

Special Feature

Creating Homes That Make People Happy around the World

Sekisui House technologies innovate the homebuilding business in the United States



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The housing business performed well in Japan and overseas. Both net sales and profit were at a record high for a first half-year result.

Sekisui House celebrated its 60th anniversary in 2020. Thirty years from that year is Phase 3, when Sekisui House will provide "happiness in the era of the 100-year lifespan." In 2050, we aim to realize our global vision: make home the happiest place in the world. The basic policy of the Fifth Mid-Term Management Plan, which we are implementing in the beginning of Phase 3, is "further strengthening core businesses and embarking on new businesses." We are in the final stage of the three-year plan.

In the first half of FY2022, our domestic and overseas businesses continued to perform well. Orders remained firm. Meanwhile, the environment surrounding business and society remains challenging, with a resurgence of COVID-19 cases, rising prices, and the Russia-Ukraine situation. Under this environment, the Sekisui House Group is maintaining its growth trend, while addressing social issues. This demonstrates that our business strategy based on our global vision is appropriate. Moreover, it is, we believe, the result of the outstanding efforts made by all employees of all companies of the Sekisui House Group. We live in an age when anything can happen at anytime. The Sekisui House Group has been operating in this challenging environment under the motto "Innovation & Communication" and has been successful in strengthening its corporate structure. We can say that in the past three years we have been able to lay a solid foundation to realize our global vision. The Sekisui House Group has a mission of providing value to society under a fundamental philosophy of "Love of Humanity" and a growth strategy that focuses on the housing business. While responding flexibly to the dramatic changes taking place today, we will consistently enhance our corporate value. We will continue to achieve rapid growth to live up to your expectations.

Top Message

O&A



What is the current situation in the domestic housing business? What is the outlook for the business?

Sekisui House has accumulated overwhelming technological strengths in its history of more than 60 years. It has leading quake-resistant, insulation, and energy-saving technologies in this age. In addition to that, we feel that we have strengthened our advantage in lifestyle designs, or lifestyle proposals that will make residents happy. Four years have passed since we established the Human Life R&D Institute. The results of research at the institute have clearly come to increase business results.

The Family Suite, which has open living spaces, is a high value-added product that we propose. Considering the happiness of residents, we have combined our technologies and lifestyle design. The Family Suite is driving strong performance in the custom detached houses business. The proposal of high value-added housing is also the key to growth in the rental housing and the remodeling business. Growth in the number of units ordered of Sha Maison ZEH, net zero energy rental houses, is accelerating. All GRANDE MAISON condominiums to be sold from FY2023 will have ZEH specifications. In the remodeling business, Family Suite Renovation, a proposal-based remodeling, and *Idocoro Dan-netsu*, environment-based remodeling, are popular.

We will continue to integrate technologies, lifestyle design and services at a high level and will provide new value that meets customer needs and the needs of the times.

02 Question

The overseas business is expanding. What is the aim of your M&A strategy in the United States?

We are developing the overseas business, aiming to provide 10,000 homes per year in overseas markets in 2025.

In the United States, the core market in the overseas business, we made Chesmar Homes based in Texas, the largest housing market in the U.S., a consolidated subsidiary in July this year. Chesmar Homes was the third company we had consolidated, following Woodside Homes, which had become our consolidated subsidiary in 2017, and Holt Homes, which was consolidated last year. The overseas business shares a global vision as well. We aim to go in the same direction as domestic group companies and provide high-quality housing.

We will develop our business more actively, primarily in areas where we expect increases in housing starts and aim for a deeper penetration of SHAWOOD, a wooden house brand that we are developing in Japan, in the United States. We believe that Family Suite, which emphasizes family ties and has open living spaces, among other plans, will be well received in the United States as well.

We are going to take initiatives in earnest to make Sekisui House technologies the global de facto standard. We will seek to expand the overseas business, using customer-oriented marketing techniques, including lifestyle and value proposals as well as technologies, while starting a detailed consideration of culture, climate, and needs in different areas.

03 Question

What medium- to long-term initiatives are worthy of note?

One of the medium- to long-term strategies under the 30-year vision in Phase 3 is the Platform House Concept. The first step of the initiative, PLATFORM HOUSE touch, the industry's first smart home service using a diagram of the floor plan-linked, is being well received. We are now moving toward the next step. We will be installing Health, Connectedness, Learning services, which are the basis of the happiness of residents and new lifestyles. We are seeking to realize the provision of services that will be "the house creating health" one by one, including the HED-Net in-home early detection network for acute illnesses. We are currently conducting research and development for this. The custom detached houses business is not the only business where we aim to offer happiness through the integration of our technologies, lifestyle design and services. We are considering different proposals and new possibilities for rental housing and condominiums business.

All employees are asked to move forward as one under the global vision. That means that each employee understands and shares visions and themes and that each department and each employee thinks for themselves about individual tactics, exerts ingenuity, and acts. To encourage changes in behavior, we have launched a new personnel system to encourage self-directed career development. Meanwhile, we will continuously strengthen the corporate governance system and work on the instillation. We will also strive to revitalize the organization by delegating authority and by other means.

To realize our global vision, we will bring in advanced approaches and systems, aiming to achieve sustainable growth. We will continue to take on challenges.



Top Message

Performance Report

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Performance Report

Consolidated Financial Results Highlights

Net sales

Operating income

Ordinary income

Profit attributable to owners of parent

Total number of houses built

YoY + 16.3%

YoY +33.5%

YoY +32.6%

YoY +43.4%

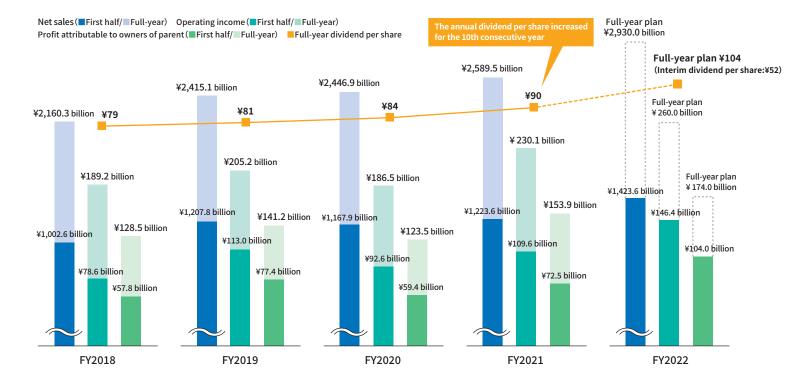
Increased 20,245 units from the end of the previous fiscal year

¥ 1,423.6 billion ¥ 146.4 billion

¥ 147.6 billion ¥ 104.0 billion

2,565,094 units

In the first half of FY2022, the final year of the Mid-Term Management Plan, in an environment where both measures to address COVID-19 and social and economic activities were pursued, and we were also affected by worldwide inflation and soaring material prices. However, net sales stood at ¥1,423.6 billion and operating income was ¥146.4 billion, which are record highs for a first half-year period, reflecting high value added proposals in the domestic housing business and the growth of our businesses in the United States, among other factors. In light of the strong results and the current situation of the housing business, we have revised full-year net sales and operating income forecasts up to ¥2,930.0 billion and ¥260.0 billion, respectively. We plan to increase the initially planned interim dividend per share and year-end dividend per share by ¥5 each and pay an annual dividend per share of ¥104, up ¥14 year on year.



Balance Sheet

(Billions of yen)

	As of January 31, 2021	As of July 31, 2022
Current assets	1,952.7	2,162.5
Noncurrent assets	848.4	887.8
Total assets	2,801.1	3,050.3
Current liabilities	867.9	1,118.5
Long-term liabilities	412.3	271.1
Total liabilites	1,280.2	1,389.6
Net assets	1,520.9	1,660.6
Total liabilites and net assets	2,801.1	3,050.3

Cash Flows

(Billions of yen)

2nd quarter 2nd quarter

	of FY2021	of FY2022
Cash and cash equivalents at beginning of period	600.2	515.1
Net cash provided by operating activities	75.4	61.6
Net cash used in investing activities	(39.8)	(99.0)
Net cash used in financing activities	(58.8)	(19.4)
Effect of exchange rate changes on cash and cash equivalents	14.0	14.6
Cash and cash equivalents at end of period	593.1	472.8

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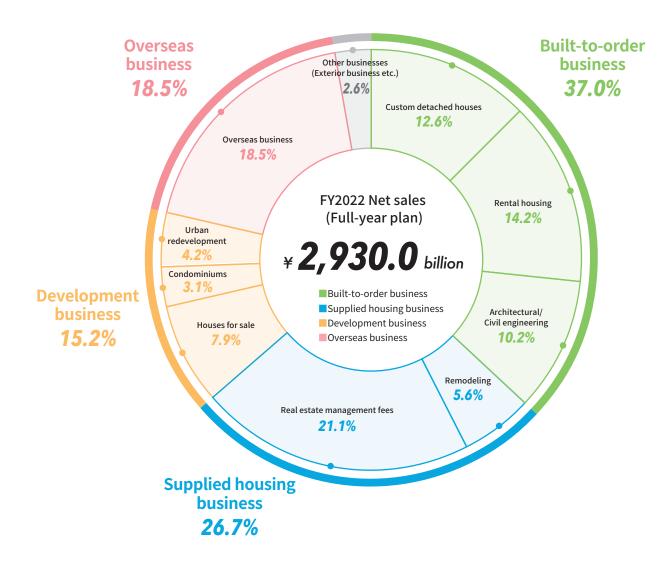
Performance Report

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The Sekisui House Group's Business Portfolio

The composition ratio of FY2022 net sales (Full-year plan)



Overview of each business and net sales for the first half of the fiscal year and progress against full-year plan



Built-to-order business

We will provide high value-added houses and commercial buildings on land owned by customers. We will contribute to the formation of high-quality social capital

2nd guarter of FY2022

Net sales: ¥ **534.2** billion Progress to full-year plan: **49.3**%



Supplied housing business

We will promote the establishment of a recycling-oriented society by seeking to maintain and improve asset value through the remodeling of houses and the high-quality management of rental housing.

2nd guarter of FY2022

Net sales: ¥ **391.0** billion Progress to full-year plan: **49.9**%



Development business

We will strive for high quality urban development by developing high-quality houses for sale, condominiums, office buildings and other properties in attractive areas.

2nd quarter of FY2022

Net sales: ¥ 217.0 billion Progress to full-year plan: 48.8%



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Overseas business

We will leverage the highest levels of quality and cutting-edge technologies achieved through its operations in Japan to develop new demand for houses overseas. We will roll out the SEKISUI HOUSE brand according to real estate market conditions in each country.

2nd quarter of FY2022

Net sales: ¥ **241.6** billion Progress to full-year plan: **44.7**%

(Billions of yen)

57.9

2nd quarter of

FY2022

(Billions of yen)

(Billions of yen)

Performance Report by Segment

Built-to-order business

Net sales

Net sales increased due to good construction progress made in both the custom detached houses and rental housing businesses. Orders were firm, reflecting proposals of high value-added housing. Net sales in the architectural/civil engineering business rose with the sale of multiple large properties.

Operating income

Despite the impact of soaring material prices, operating income increased in both the custom detached houses and rental housing businesses due to increases in net sales and increases in prices per building. Operating income in the architectural/civil engineering business declined given a decrease in profit margin.

57.9

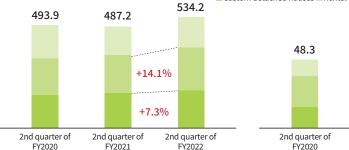
2nd quarter of

FY2021

+15.5%

+1.1%

Custom detached houses Rental housing Architectural/Civil engineering



Supplied housing business

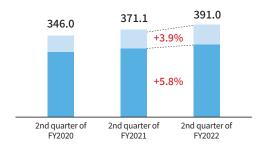
Net sales

Both remodeling and real estate management fees businesses continued to grow stably. Proposal-based remodeling and environment-based remodeling. particularly remodeling for energy saving, performed well. Real estate management fees business reflected an increase in the number of units under management.

Operating income

In the remodeling business, profit margin continued to improve due to an increase in the ratio of orders for large-scale remodeling, among other reasons, and operating income rose. Operating income from real estate management fees business declined due to a temporary increase in cost but is expected to increase in the full year.

■ Real estate management fees ■ Remodeling





Development business

151.1

2nd quarter of

FY2020

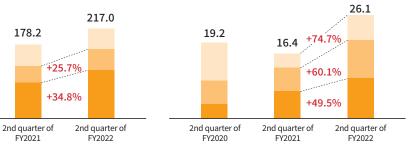
Net sales

Net sales rose significantly in both the houses for sale and the condominiums businesses. Orders were strong. The delivery of large condominium properties contributed to the increase in net sales. In the urban redevelopment business, we have made progress as planned.

Operating income

Operating income climbed significantly, chiefly reflecting the increase in net sales from the houses for sale and the condominiums businesses and proposals of high value-added properties. In the urban redevelopment business, we sold properties chiefly to Sekisui House REIT, Inc.

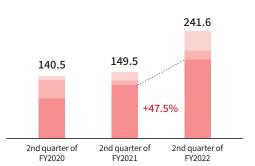
Houses for sale Condominiums Urban redevelopment



Overseas business

Net sales

Net sales increased significantly, reflecting the strong performance in the homebuilding business, master-planned community business and multifamily business in the United States, where housing demand was strong. Net sales were as planned in Australia and China.



(Billions of ven)

Operating income

Operating income increased significantly in the United States, reflecting the increase in net sales and an improvement in profit margin. Business made progress in Australia and China as well, and operating income in the overall overseas business significantly increased ¥28.0 billion year on year.



Column

Results in the domestic housing business were strong, reflecting the integration of technologies and lifestyle design. We will pursue customer happiness by enhancing technical capabilities and the ability to make proposals.

Topics

Results in the domestic housing business remained strong in the first half of FY2022. Net sales and operating income hit record highs. In the custom detached houses business, lifestyle proposals, particularly Family Suite, which has open living spaces, proved popular. In the rental housing and the real estate management fees businesses, strong results were recorded thanks to the thorough implementation of an area marketing strategy, efforts to achieve a deeper penetration of Sha Maison ZEH, which is eco friendly and contributes to an improvement in profitability, and the management of properties by Sekisui House Real Estate companies, which maintained high occupancy rates and rent levels. In the remodeling business, our remodeling proposals were well received, particularly Family Suite Renovation, which offers open living spaces that create comfortable distances between family members, and environment-based remodeling, including Idocoro Dan-netsu and energy-creating equipment for custom detached houses. In the rental housing business, we focused on proposing renovations that will maintain or enhance asset value.

The strong results reflect our unique strategy of

integrating advanced technologies and proposals for comfort and different lifestyles for different residents, which is supported by our human resources strategy. For example, we have a Chief Architect program to cultivate designers who create houses to meet customer needs. Top designers who are selected from more than 2,900 first-class architects working for the company through strict screening are given the title of Chief Architect (CA). In

addition to designing, Chief Architects play a role as producers who supervise the technical side of work. They examine the possibilities of land and use all their abilities and skills to help each family realize the lifestyle they desire. Chief Architects will continue to pursue the happiness of customers by building unique houses as professionals that design highly safe and comfortable houses backed by our proven track record of building more than 2.5 million houses.





Chief Architect Works

https://www.sekisuihouse.co.jp/ kodate/feature/design/architect/



[Japanese only]





Special Feature

Creating Homes That Make People Happy around the World

Sekisui House technologies innovate the homebuilding business in the United States

In the overseas business, Sekisui House addresses social issues in the United States, Australia, and other countries in addition to Japan, using its unique technology to achieve safety, security and comfort.

Of these markets, we will focus on the U.S. market, which is large and expected to continue to grow, and explain the homebuilding business, which adds new value to housing and pursues the happiness of customers.



Topics

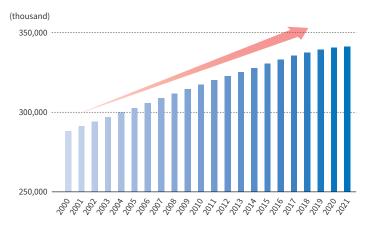
Difference between Housing Demand and Needs in Japan and Those in the United States

The U.S. housing market is expected to see significant growth. Housing supply shortages compared to the demand are a social issue.

Looking at certain countries overseas, the housing markets have substantial growth potential compared with the Japanese market, which is constrained by a declining birth rate and a falling, aging population. The United States is one such country. The U.S. population is increasing steadily with each year. In 2020, the population was approximately 330 million, more than twice Japan's population. Housing demand from millennials, who were born between 1980 and the mid-1990s and are in the typical age bracket for buying homes, is strong, which has led to a decrease in used homes in the market. Meanwhile, Generation Z, who were born in the late 1990s and early 2000s and are entering the age bracket for buying homes, account for a large percentage of the population. For those reasons, housing demand is expected to remain firm. Americans' attitude toward housing is very different from the attitude in Japan. The Japanese consider the purchase of a home as a once-in-a-lifetime event and prefer a new building. There are ready-built houses, the specifications of which are predetermined, and built-to-order houses, which reflect each customer's requests. In the United States, the asset value of houses does not fall significantly due to the tax system, which is different from Japan. Americans thus tend to change houses several times to suit changes in their lifestyles. There are accordingly many used houses, rather than new houses, on the market. If Americans are not satisfied with their own house, they are willing to renovate themselves to maintain or enhance the asset value. Most new houses are ready-built houses. With the exception of some luxury homes, the supply of homes that meet the requests of individual customers is not sufficient.

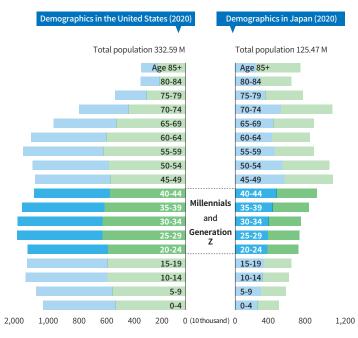
In recent years, Americans have faced lifestyle changes due to COVID-19, and layouts that enable both husband and wife to work from home have become popular. Other new needs have emerged, including air cleaners, ventilation equipment, and sanitary fittings close to the entrance. Residents have become more eager for houses that will enable them to enhance their lives. What Americans value in a house has been changing in recent years. We believe that our lifestyle proposals underpinned by the technical capabilities that we have developed in Japan will be accepted.

Trends in the U.S. population



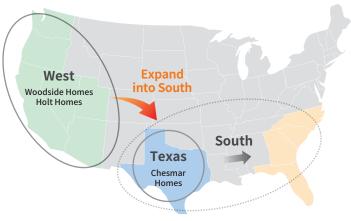
Date Source: Federal Reserve Bank of St. Louis

Demographics of the U.S. and Japan



■ Male ■ Female Date Source: US Census/ Statistics Bureau of Japan

Business Area Expansion Strategy



Three steps to expand the U.S. homebuilding business

Step 1- Create a foundation for U.S. homebuilding business Achieved with Woodside Homes

Present Step 2- Horizontal development into promising areas

Accelerate expansion into new areas through acquisition of Holt Homes and Chesmar Homes

Step 3- Develop SHAWOOD, which best embodies the ideals of Sekisui House, across the U.S. Make home the happiest place in the world

Building operating structure



We dispatch a PMI (post merger integration) officer to each local builder that has joined the Sekisui House Group to maximize synergies through the management, operations and awareness integration.



Transferring Sekisui Houses Technologies to the U.S. Market

Aiming to provide 10,000 homes annually overseas, primarily in the U.S.

In the United States, the Sekisui House Group engages in the master-planned community business, or housing land development, and the multifamily business. In addition, we have been developing the homebuilding business in earnest since 2017, when we made Woodside Homes our consolidated subsidiary. Woodside Homes sold detached houses in four states in the West of the United States: Arizona, California, Nevada, and Utah. After Woodside Homes was consolidated, it changed its strategy from a price-oriented sales strategy to a value-oriented strategy, where it proposes solutions according to customers' lifestyles, to provide new value, or happiness, to customers according to the vision of Sekisui House. Profitability has increased due to thorough research, enhancement of customer contact, promotion of customer-oriented marketing and story-driven sales, and optional lifestyle solutions. This change in strategy has resulted in higher customer satisfaction. We will strive to raise customer satisfaction further.

In December 2021, we made Holt Homes, which operates in Oregon and Washington, our consolidated subsidiary. As a result, we have expanded significantly the large market for houses in the high price range in the West, from four states with a population of about 53 million to six states with a population of 65 million. To expand into the South, which accounts for about 50% of housing starts in the entire United States, we made Chesmar Homes a consolidated subsidiary in July 2022. Chesmar Homes sells detached houses in four major cities in Texas. We have laid the foundation for expanding into the largest housing market in the United States.

Of the three steps to expand the U.S. homebuilding business, we are in Step 2: Horizontal development into promising areas. We aim to provide 10,000 homes annually in overseas markets in 2025. The supply of about 7,000 homes in the United States is already in sight. We will strive to achieve the target and to develop SHAWOOD, which best embodies the ideals of Sekisui House, across the U.S. in Step 3.

Proposing new, freer types of homes and living to customers in the United States
Promoting the homebuilding business to make Sekisui House technologies the global de facto standard

The U.S. homebuilding business is the core of the overseas business for realizing our global vision. What is important in the business is new, freer types of homes and living beyond conventional concepts and practices for wood-framed houses that we provide through SHAWOOD. In the overseas business, SHAWOOD has three value propositions: First, providing homes that offer safety and peace of mind in homes that protect families from natural disasters. We offer homes as earthquake-resistant. wind-resistant, and fire-resistant shelters. Second, offering lifestyle solutions and build houses that are easy on the global environment. We create comfortable, economic homes that have high insulation and air tightness properties and reduce annual energy consumption. Third, SHAWOOD construction methods for simple and dynamic spaces. We create high-quality, dynamic, unique and freer spaces having atriums and no partitions and provide

flexible interior spaces for diverse lifestyles that can be changed according to changes in the family.

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The value propositions for SHAWOOD meet market needs that can be summarized as follows: In an increasingly uncertain world, customers want homes that they can live in with peace of mind. We aim to create homes where people are free from stress and can enjoy life with their families and help establish environmentally friendly communities that are loved in society.

The SHAWOOD business in the United States began in 2020, when we became the first Japanese home builder to exhibit at IBS. After implementing pilot projects, we made steady progress and are set to start full-scale development. From 2023, we will sell SHAWOOD as a premium housing brand in the western part of the United States, aiming to make Sekisui House technologies the global de facto standard.



SHAWOOD built in Las Vegas, Nevada





SHAWOOD



Our Goals: The Sekisui House Global Vision

Make home the happiest place in the world



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



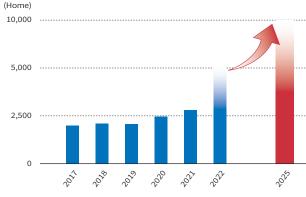
Become a leading company in ESG management



Make Sekisui House technologies the global de facto standard

Become a global company that offers integrated proposals of technologies, lifestyle design and services, based on the residential domain

We aim to provide 10,000 homes annually in overseas markets, primarily the U.S. market, in 2025.



(Note) The figures from 2017 to 2021 are annual numbers of houses delivered in the U.S. homebuilding business.

^{*}IBS: International Builders' Show, the large housing trade show in the United States. Sekisui House has determined that it was the first Japanese home builder to exhibit at IBS based on disclosure documents, etc.

TOPICS

Contributing to Customers' "Happiness" and the Realization of a Sustainable Society.

Sekisui House Conducts a Range of Activities Aiming to be a Leading Company in ESG Management.



Collaboration with Marriott International for a Regional Revitalization Project Opening Roadside Hotels near *Michi-no-Eki* Stations Nationwide

Tourist attention has been shifting in recent years from traditional sightseeing tours to "new tourism," which emphasizes experience and interactions during tours and focuses on the nature, history, tradition, industry, and lifestyles of different areas.

To revitalize regional economies using tourism, we launched the Trip Base *Michi-no-Eki* Stations Project in 2018 with local governments and partners. Under the concept of "The Quest for the Unknown in Japan," we have been opening roadside hotels near *Michi-no-Eki* stations along journeys. In the first stage of the project, we had opened 15 hotels, with 1,152 rooms, in six prefectures as of March 2022. We provide only accommodations; the hotels do not have any restaurants. The project is designed to encourage tourists to eat and shop at *Michi-no-Eki* stations and local stores and restaurants, and to interact with local residents and go back and forth to *Michi-no-Eki* stations.

Continuing in 2022 and after, we will expand Trip Base Style nationwide, as a new travel style where tourists wander from place to place to discover new attractive places, staying at hotels close to *Michi-no-Eki* stations. We will create a network of tourism resources that are dispersed across many different places and help attract more tourists to those places, thereby contributing to the revitalization of regional economies.

The second stage of the Trip Base Michi-no-Eki Stations Project starts

The project entered the second stage in the spring of 2022. We opened Fairfield by Marriott Hokkaido Eniwa and Fairfield by Marriott Hokkaido Naganuma Maoinooka Park in May and Fairfield by Marriott Hokkaido Minamifurano in June. In the second stage, we plan to open 14 new hotels, 1,184 rooms, in eight prefectures by 2023. We aim to provide about 3,000 rooms in 26 prefectures by 2025. We will help promote regional revitalization and revitalize regional economies, thereby achieving Goal 17 of the SDGs: Partnerships for the Goals.

Opening hotels for journeys nationwide



Eniwa, Hokkaido is one of the best-known cities full of flowers and greenery in Japan. The scenery is very attractive.



A library in the lobby for a pleasant stay



There is a plan that includes a breakfast in a box filled with local ingredients.



Trip Base *Michi-no-Eki* Stations Project

https://www.tripbasestyle.com/ [Japanese only]



The industry's first app which the customer can operate while viewing a floor plan on the smartphone screen. With a smartphone, the customer can check the status of their home and operate equipment in the home.

As the era of the 100-year lifespan approaches, our Platform House Concept integrates technologies, lifestyle design and services and provides new value under the themes of health, connections, and learning.

As the first initiative, in August 2021 we launched Platform House touch, which connects homes and people to assist in achieving happiness.

This app is the first in the industry to provide a system linked with floor plans, while offering advanced information security. The customer can operate the app intuitively and use services such as "remote control of the home," "automated home security," "monitoring of the living environment," and notifications when someone enters or leaves the home. In addition to improving convenience, the app visualizes a record of the operation of home appliances, including persons who have operated them and appliances that have been operated, and the status of the home anywhere, anytime. That makes Platform House touch very different compared with other smart homes that focus on home appliances. This service is provided as a monthly subscription. We will provide a variety of services that residents can choose according to their lifestyles and create fulfilling, happy times for them.

PLATFORM HOUSE touch for a safe, secure life

A survey of married people in their 20s, 30s, and 40s shows that almost 80% of dual-income couples say, "(They) do not have time." PLATFORM HOUSE touch can help. The app helps save time in a number of ways, for instance by running water into the bathtub from outside the house and turning off upstairs lights from downstairs. While working at the office, the customer can receive notifications of locking and unlocking events and learn when children have arrived home. The service is a resident-oriented one based on our emphasis on safety and security and housing technologies accumulated over many years.



The app has functions including "remote control of the home," which enables the customer to check the operation status of equipment and operate equipment from outside the house, as well as monitoring of the living environment, which displays changes in room temperature and humidity.



A one-of-a-kind app that is linked to the floor plan of the customer's house



PLATFORM HOUSE touch

https://www.sekisuihouse.co.jp/pfh/ [Japanese only]

