



November 14, 2014

[Progress of FY2012 Mid-term Management Plan]



Sales and income have reached consecutive record highs

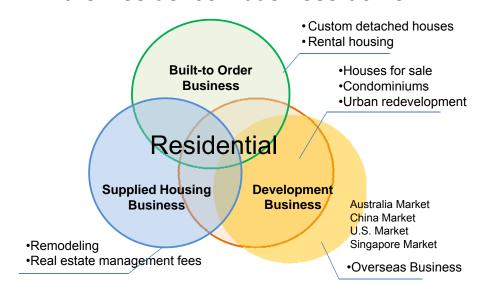
(Billions of yen)

	FY2 (12/2-		FY2 (13/2-		FY2014 (14/2-15/1)		
	MMP Results		MMP	Results	MMP Forecas		
Net sales	1,620.0	1,613.8	1,720.0	1,805.1	1,900.0	1,910.0	
Operating income	85.0	86.1	100.0	131.9	134.0	145.0	
Ordinary income	86.0	91.7	101.0	137.7	136.0	153.5	
Net income	44.0	46.4	57.0	79.8	82.0	89.0	
OP margin	5.2%	5.3%	5.8%	7.3%	7.1%	7.6%	
EPS (yen)	65.5	69.1	84.8	118.6	122.0	130.4	
ROE	5.8%	6.0%	7.2%	9.2%	9.8%	9.3%	



Management Direction

Deployment of growth strategies focused on the "residential" business domain



Sheet 2

[Sekisui House Group FY2014 Mid-term Management Plan]



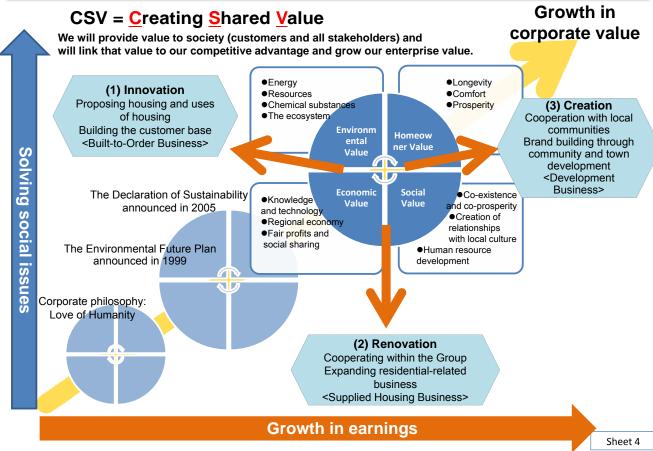
Basic Direction of FY2014 Mid-term Management Plan

Strengthening synergies in the Group and taking on new challenges in the "residential"-related business



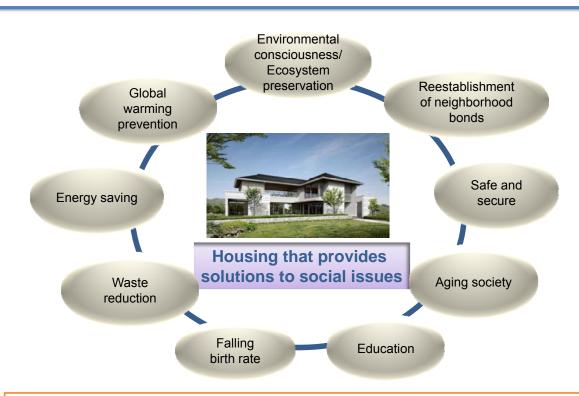
- ①Strengthening the customer base by providing quality housing stock in the Built-to-Order Business, the core business, and expanding the Supplied Housing Business
- ②Raising the asset turnover ratio in the Development Business by harnessing the techniques and expertise developed in the Built-to-Order Business for "residential" environment creation, in community and town development in Japan and overseas
- ③ Expanding the domain of the Supplied Housing Business, including property management, remodeling, and the promotion of housing distribution, thereby maintaining and improving customers' asset value and gaining advantage in the Built-to-Order Business
- ① Improving our brand value through quality community and town development, creating living environments and making the most of the brand value in the Built-to-Order Business and Supplied Housing Business





[Housing at the Center of Social Issues]





Changes in housing will change society.

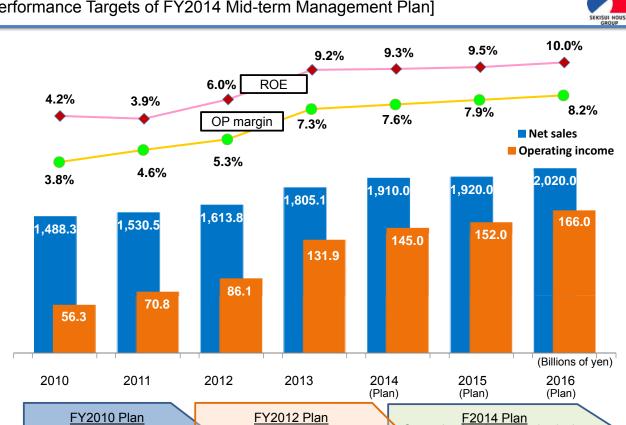


- Establishing our position as the top brand in the **Built-to-Order Business**
- Taking on challenges in new residential-related business fields in the Supplied Housing Business
- Increasing the asset turnover ratio and profitability in the Development Business



Sheet 6

[Performance Targets of FY2014 Mid-term Management Plan]



Establishment of lean earnings base

Acceleration of profit growth through business expansion Strengthening the synergies in the Group and taking on new challenges in the "residential"-related business



Business Strategies for 2014 to 2016

Sheet 8

[Market Environment]



- Demographics
 - ✓ Number of households is projected to peak in 2019.
 - ✓ A full-fledged aged society is emerging.
 - ✓ The population inflow into urban areas is continuing.
- Housing policies
 - ✓ Creating quality housing (new construction, remodeling)
 - ✓ Promoting the distribution of quality housing stock
 - √ Promoting Zero Energy Houses
- Politics and economics
 - ✓ Fiscal reconstruction through the consumption tax hike and the stronger levy of inheritance tax
 - ✓ Abenomics / Monetary easing in a different dimension by the Bank of Japan
 - ✓ Overcoming deflation

Expanding the business domain, making the most of the strength of the Sekisui House brand, and moving on to the next stage

Keywords

Environment

Existing houses

Aging society

Sheet 9





The highest quality
and technology

Brand Vision

SLOW & SMART

Housing innovation to make your heart feel at home

Sheet 10

Gratitude for customers

The Promise of SLOW & SMART

Communication words

My love in the house, Sekisui House.



Sheet 11



Supplied Housing Built-to-Order Development **Business Business Business** Quality community and town Enhancing the appeal of development Enhancing cooperation products, the ability to make Basic policy International brand building proposals, and construction within the Group Creation of asset value at capabilities present and in the future Growth strategies Increasing profitability in each business segment through break-even point management Priority issues Reinforcing Remodeling Community and town Expanding orders for Green business development focusing on First Zero and 3- and 4-Expanding SumStock townscape story houses Bolstering exist strategies Strengthening block leasing business Establishing Sekiwa Grand Mast, Ltd. Establishing Sekisui Expanding orders for elderly arge-scale renovation New businesses Renovation of Condominiums House Reit, Inc. housing with supportive Online sales of remodeling services Bolstering exit strategy products Business related to vacant houses lanagemer Developing new networks through expanding Strengthening human resources to expand business business domains

Sheet 12

[Basic Policy for Built-to-Order Business]



Custom Detached Houses Business

- Strengthening sales of multifamily housing by enhancing 3- and 4-story houses (Kazoku to kazoku)
- Promoting of Zero Energy Houses (Green First Zero)
- Reinforcing mid-range to high-end products





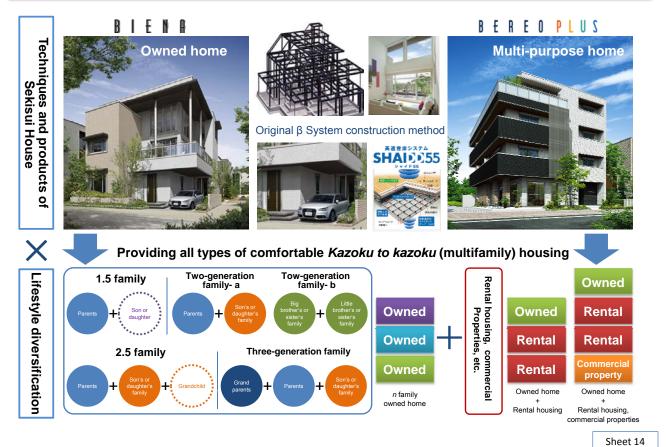
Rental Housing Business

 Enhancing 3- and 4-story houses in response to the stronger levy of inheritance tax

 Promoting sales for elderly housing with supportive services (Established Sekiwa Grand Mast, Ltd.)





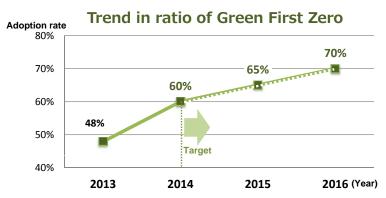


[Promotion of Zero Energy Houses]



Green First Zero achieving a 2020 lifestyle the present CreenFirst ZERO





We will aim at Green First Zero adoption rate of 60% in FY2014, 65% in FY2015, and 70% in FY2016.



Achieves zero net energy consumption, using energy-saving facilities and energy creation facilities, Energy creation: Energy-saving facilities: PV systems, fuel cells High-efficiency heat insulation system, storage cells, HEMS, and other energy-saving equipment



Steel frame housing products

















Sheet 16

[Basic Policy for Supplied Housing Business]



Remodeling Business

- Strengthening the large-scale renovation business -
- Trying new online sales of remodeling products
- Business related to vacant houses

Real Estate Management Fees Business

- Strengthening the detached house brokerage business (SumStock business → renovation business)
- Strengthening the apartment house brokerage business (Sha-Maison SumStock business → renovation business)
- Strengthening the block leasing of elderly housing with supportive services (Establishing Sekiwa Grand Mast, Ltd.)

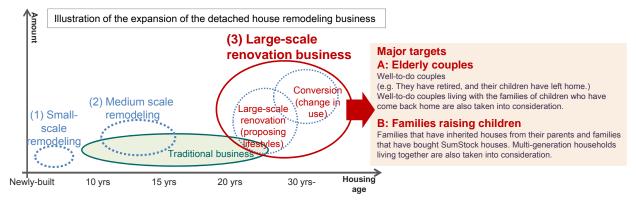
[Detached houses]

[Rental housing]

[Condominiums]



To expand the Remodeling Business, we will enhance business models and operations in our large-scale renovation business, where we have the greatest advantage.



A: Image proposals for elderly couples The couple enjoys family gatherings and spending time with friends. They also enjoy spending time alone.



Sheet 18

[Business Related to Vacant Houses]



Starting services associated with vacant houses and addressing social issues

Vacant dwellings: 8.2 million, Vacancy rate:13.5% (10 thousand) 1,000 800 Vacant dwellings Vacancy rate 13.5% 15% 820 400 200 5%

<Trend in vacant dwellings in Japan>

Source: Preliminary Housing and Land Repot 2013 by Ministry of Internal Affairs and Communications

<Initiatives of Sekisui House>

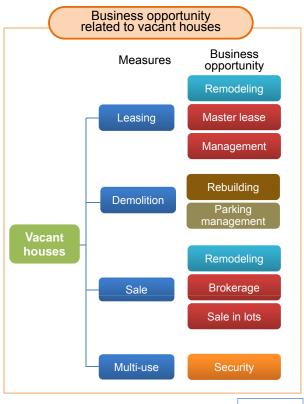
[Business details]

0

- -Rebuilding, remodeling, leasing, management, purchase, equivalent exchange, etc.
- -Security enhancement
- -Brokerage, loan arrangement, etc.

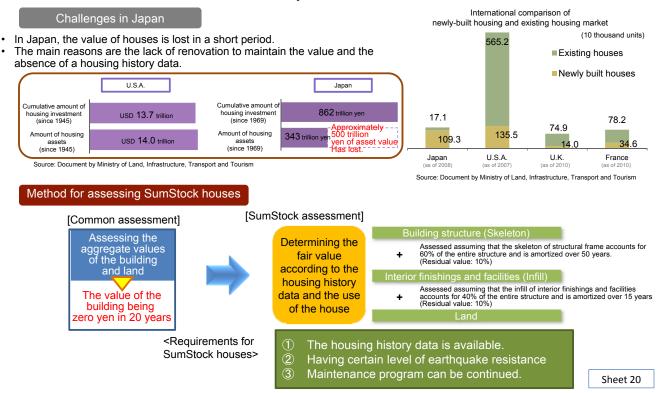
[Alliance partners]

-Financial institutions, including banks and trust banks, security companies, etc.





To maintain the fair asset value of quality housing, Group companies (Sekisui House, Sekiwa Real Estate, and Sekisui House Remodeling) will seek to extend the life of houses and to promote distribution of houses.



[Reinforcing the Platinum Business]

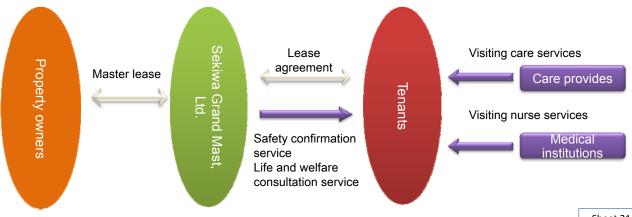


Aggressively expand business of managing "elderly housing with supportive services"

Establishing Sekiwa Grand Mast, Ltd., a company that will specialize in elderly housing with supportive services

- The company will expand quality and safe and secure rental housing for the elderly under the brand name of Grand Mast in the Tokyo area and then in major cities nationwide.
- As a company specializing in the operation and management of elderly housing with supportive services, the company will provide management consulting and the coordination of service providers.







Houses for Sale Business

- Creating quality communities to promote sales
- Strengthening houses for sale under a second brand name

Condominiums Business

Focusing on good locations and high-end and mid-range condominiums

Urban Redevelopment Business

Bolstering exit strategies

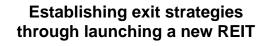
Overseas Business

Strengthening brand building

Sheet 22

[New Strategy for Urban Redevelopment Business]





Sekisui House Reit, Inc.

(Sponsor) Sekisui House, Ltd. (Asset management company) Sekisui House Investment Advisors, Ltd.

100% equity stake held, Pipeline support agreement

Development area

[Japan]

Three metropolitan areas around Tokyo, Osaka, Nagoya

[Outside Japan]

Singapore, Australia, and the United States, where Sekisui House has already made inroads

We will continue to sell assets to expand the asset size of the investment corporation.

Properties to be sold when the new REIT Minami Garden Cit









Outline of business strategy

■ Considering the environment of the domestic housing market that is affected by the falling population, we chose overseas markets with great potential qualitatively and quantitatively from a long-term perspective and entered the markets in 2010.

Basic criteria for strategic business regions:

- · A growing population with stable demand for housing and marked growth in demand.
- · Potential for future economic development in the targeted country or region.
- · Active pursuit of environmental and energy conservation initiatives.

Basic strategies

- Creating secure, safe, and comfortable town and housing by integrating local culture and customs and the quality housing techniques and the philosophy of creating sustainable town that we have developed in Japan over many years.
- Promoting development, forming alliances and cooperative relationships with good local developers and other partners in Australia, the United States, China, and Singapore.
- Steadily promoting existing projects in each country and will continuously start new projects, with consideration given to the entire portfolio.
- Continues to consider entering new areas that meet the basic criteria for strategic business regions and where we will be able to take advantage of our strengths: Industrialized housing techniques, environmental techniques, the ability to make comprehensive proposals associated with housing conditions, and service expertise.

Sheet 24

[Strategies for Overseas Business by Country]



Australia

- ■We provide a comfortable living environment in the Waterfront near Sydney, with the introduction of universal design. We plan to develop 2,146 condominium units overall, including the 1,552 units that have been delivered.
- ■We have developed housing land in the Hermitage in the suburbs of Sydney. We have preserved the ecosystem and landscape as much as possible, which has been evaluated highly.
- ■We are promoting a Central Park mixed-use development project in Sydney jointly with Frasers. We have delivered 1,404 condominium units in the developed area.



from Japan for a sustainable society, including eco-friendly

local partners.

Singapore

U.S.A.

■We are carrying out more than 40 community development and

rental residence development projects nationwide jointly with

evaluated highly. In 2013, five communities that we developed

were ranked among the top 50 communities (in rankings in terms

■In community development, our development has been

of the number of housing units sold) in the United States.

■In addition to community development,

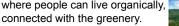
we are promoting rental residence

development starting in earnest in

development, in the United States.

2014. We are applying our initiatives

- ■We are engaged in seven joint development projects with local partners. In all these projects, we are providing unique addedvalue for living conditions. We have offered 3,775 units, and the sales of 3,508 units have been completed.
- ■In the Hillsta project, to provide a high-value-added, enriched Japanese-style living environment, we have taken in the natural environment surrounding the land and have realized a design where people can live organically,





- ■We have started mixed-use development projects, aiming to create town that we can be proud of in the future in Shenyang, Liaoning, and Suzhou, Wuxi, and Taicang, Jiangsu, which are showing remarkable growth in China. The projects include condominiums with advanced environmental technologies for living comfort and urban functions as well as low-rise housing with our original β system.
- ■We have started sales for the project in the Heping District in Shenyang as well as other projects. Constructions in these projects are planned to be completed in or after FY2015.









(Billions of yen)

Name of		FY2	014			FY2	015		FY2016				
country	Net sales	Operating income	Ordinary income	Orders	Net sales	Operating income	Ordinary income	Orders	Net sales	Operating income	Ordinary income	Orders	
Australia	52.0	2.8	3.0	45.0	34.0	1.5	1.6	45.0	57.0	4.0	4.1	60.0	
China	-	(3.1)	(2.8)	10.0	20.0	(2.5)	(2.3)	20.0	40.0	0.0	0.2	40.0	
U.S.A.	28.0	6.2	6.4	30.0	56.0	11.9	11.9	55.0	75.0	16.9	17.2	78.0	
Singapore	-	-	3.7	-	-	-	4.4	-	-	-	2.7	-	
Other administrative expenses	-	(0.9)	(0.9)	-	-	(0.9)	(0.9)	-	-	(0.9)	(0.9)	-	
Total	80.0	5.0	9.4	85.0	110.0	10.0	14.7	120.0	172.0	20.0	23.3	178.0	

^{*}The Singapore business is classified under equity in earnings (losses) of affiliates.

Sheet 26

[Developing Networks through Expanding Business Domain (Management Foundation)]



Collaboration with Honda Examination of the use of robotics in home



A walking assistance

A walking assistance device that supports body weight

UNI-CUB



Development of an interactive HEMS in collaboration with IBM's platform

ATR, NTT, SHIMADZU, Keio University Joint development of network brainmachine interface (BMI) that will be convenient in a general living environment



Muscle Corporation
Commencement of joint research and
development associated with the application
of robot technology in homes





Construction of a smart house that realizes the image of living in 2020

Joint research with Toshiba and Honda



Responding to the diverse business needs and customer values of the "residential"-related business

Diverse human resources

Cultivating and using human resources

- Strengthening expertise
- Cultivating human resources for construction
- •Global human resources
- Changing job categories
- Increasing the mandatory retirement age to 65

Pleasant working environment (working environment management)

- Enhancing systems to support employees who are raising children or are caregivers
- Efficient ways of working

Promoting diversity

- Promoting the participation of women
- Promoting the participation of the elderly
- ·Promoting the participation of people with disabilities
- Promoting the participation of foreigners



Securing excellent human resources

Sheet 28

[Cost Cutting in the Production Division]

Technical research

development of products.

elements, and materials

Demolition. Construction

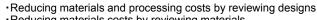


- Taking advantage of our range of internal and external functions and networks in housing supply
- Aiming to lower the break-even point to 200,000 m² per year

Sekisui House's organization for manufacture

Procurement of Materials and

Cutting costs for 3- and 4-strory housing



Reducing materials costs by reviewing materials

 Promoting automation (reducing costs and responding to labor shortages)

· Component design and distribution for labor saving in construction



Welding of structural

Cutting distribution costs, taking advantage of the economies of scale

· Controlling the entire logistics process (sourcing, delivery, and collection) by ourselves.

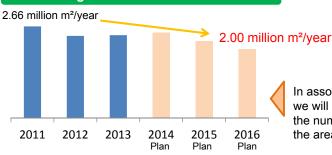
· Establishing a nationwide logistics network (establishing logistics using trunk lines and local logistics)

Target for Break-even Point

Production of materials.

distribution, and

resources recycling



Factories and

In association with an increase in 3- and 4-story housing, we will be changing from target management in terms of the number of buildings to target management in terms of the area of production, which shows the actual costs.

[Basic Policy on Profit Distribution]



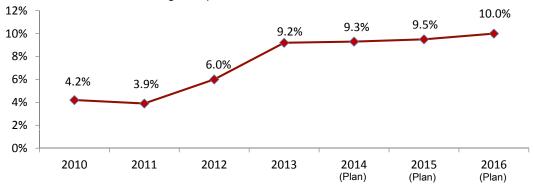
Our basic policy on profit distribution is that in order to realize a high level of profit sharing while maintaining sound management over the medium- and long-term, we will aim at an average dividend payout ratio of 40% or higher over the medium- and long-term.

By putting into perspective future business opportunities based on earnings and cash flow situations and the behavior of the domestic economy and market environment each year, we will make every effort to increase shareholder returns through the improvement of asset efficiency, including share buybacks and retirement of treasury stocks if and when deemed appropriate.

Under the basic policy, we will have a total shareholder return ratio of 60%, combining an average dividend payout ratio of 40% and share buybacks, which will be around 20% of net income.

<Regarding ROE>

We are aiming at an ROE of 10% in the fiscal year ending January 31, 2017, the final year of the medium-term management plan, by increasing EPS through earnings growth and improving capital efficiency through share buybacks, and will continue seeking to improve ROE.



Sheet 30

[Shareholder Return Policy]



Achieving a total return ratio of 60%, combining dividends and share buybacks

	FY2010	FY2011	FY2012	FY2013	FY2014 Plan	FY2015 Plan	FY2016 Plan		
EPS (yen)	45.02	42.90	69.17	118.63	130.46	139.01	151.04		
Dividends per share (yen)	21.00	20.00	28.00	43.00	50.00	A payou	t ratio of		
Payout ratio	46.6%	46.6%	40.5%	36.2%	38.3%	approx	c. 40%		
Share Buybacks					Share buybacks of approx. 20% of net income				



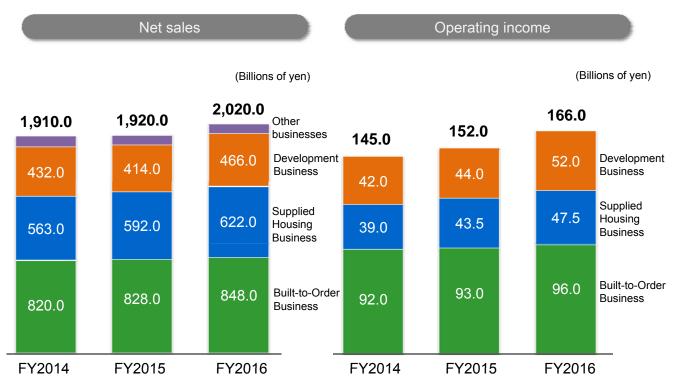
(Billions of yen)

	FY2012 (12/2-13/1)	FY2013 (13/2-14/1)	FY2014 Plan (14/2-15/1)	FY2015 Plan (15/2-16/1)	FY2016 Plan (16/2-17/1)
Net sales	1,613.8	1,805.1	1,910.0	1,920.0	2,020.0
Operating income	86.1	131.9	145.0	152.0	166.0
Ordinary income	91.7	137.7	153.5	159.0	171.5
Net income	46.4	79.8	89.0	95.0	103.0
OP margin	5.3%	7.3%	7.6%	7.9%	8.2%
EPS (yen)	69.1	118.6	130.4	139.0	151.0
ROE	6.0%	9.2%	9.3%	9.5%	10.0%

Sheet 32

[FY2014 Mid-term Management Plan] Performance Targets (by Business Models)





*Breakdown amount does not include eliminations and corporate expenses.

[FY2014 Mid-term Management Plan] Performance Targets (by Segments)



(Billions of yen)

			FY2014			FY2015		FY2016			
		Net sales	Operating income	OP margin	Net sales	Operating income	OP margin	Net sales	Operating income	OP margin	
Built Bu	Custom Detached Houses	410.0	44.0	10.7%	410.0	44.0	10.7%	420.0	45.5	10.8%	
Built-to-Order Business	Rental Housing	410.0	48.0	11.7%	418.0	49.0	11.7%	428.0	50.5	11.8%	
rder	Subtotal	820.0	92.0	11.2%	828.0	93.0	11.2%	848.0	96.0	11.3%	
B + O	Remodeling	137.0	16.0	11.7%	147.0	17.5	11.9%	1,57.0	19.0	12.1%	
Supplied Housing Business	Real Estate Management Fees	426.0	23.0	5.4%	445.0	26.0	5.8%	465.0	28.5	6.1%	
ss a a	Subtotal	563.0	39.0	6.9%	592.0	43.5	7.3%	622.0	47.5	7.6%	
Dev	Houses for Sale	116.0	8.0	6.9%	116.0	8.0	6.9%	116.0	8.0	6.9%	
'elop	Condominiums	58.0	5.0	8.6%	74.0	6.0	8.1%	64.0	4.0	6.3%	
Development Business	Urban Redevelopment	178.0	24.0	13.5%	114.0	20.0	17.5%	114.0	20.0	17.5%	
Busin	Overseas Business	80.0	5.0	6.3%	110.0	10.0	9.1%	172.0	20.0	11.6%	
ess	Subtotal	432.0	42.0	9.7%	414.0	44.0	10.6%	466.0	52.0	11.2%	
	Other Businesses	95.0	4.5	4.7%	86.0	3.5	4.1%	84.0	2.5	3.0%	
	Eliminations and corporate expenses	-	(32.5)	-	-	(32.0)	-	-	(32.0)	-	
	Consolidated	1,910.0	145.0	7.6%	1,920.0	152.0	7.9%	2,020.0	166.0	8.2%	

Sheet 34

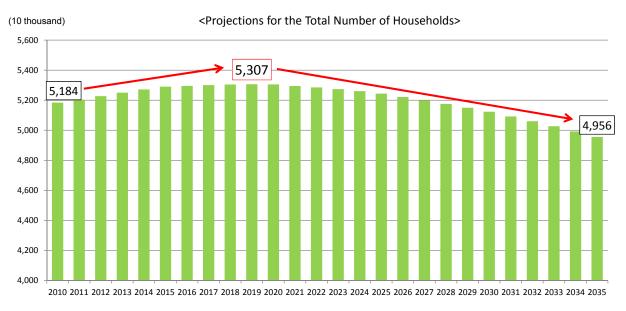


Reference Materials



Number of households is projected to peak in 2019

- The number of households is projected to peak at 53.07 million in 2019. (According to the previous survey, the number of households was projected to peak at 50.60 million households in 2015.)
- Growth in the number of households will continue to create demand for housing.



Source: Household Projections for Japan published by the National Institute of Population and Social Security Research

Sheet 36

[Demographic Change in Tokyo Area]



Number of households in Tokyo area is projected to grow by 2025.

●Number of households in Tokyo area (Saitama, Chiba, Tokyo, and Kanagawa) in 2035 is projected to exceed the level in 2010.

<Projected number of households by regional block>

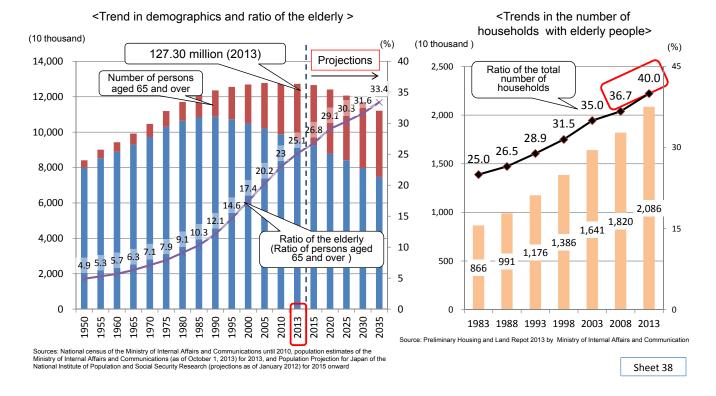
		Number of households (1/1,000)							Rate of increase (%)						
Regional block	2010	2015	2020	2025	2030	2035	2010 ↓ 2035	2010 ↓ 2015	2015 ↓ 2020	2020 ↓ 2025	2025 ↓ 2030	2030 ↓ 2035			
Japan	51,842	52,904	53,053	52,439	51,231	49,555	-4.4	2.0	0.3	-1.2	-2.3	-3.3			
Hokkaido	2,418	2,428	2,392	2,321	2,225	2,103	-13.0	0.4	-1.5	-2.9	-4.2	-5.5			
Tohoku	3,391	3,362	3,320	3,221	3,101	2,965	-12.6	-0.9	-1.2	-3.0	-3.7	-4.4			
Kanto	18,147	18,799	19,078	19,061	18,784	18,306	0.9	3.6	1.5	-0.1	-1.5	-2.5			
Northern Kanto	2,585	2,621	2,616	2,579	2,518	2,439	-5.7	1.4	-0.2	-1.4	-2.4	-3.1			
Tokyo Area	15,562	16,178	16,462	16,482	16,266	15,867	2.0	4.0	1.8	0.1	-1.3	-2.4			
Chubu	8,821	8,956	8,953	8,844	8,653	8,400	-4.8	1.5	0.0	-1.2	-2.2	-2.9			
Kinki	8,629	8,833	8,872	8,769	8,546	8,240	-4.5	2.4	0.4	-1.2	-2.5	-3.6			
Chugoku	3,005	3,019	2,986	2,916	2,819	2,701	-10.1	0.5	-1.1	-2.4	-3.3	-4.2			
Shikoku	1,602	1,594	1,561	1,510	1,448	1,374	-14.2	-0.5	-2.1	-3.2	-4.2	-5.1			
Kyushu, Okinawa	5,830	5,913	5,891	5,797	5,656	5,466	-6.2	1.4	-0.4	-1.6	-2.4	-3.4			

Source: Household Projections for Japan (by regional block) published by the National Institute of Population and Social Security Research



Households with persons aged 65 and over are increasing sharply.

- Elderly people accounts for 25% of the population, and 40% of households have elderly people.
- As the ratio of the elderly is rising, the ratio of households with elderly people is increasing remarkably.





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.