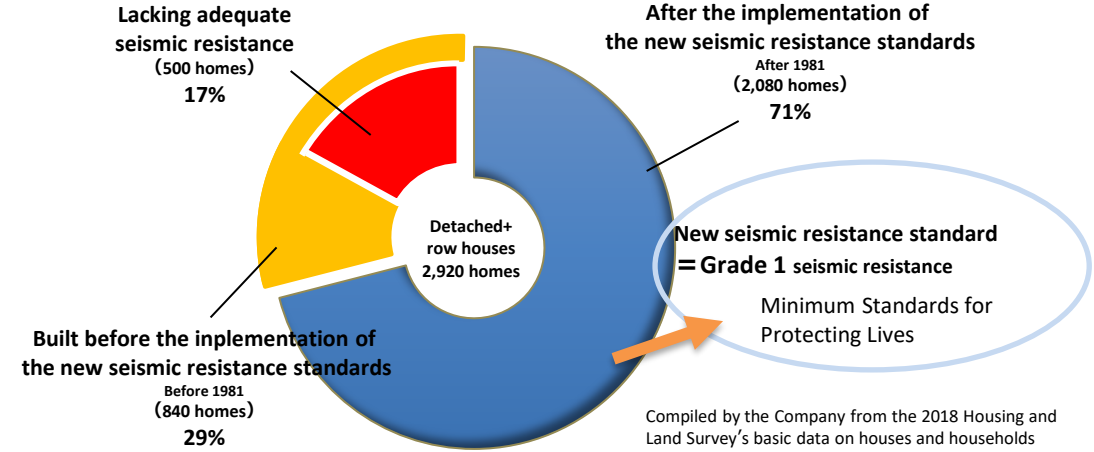


Direct joint construction method

Directly connect coluns to the foundation

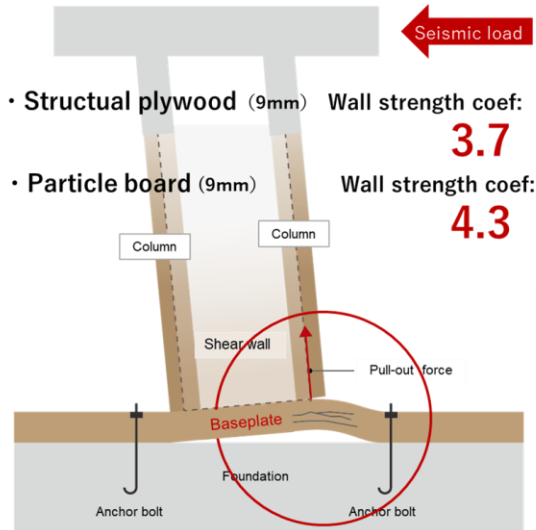


Wall strength coefficient almost doubled

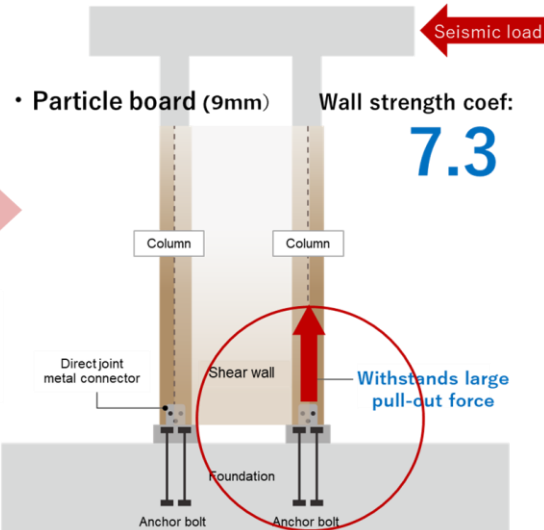


## Enabling Large Spaces and Wide Openings

Traditional wooden-frame construction <with baseplate>



Direct joint construction <no baseplate>



Wall strength coefficient  
Approx. **2** times higher

Able to withstand approx. double the seismic load at the same width

Wooden frame homes with Grade 3 seismic resistance

Built using the **traditional method** (wall strength coefficient: **3.7**)

Built using the **direct joint method** (wall strength coefficient: **7.3**)

Number of shear walls



**10**

**6**



Large space

Size of opening



Small

Large



Large opening

Visualization of the space



## Housing Logistics Partnerships

Partnered up with SENKO, Asahi Kasei Homes and Sekisui Chemical in December 2024



**Building a sustainable logistics system by optimizing efficiency and promoting decarbonization**

【Reduction targets by 2025】  
 Reduce driving hours by approx. 17,000 hours (equal to 2,160 trucks)  
 Reduce CO2 emissions by approx. 500 t-CO2 (equal to approx. 35,800 cedar trees\*)

### 4 joint initiatives

- ① **Shared use of distribution bases and vehicles**  
Shared use of 29 transport hubs in 7 areas nationwide
- ② **Joint purchasing and transport from material manufacturers**  
Strengthening transport capacity and cutting truck numberse
- ③ **Larger vehicles and relay transportation to improve delivery efficiency**  
Collaborative transportation using double-trailer trucks and relay hubs
- ④ **Reducing CO2 emissions with eco-friendly delivery**  
Using EV and testing alternative light oil sources with renewable diesel vehicles



## Carpentry Competition, WAZA

The 2nd Sekisui House Carpentry Competition, WAZA 2024, was held on November 24, 2024 at INTEX Osaka

New elements were added to the competition to recognize the dedication of the Sekisui House Association members and highlight the profession's appeal



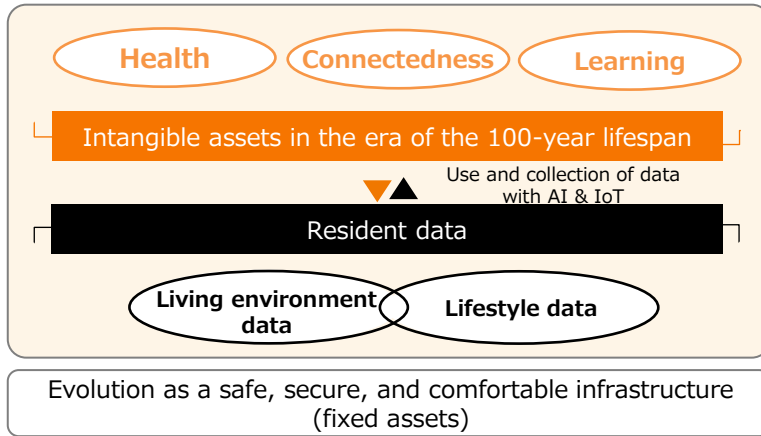
### Highlights of the 2nd competition

- ① **Creation of a U-35 Division**  
Introduced a new category for under 35s, opening the door for younger participants
- ② **Visitors from overseas Group companies and a talk show**  
Executives from overseas Group companies observed Japan's world-renown carpentry skills
- ③ **WAZA kids**  
Children of participants discovered the appeal of craftsmanship through woodworking kits



\* Based on Forestry Agency data, a 50-year-old cedar tree absorbs approx. 14 kg of CO2 annually

## Announced PLATFORM HOUSE CONCEPT in 2020



## Released PLATFORM HOUSE touch in 2021

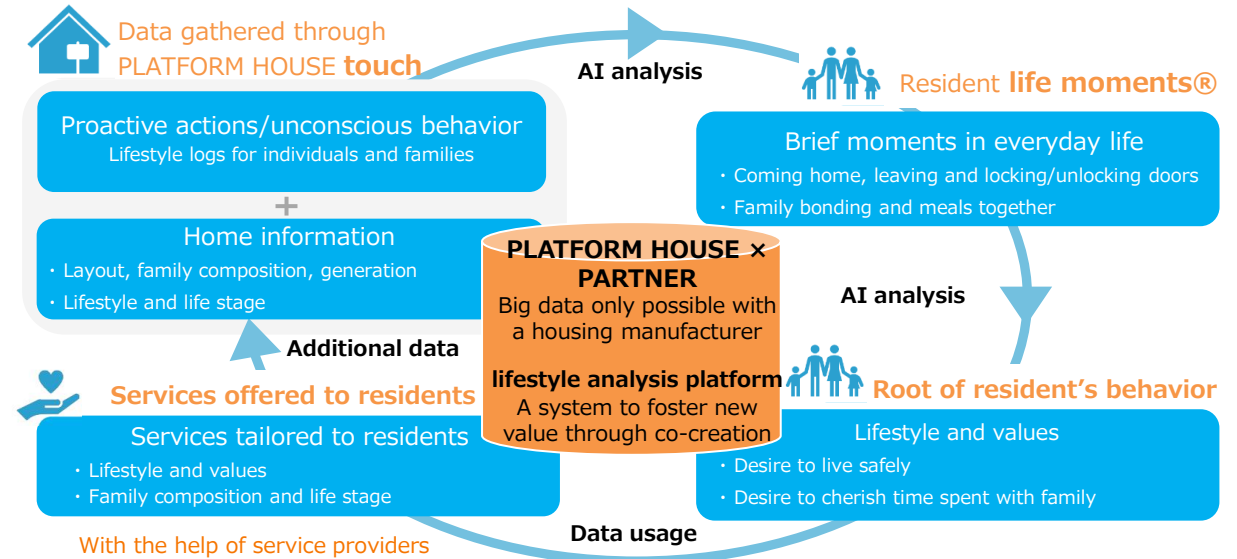
Staying close to the homeowner 365 days

- Not expect IT Literacy from Residents
- To build from a daily life perspective



Linked to architectural drawings: my home remote control	housing facilities (Air conditioner, lightning, etc) Operate on a timer at once
Linked to architectural drawings: Self home security	①Check the condition of windows and doorways and notify abnormal conditions ②Notify you when the fire alarm sounding ③Notify family members when they return home or leave the house
Linked to architectural drawings: Living Environment Monitoring	①Visualize room conditions with temperature and humidity sensors ②Notify the heat stroke alerts ③Check family device operation history and list of notifications

## Established joint PJ "lifestyle analysis platform" with HAKUHODO in 2023



Example partnership:  
ALSOK's Emergency Home Security, launched in December 2024

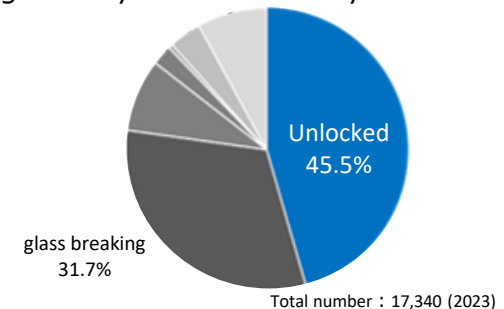


The world's first room security service whose price fluctuates according to residents' crime prevention behavior will be launched in December 2024 with ALSOK

### Axis of Evaluation of Crime Prevention Actions (Excerpt)

- Unlocking time per day
- Unlocking time per time
- Number of times doors are opened and locked at night
- Door opening time
- Number of times doors are opened and locked at night;
- Time windows are open at night etc.

Percentage of recognized residential burglaries by method of entry



Reference : Metropolitan Police Department - Statistical data on criminal offenses (2023)

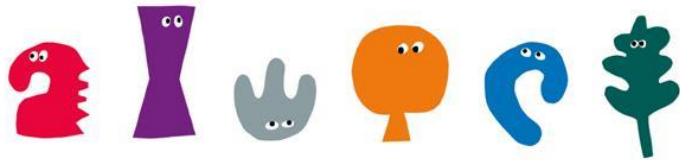
## Juno Park: Opening August 5, 2025

Juno Park, an experiential facility aimed at fostering children's emotional and sensory development, will open on August 5, 2025 in Kizugawa City, Kyoto Prefecture

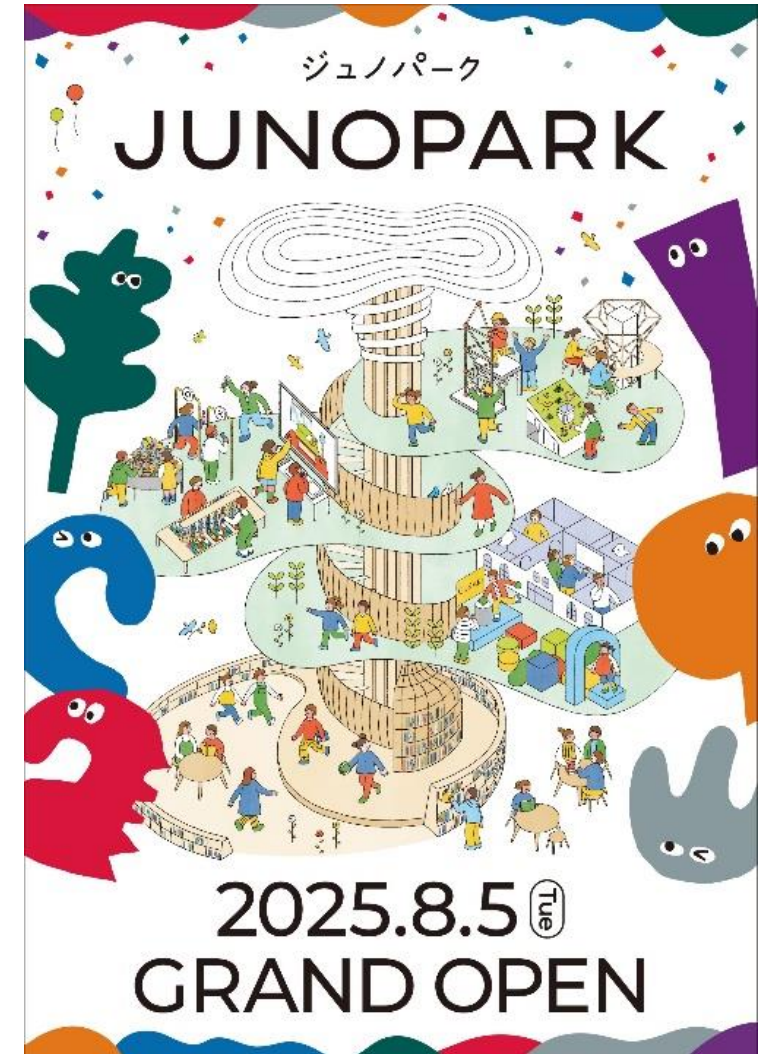
ジュノパーク

# JUNOPARK

by SEKISUI HOUSE



- ✓ A housing literacy “edutainment” facility that blends education with entertainment
- ✓ Offering fun activities through a variety of housing-related programs aimed at fostering children's emotional and sensory development
- ✓ A reimagining of the Nattoku Kobo Studio experiential research facility, which opened in 1990



Although the document is prepared on the information believed to be credible, Sekisui House does not guarantee the accuracy or the completeness of such information. Also the information herein contains forward-looking statements regarding the company's plan, outlook, strategies and results for the future. The Company undertakes no obligation to publicly update any forward-looking statements. All the forward-looking statements are based on judgments derived from information available to the Company at the time for this release. Certain risks and uncertainties could cause the company's actual results to differ materially from any projections presented here.