SEKISUI HOUSE

Company Presentation for Q2 FY2026

September 10, 2026

Fundamental Policy under the Seventh Mid-Term Management Plan

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

Japan | Cultivating the Sekisui House Economic Sphere through Group-wide Capabilities

Overseas | Building a Growth Platform to Drive a Game-Changing Transformation

Our core competencies

Technical expertise

Construction expertise

Customer base

Progress in Seventh Mid-Term Management Plan

Progress in Seventh Mid-Term Management Plan

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■ Seventh Mid-Term Management Plan [announced in Mar. 2026]

		FY2026	FY2027	FY2028	Three-fiscal year total
Net sales	(¥ bn)	4,353	4,526	5,026	13,905
Operating profit	(¥ bn)	350	370	450	1,170
Ordinary profit	(¥ bn)	314	345	434	1,093
Profit attributable to owners of parent	(¥ bn)	218	240	300	758
EPS	(¥)	336.30	370.23	462.79	-
ROE		10.1%	High 12% range in the final fiscal year of the Seventh Mid-Term Management Plan		

■ Progress

		FY2026 revised plan (Announced in Sep. 2026)
Net sales	(¥ bn)	4,260
Operating profit	(¥ bn)	350
Ordinary profit	(¥ bn)	316
Profit attributable to owners of parent	(¥ bn)	224
EPS	(¥)	345.55
ROE		10.1%

FY2026 Business Outlook (1): Revised Plan

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Excluding the impact of rising material prices due to changes in market conditions such as the situation in the Middle East, all domestic businesses are expected to exceed their initial profit plans.
While the homebuilding business continues to face challenges in the U.S., property sales in the U.S. multifamily business are progressing steadily.
The full-year plan has been revised. While maintaining the operating profit plan, the plans for ordinary profit and profit have been revised upward.

	(Reference) FY2025 Results	Initial Plan for FY2026 (Announced in Mar. 2026)	Revised Plan for FY2026 (Announced in Sep. 2026)	Compared to the initial plan
Net sales	¥4,197.9 bn	¥4,353.0 bn	**¥4,260.0 bn**	**¥(93.0) bn**
Gross profit	¥839.8 bn	¥871.0 bn	**¥866.0 bn**	**¥(5.0) bn**
Operating profit	¥341.4 bn	¥350.0 bn	**¥350.0 bn**	**-**
Ordinary profit	¥327.8 bn	¥314.0 bn	**¥316.0 bn**	**+¥2.0 bn**
Profit attributable to owners of parent	¥232.0 bn	¥218.0 bn	**¥224.0 bn**	**+¥6.0 bn**
EPS	¥358.07	¥336.30	**¥345.55**	**+¥9.25**
ROA	7.7%	7.4%	**7.4%**	**-**
ROE	11.3%	10.1%	**10.1%**	**-**
Dividends per share	¥144	¥145	**¥145**	**-**
Dividend payout ratio	40.2%	43.1%	**42.0%**	**(1.1) pt**

Major changes compared to the initial plan

Net sales		
	Business model	Change
Domestic Business	Built-to-Order Business	¥(35.0) bn
	Supplied Housing Business	¥ - bn
	Development Business	+¥22.0 bn
	Subtotal	¥(13.0) bn
Overseas Business		¥(84.0) bn
Eliminations and back office		+¥4.0 bn

Operating profit		
	Business model	Change
Domestic Business	Built-to-Order Business	¥(1.5) bn
	Supplied Housing Business	+¥5.5 bn
	Development Business	+¥12.5 bn
	Subtotal	+¥16.5 bn
Overseas Business		¥(8.5) bn
Eliminations and back office		¥(8.0) bn

Ordinary profit	
Share of profit of entities accounted for using equity method (Mainly the Singapore business)	+¥3.0 bn

Profit	
Extraordinary income (Mainly gains on the sale of cross-shareholdings)	+¥6.0 bn

FY2026 Business Outlook (2): Revised Plan

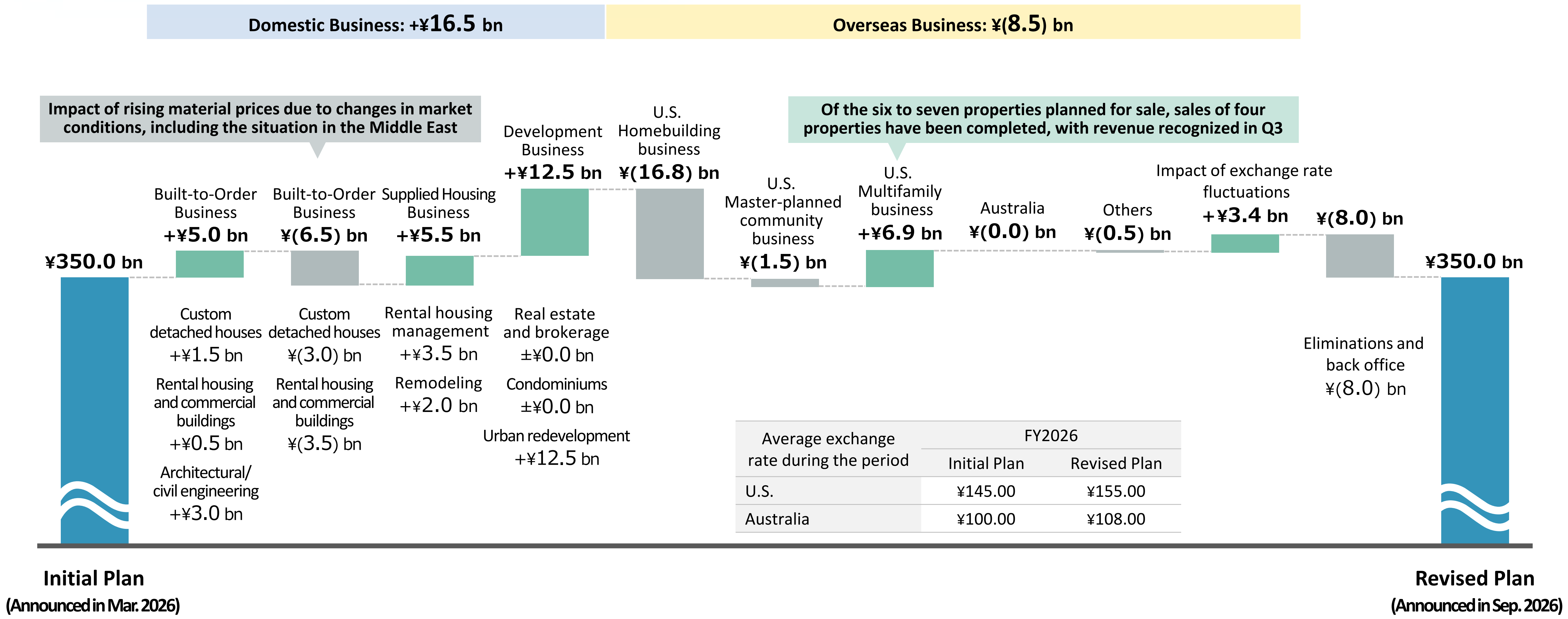
		Net sales (¥ bn)			Operating profit (¥ bn)			Operating profit margin			Orders (¥ bn)			Updates from the initial plan (¥ bn)		
		FY2025 Results	FY2026 Revised Plan	FY2026 YoY	FY2025 Results	FY2026 Revised Plan	FY2026 YoY	FY2025 Results	FY2026 Revised Plan	FY2026 YoY	FY2025 Results	FY2026 Revised Plan	FY2026 YoY	Net sales	Operating profit	Operating profit margin
Built-to-Order Business	Custom detached houses	496.4	**500.0**	3.5	48.8	**49.5**	0.6	9.8%	**9.9%**	0.1pt	498.7[*2]	505.0	6.2	-	(1.5)	(0.3)pt
	Rental housing and commercial buildings	547.2	**555.0**	7.7	74.8	**76.5**	1.6	13.7%	**13.8%**	0.1pt	591.6[*2]	595.0	3.3	(20.0)	(3.0)	-
	Architectural/ civil engineering	302.2	**301.0**	(1.2)	22.0	**21.5**	(0.5)	7.3%	**7.1%**	(0.2)pt	318.2	323.0	4.7	(15.0)	3.0	1.2pt
	Subtotal	1,346.0	**1,356.0**	9.9	145.7	**147.5**	1.7	10.8%	**10.9%**	0.1pt	1,408.5	1,423.0	14.4	(35.0)	(1.5)	0.2pt
Supplied Housing Business	Rental housing management	712.6	**726.0**	13.3	68.7	**75.0**	6.2	9.6%	**10.3%**	0.7pt	712.6	726.0	13.3	(10.0)	3.5	0.6pt
	Remodeling	187.9	**210.0**	22.0	25.9	**30.0**	4.0	13.8%	**14.3%**	0.5pt	193.1	224.0	30.8	10.0	2.0	0.3pt
	Subtotal	900.5	**936.0**	35.4	94.6	**105.0**	10.3	10.5%	**11.2%**	0.7pt	905.7	950.0	44.2	-	5.5	0.6pt
Development Business	Real estate and brokerage	394.5	**430.0**	35.4	28.4	**32.0**	3.5	7.2%	**7.4%**	0.2pt	411.1	430.0	18.8	-	-	-
	Condominiums	122.8	**111.0**	(11.8)	17.5	**23.0**	5.4	14.3%	**20.7%**	6.4pt	116.1	143.0	26.8	-	-	-
	Urban redevelopment	180.3	**115.0**	(65.3)	48.1	**27.5**	(20.6)	26.7%	**23.9%**	(2.8)pt	192.2	91.0	(101.2)	22.0	12.5	7.8pt
	Subtotal	697.6	**656.0**	(41.6)	94.0	**82.5**	(11.5)	13.5%	**12.6%**	(0.9)pt	719.5	664.0	(55.5)	22.0	12.5	1.6pt
Overseas Business		1,286.3	**1,344.0**	57.6	38.3	**48.0**	9.6	3.0%	**3.6%**	0.6pt	1,243.3	1,340.0	96.6	(84.0)	(8.5)	(0.4)pt
Other		5.9	**7.0**	1.0	0.5	**1.0**	0.4	10.0%	**14.3%**	4.3pt	5.9	7.0	1.0	-	-	-
Eliminations and back office		(38.7)	**(39.0)**	(0.2)	(31.9)	**(34.0)**	(2.0)	-	**-**	-	(35.4)	(39.0)	(3.5)	4.0	(8.0)	-
Total		4,197.9	**4,260.0**	62.0	341.4	**350.0**	8.5	8.1%	**8.2%**	0.1pt	4,247.7	4,345.0	97.2	(93.0)	-	0.2pt

[*1] Following the partial revision of the segment structure in FY2026, FY2025 figures and comparative information are presented on a reclassified basis.

[*2] The figures have been corrected from those disclosed on March 5, 2026. (Before correction: custom detached houses business: ¥506.8 billion; rental housing and commercial buildings business: ¥583.4 billion)

FY2026 Business Outlook (3): Revised Plan

■ FY2026 Operating Profit (based on changes from the initial plan)



Average exchange rate during the period	FY2026	
	Initial Plan	Revised Plan
U.S.	¥145.00	¥155.00
Australia	¥100.00	¥108.00

Progress in the FY2026 Earnings Plan by Segment

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(¥ bn)

		Q2 FY2025 Results					**Q2 FY2026 Results**					YoY				Progress to Plan (Compared to revised plan)		
		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	Net sales	Operating profit	Orders
Built-to-Order Business	Custom detached houses	247.0	25.3	10.2%	248.0	239.2	**244.1**	**23.9**	**9.8%**	**250.0**	**246.3**	(2.8)	(1.3)	(0.4)pt	1.9	48.8%	48.5%	49.5%
	Rental housing and commercial buildings	269.9	36.6	13.6%	307.3	593.0	**264.9**	**36.6**	**13.8%**	**296.5**	**631.6**	(5.0)	0.0	0.2pt	(10.7)	47.7%	47.9%	49.8%
	Architectural/ civil engineering	158.9	14.9	9.4%	188.2	430.3	**151.0**	**15.0**	**10.0%**	**168.4**	**434.4**	(7.9)	0.0	0.6pt	(19.7)	50.2%	69.9%	52.2%
	Subtotal	675.9	76.9	11.4%	743.7	1,262.6	**660.1**	**75.6**	**11.5%**	**715.0**	**1,312.3**	(15.8)	(1.2)	0.1pt	(28.6)	48.7%	51.3%	50.3%
Supplied Housing Business	Rental housing management	357.8	37.0	10.3%	357.8	-	**368.0**	**41.7**	**11.3%**	**368.0**	**-**	10.2	4.7	1.0pt	10.2	50.7%	55.7%	50.7%
	Remodeling	92.8	13.0	14.1%	96.2	40.0	**104.7**	**15.0**	**14.4%**	**113.4**	**50.5**	11.8	1.9	0.3pt	17.2	49.9%	50.1%	50.6%
	Subtotal	450.6	50.1	11.1%	454.0	40.0	**472.7**	**56.7**	**12.0%**	**481.4**	**50.5**	22.0	6.6	0.9pt	27.4	50.5%	54.1%	50.7%
Development Business	Real estate and brokerage	200.0	14.3	7.2%	202.5	74.9	**211.4**	**16.7**	**7.9%**	**208.3**	**85.8**	11.4	2.4	0.7pt	5.7	49.2%	52.4%	48.4%
	Condominiums	57.4	8.5	14.9%	57.0	122.1	**56.1**	**15.7**	**28.0%**	**75.6**	**135.3**	(1.3)	7.1	13.1pt	18.5	50.6%	68.4%	52.9%
	Urban redevelopment	35.6	5.0	14.3%	23.6	-	**98.4**	**27.3**	**27.8%**	**74.4**	**-**	62.7	22.2	13.5pt	50.8	85.6%	99.5%	81.8%
	Subtotal	293.1	27.9	9.5%	283.2	197.0	**366.0**	**59.8**	**16.4%**	**358.3**	**221.1**	72.9	31.9	6.9pt	75.1	55.8%	72.6%	54.0%
Overseas Business		614.3	15.2	2.5%	660.8	384.5	**486.3**	**1.0**	**0.2%**	**794.6**	**603.4**	(128.0)	(14.1)	(2.3)pt	133.8	36.2%	2.2%	59.3%
Other		2.8	0.3	13.2%	2.9	1.1	**3.2**	**0.3**	**11.1%**	**3.3**	**1.1**	0.3	(0.0)	(2.1)pt	0.3	46.3%	36.1%	47.3%
Eliminations and back office		(21.6)	(15.1)	-	(18.5)	(20.0)	**(22.9)**	**(13.3)**	**-**	**(27.9)**	**(24.8)**	(1.3)	1.7	-	(9.4)	-	-	-
Total		2,015.4	155.4	7.7%	2,126.2	1,865.4	**1,965.6**	**180.3**	**9.2%**	**2,324.9**	**2,163.7**	(49.7)	24.8	1.5pt	198.6	46.1%	51.5%	53.5%

* Following the partial revision of the segment structure in FY2026, FY2025 figures and comparative information are presented on a reclassified basis.

Progress in Key Measures by Business

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High-value-added proposals unique to custom detached homes and the shift to the 3rd range have proven effective, with orders remaining solid and the order backlog continuing to grow despite challenging business environment marked by ongoing increases in interest rates and costs. While factoring in rising material prices due to changes in market conditions, including the situation in the Middle East, the plan for earnings growth remains unchanged.

Key Measures of the Seventh Mid-Term Management Plan

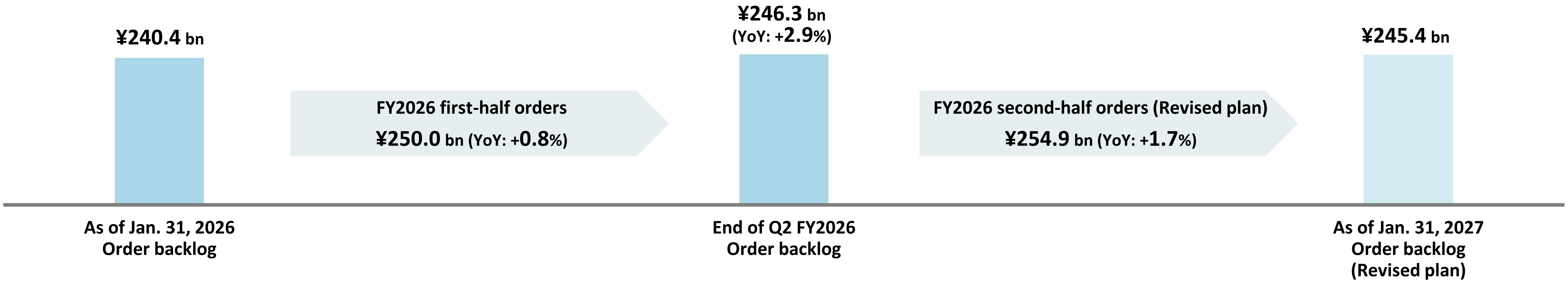
- ☐ Enhancing three-brand strategy
- ☐ Expanding CRM strategy
- ☐ Integrating technologies, lifestyle design and services

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

	Net sales	Operating profit	Gross profit margin	Operating profit margin
FY2026 Earnings Plan	¥500.0 bn (+0.7%)	¥49.5 bn (+1.3%)	25.5% (+0.1pt)	9.9% (+0.1pt)
Q2 Results	¥244.1 bn (-1.1%)	¥23.9 bn (-5.2%)	25.6% (±0.0pt)	9.8% (-0.4pt)

■ Order trends

FY2026 full-year orders (Revised plan): ¥505.0 bn (YoY: +1.3%)



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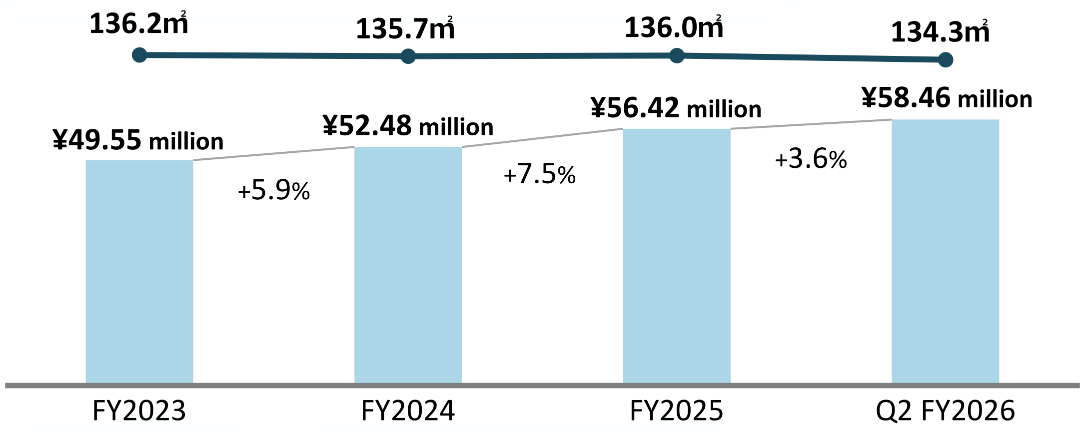
Built-to-Order Business | Custom Detached Houses Business (2)

■ Average selling price and floor area per building

* On a delivery basis (Sekisui House non-consolidated)

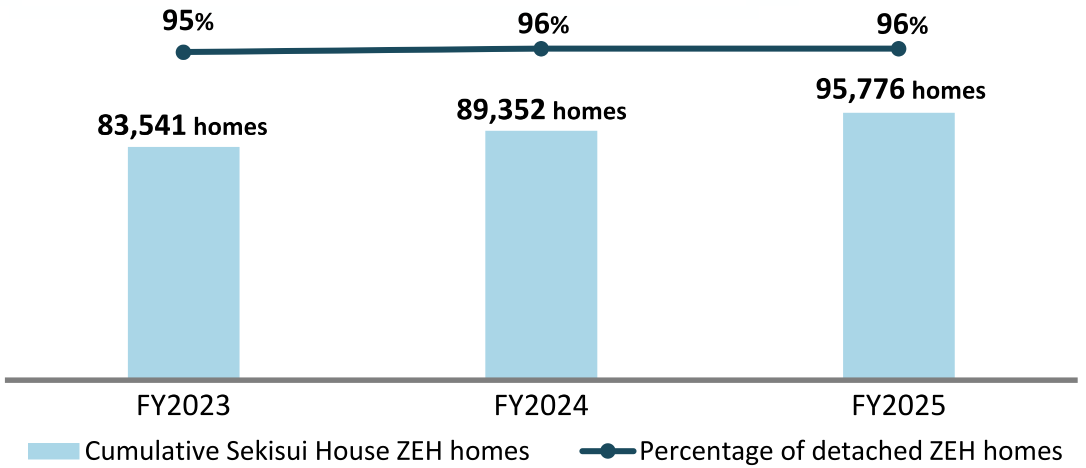


■ Percentage of orders by sales price range (based on the number of buildings)

		FY2024	FY2025	Q2 FY2026
1st range	Less than ¥30 million	2%	1%	**1%**
2nd range	¥30 million or more Less than ¥50 million	65%	59%	**56%**
3rd range	¥50 million or more	33%	40%	**43%**

* Figures for previous years have been revised following a change in the aggregation method from FY2026.

■ Number and percentage of detached ZEH homes



■ Adoption rate for each proposal

	FY2024	FY2025	Q2 FY2026
SMART-ECS	76%	67%	**57%**
Family Suite	66%	65%	**66%**
PLATFORM HOUSE touch	30%	30%	**23%**

* The calculation period for each numerical value related to detached ZEH homes is from April of each year to March of the following year.

Built-to-Order Business | Rental Housing and Commercial Buildings Business (1)

Steady progress in implementing thorough area strategies and enhancing added value led to growth in order backlog.
While factoring in rising material prices due to changes in market conditions, including the situation in the Middle East, the plan for earnings growth remains unchanged.

Key Measures of the Seventh Mid-Term Management Plan

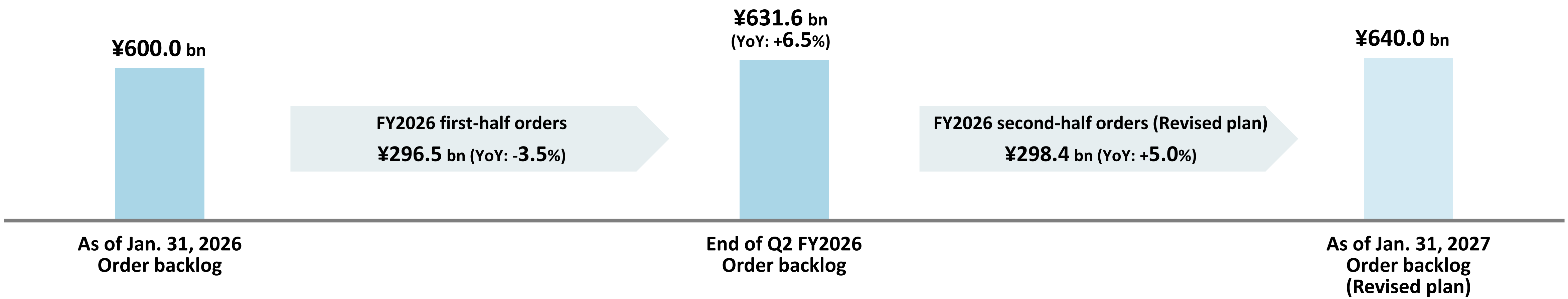
- ☐ Enhancing area strategy
- ☐ High-value-added Sha Maison
- ☐ Expanding CRE/PRE business

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

	Net sales	Operating profit	Gross profit margin	Operating profit margin
Plan	¥555.0 bn (+1.4%)	¥76.5 bn (+2.2%)	24.8% (+0.4pt)	13.8% (+0.1pt)
Q2 Results	¥264.9 bn (-1.9%)	¥36.6 bn (+0.1%)	25.0% (+0.8pt)	13.8% (+0.2pt)

■ Order trends

FY2026 full-year orders (Revised plan): ¥595.0 bn (YoY: +0.6%)

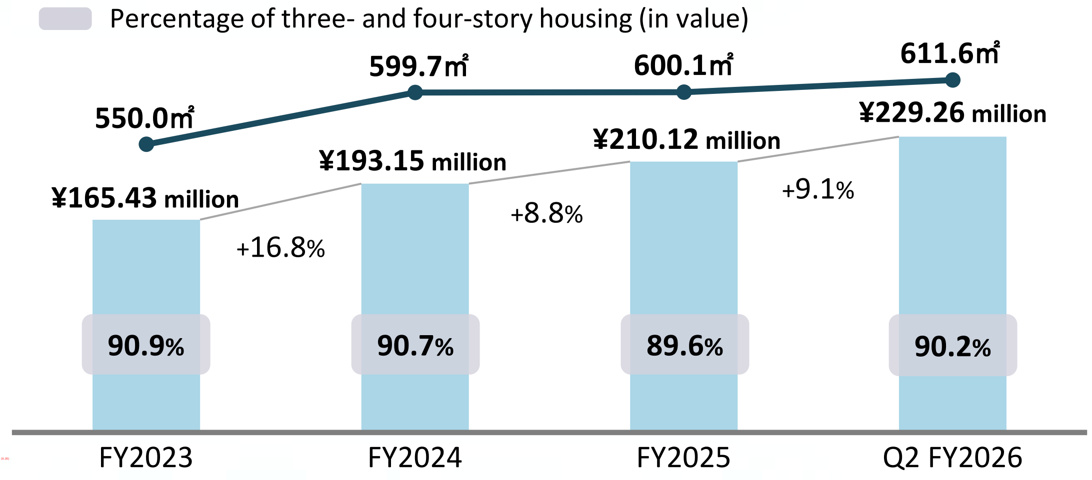


* Following the partial revision of the segment structure in FY2026, FY2025 figures and comparative information are presented on a reclassified basis.

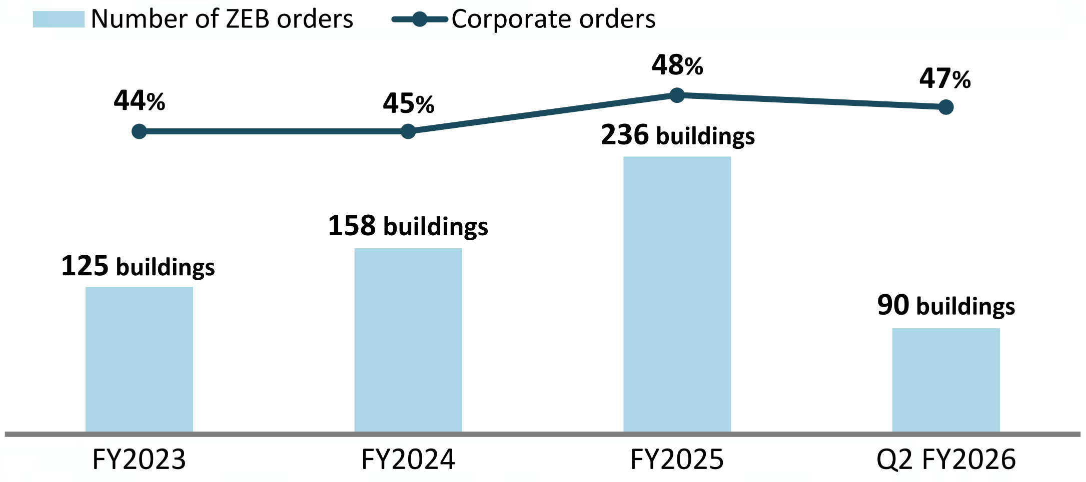
Built-to-Order Business | Rental Housing and Commercial Buildings Business (2)

■ Average selling price and floor area per building

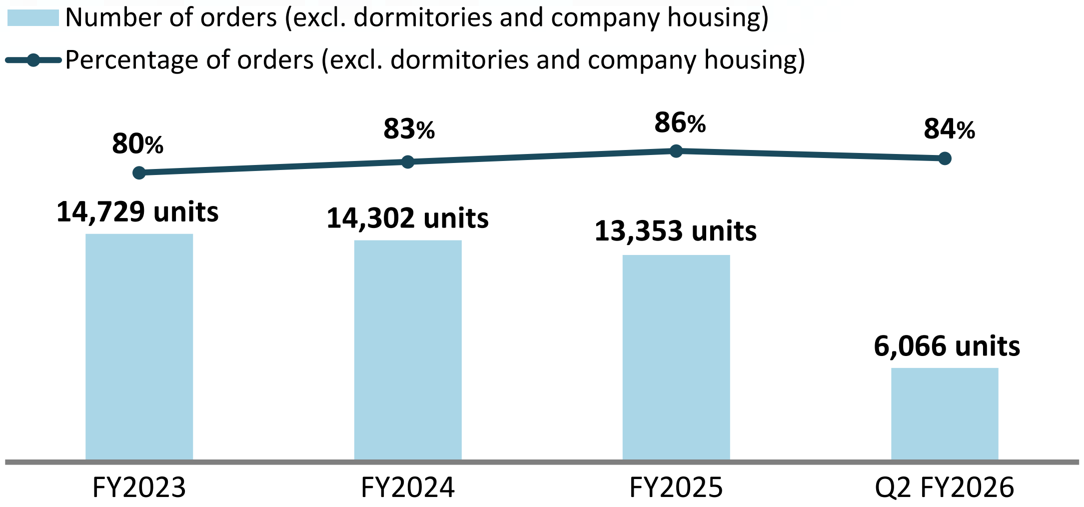
* On a delivery basis (Sekisui House non-consolidated)



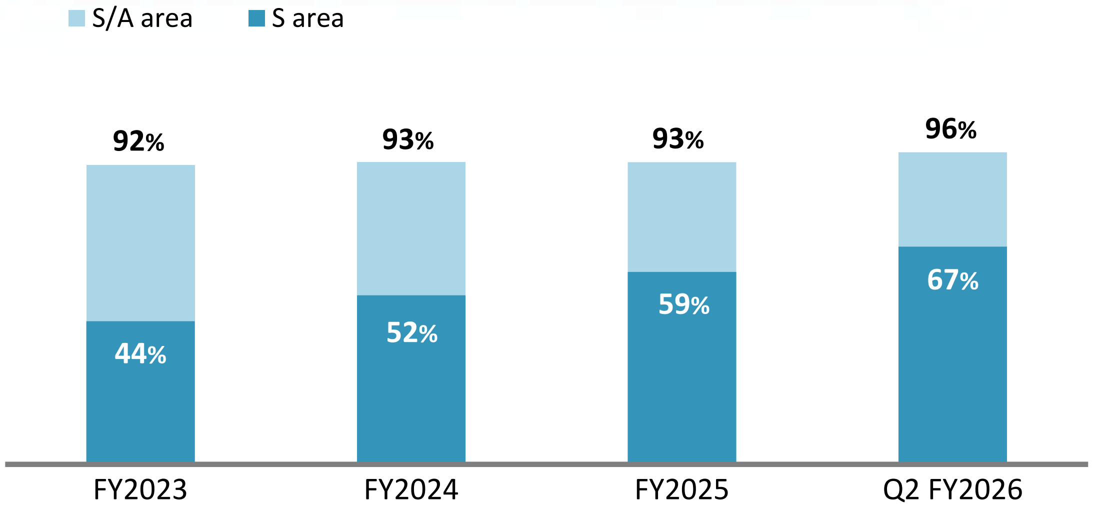
■ Percentage (in value) of corporate orders and number of ZEB orders



■ Number and percentage of Sha Maison ZEH orders



■ Percentage (in volume) of rental housing orders 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 (February to July 2026 for Q2 FY2026).

Built-to-Order Business | Architectural/Civil Engineering Business

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Profit margins continued to improve due to thorough implementation of management focused on profitability, as well as successful cost pass-through measures and the securing of additional construction work.
Leveraging our technical expertise and construction expertise, we are making steady progress in securing orders for highly profitable projects.

Key Measures of the Seventh Mid-Term Management Plan

- ☐ Architectural Business: Stable expansion of orders
- ☐ Civil Engineering Business: Differentiation through environmental solutions
- ☐ Strengthening construction expertise

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

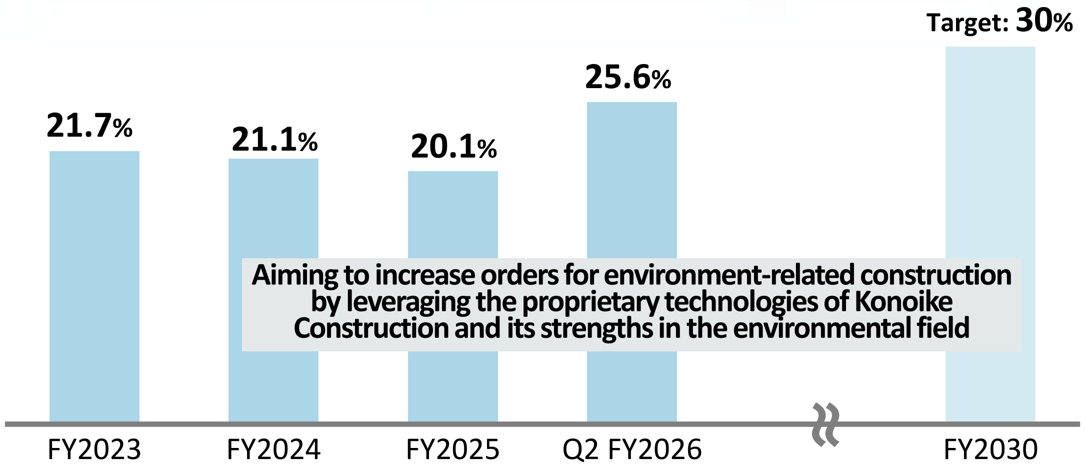
	Net sales	Operating profit	Gross profit margin	Operating profit margin
FY2026 Earnings Plan	¥301.0 bn (-0.4%)	¥21.5 bn (-2.5%)	13.5% (+0.7pt)	7.1% (-0.2pt)
Q2 Results	¥151.0 bn (-5.0%)	¥15.0 bn (+0.5%)	15.5% (+1.3pt)	10.0% (+0.6pt)

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

Orders	Q2 FY2025	Q2 FY2026	Amount changed
Architectural construction	¥127.4 bn	¥108.5 bn	¥(18.9) bn
Civil engineering	¥46.9 bn	¥41.5 bn	¥(5.3) bn
Total	**¥174.4 bn**	**¥150.1 bn**	**¥(24.2) bn**

Order backlog	End of FY2025	End of Q2 FY2026	Amount changed
Architectural construction	¥274.7 bn	¥290.1 bn	¥15.3 bn
Civil engineering	¥125.2 bn	¥127.1 bn	¥1.8 bn
Total	**¥400.0 bn**	**¥417.2 bn**	**¥17.1 bn**

■ Environment-related construction as percentage of net sales



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High occupancy rates are being maintained and rents continue to rise, supported by the supply of high-quality buildings in prime locations and appropriate renovation proposals.
Efficiency improvements and cost reductions through shorter vacancy periods and other measures are progressing, and profit margin improvement is expected to exceed the initial plan.

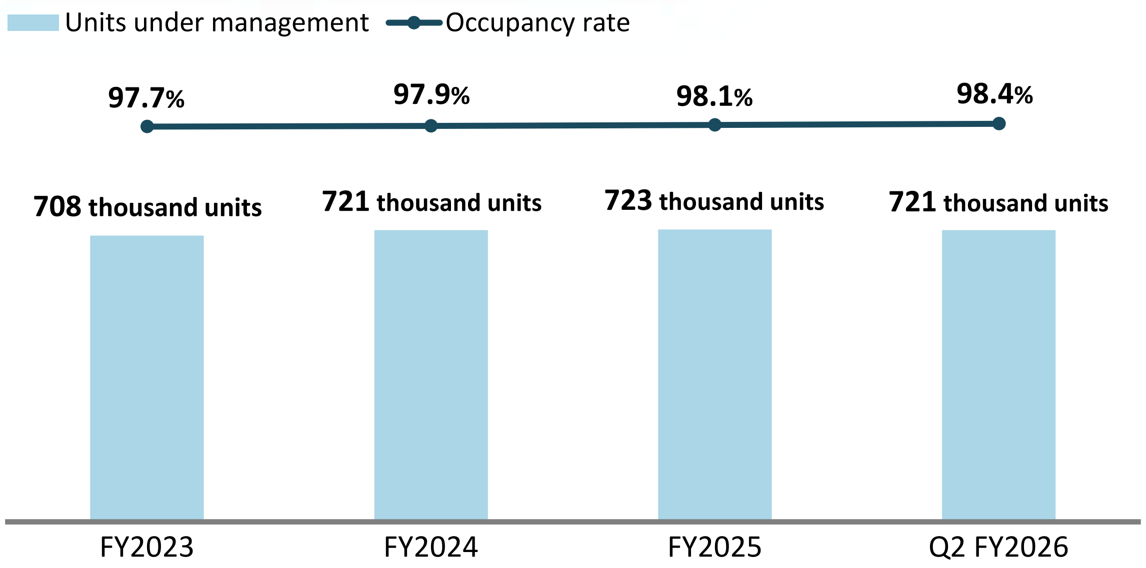
Key Measures of the Seventh Mid-Term Management Plan

- Maximizing owner's asset value
- Further improving resident satisfaction
- Improving profitability

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

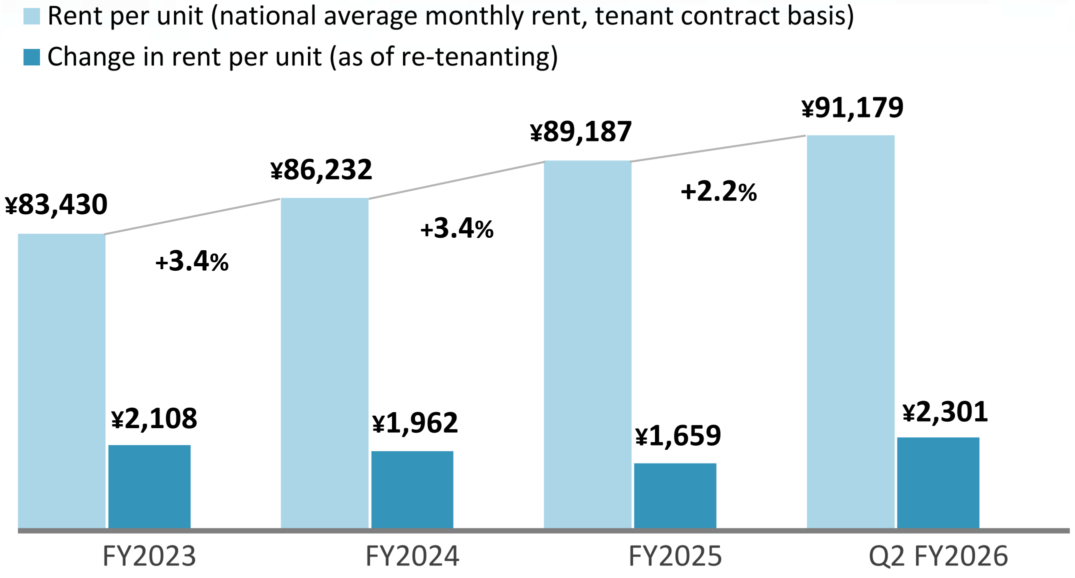
	Net sales	Operating profit	Gross profit margin	Operating profit margin
FY2026 Earnings Plan	¥726.0 bn (+1.9%)	¥75.0 bn (+9.2%)	16.7% (+0.7pt)	10.3% (+0.7pt)
Q2 Results	¥368.0 bn (+2.9%)	¥41.7 bn (+12.7%)	17.4% (+1.0pt)	11.3% (+1.0pt)

■ Units under management and occupancy rate



■ Rent trends

* Subject to: Properties subleased by our group constructed after 1969



* Occupancy rate: Occupancy rate of units leased by Sekisui House Sha Maison PM companies (645 thousand units as of July 2026).
* Following the partial revision of the segment structure in FY2026, comparative information for FY2025 is presented on a reclassified basis.

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In addition to enhancement of customer touchpoints through Sekisui House Support Plus, a company specializing in after-sales services, successful renovation proposals by Sekisui House Remodeling and Sekisui House Sha Maison PM have driven growth in the scale of orders for both detached houses and rental housing, sustaining business growth.

Key Measures of the Seventh Mid-Term Management Plan

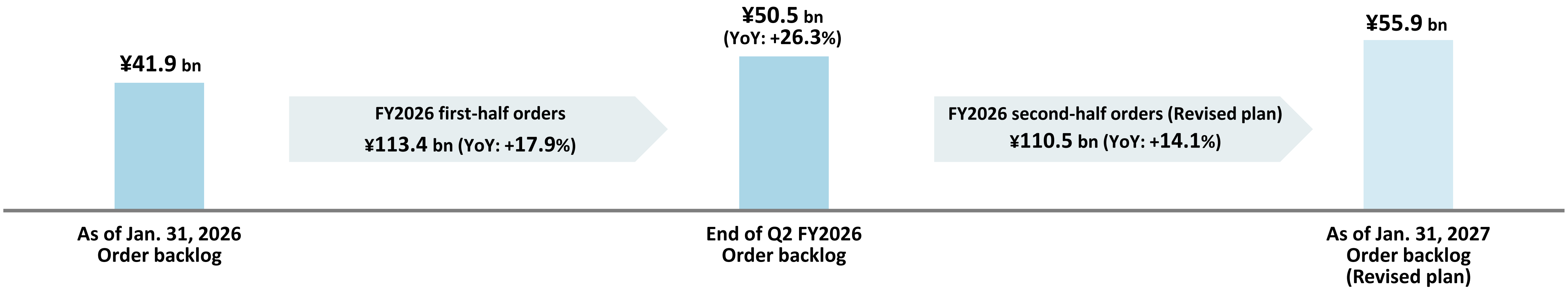
- Detached houses
  - Further strengthening customer base through expansion of touchpoints
  - Enhancing housing stock value through proposal-based and environmentally friendly remodeling
- Rental housing
  - Promoting asset value enhancement and renovations

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

	Net sales	Operating profit	Gross profit margin	Operating profit margin
FY2026 Earnings Plan	¥210.0 bn (+11.7%)	¥30.0 bn (+15.8%)	28.1% (+0.3pt)	14.3% (+0.5pt)
Q2 Results	¥104.7 bn (+12.8%)	¥15.0 bn (+14.8%)	27.9% (-0.1pt)	14.4% (+0.3pt)

■ Order trends

FY2026 full-year orders (Revised plan): ¥224.0 bn (YoY: +16.0%)



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Supplied Housing Business | Remodeling (2)

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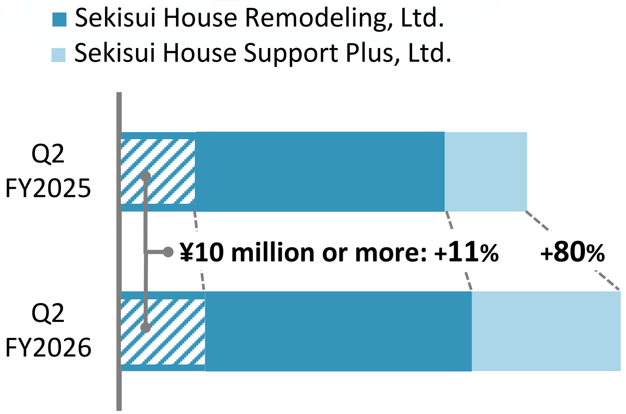
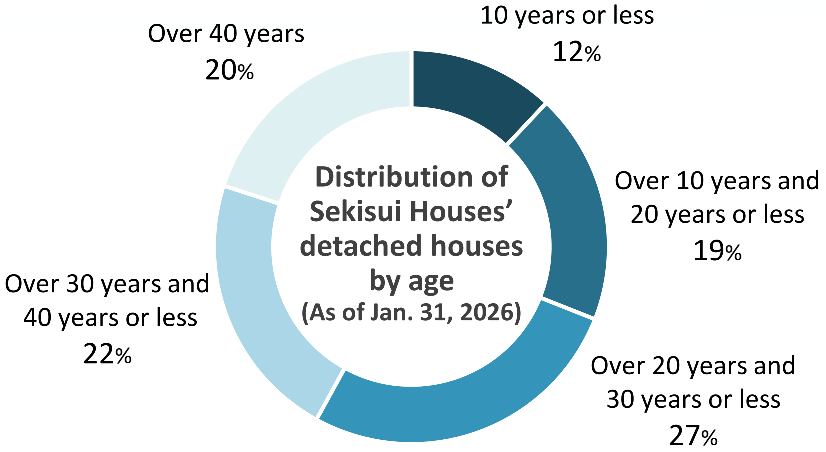
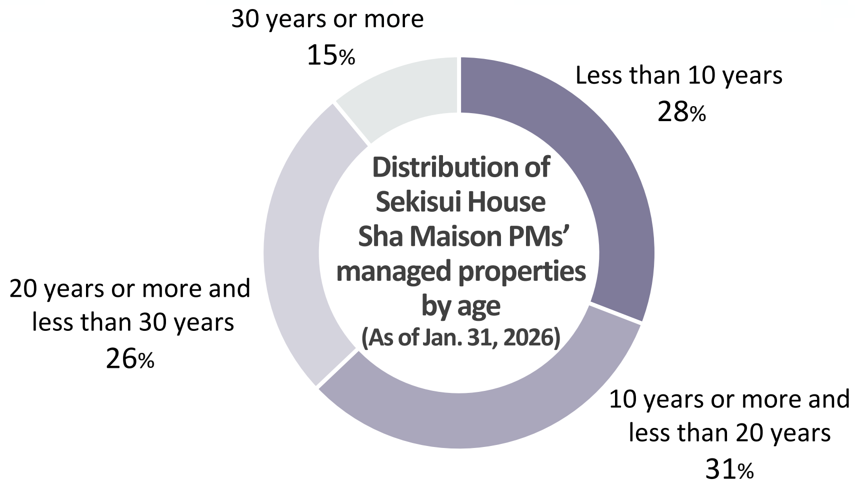
■ Remodeling orders status



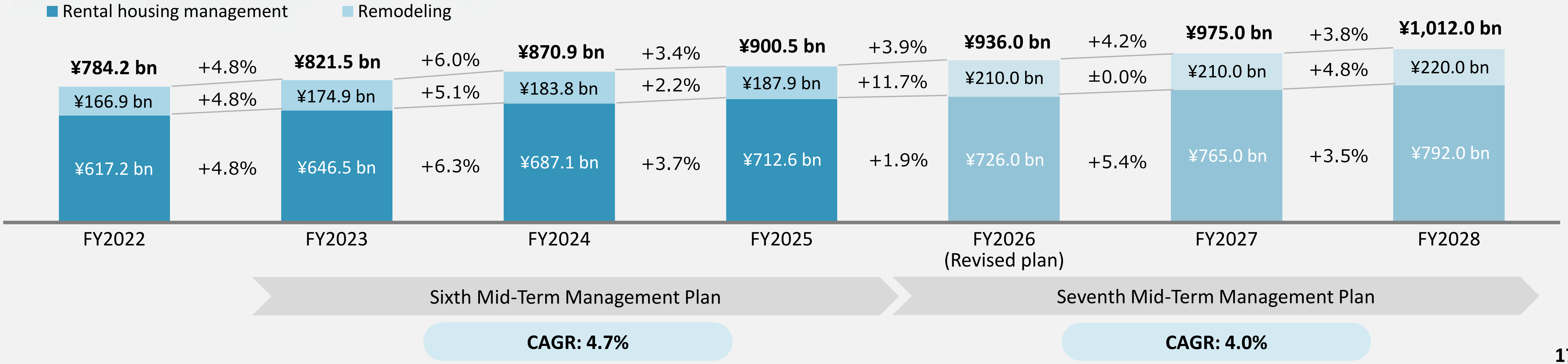
■ Distribution of houses by age: Detached houses



■ Distribution of managed properties by age: Rental housing



■ Supplied Housing Business: Trend in net sales



SEKISUI HOUSE

Thorough area marketing by Sekisui House Real Estate is driving improvements in unit prices and profit margins.
We are pursuing both business growth and greater asset efficiency through rigorous management focused on turnover.

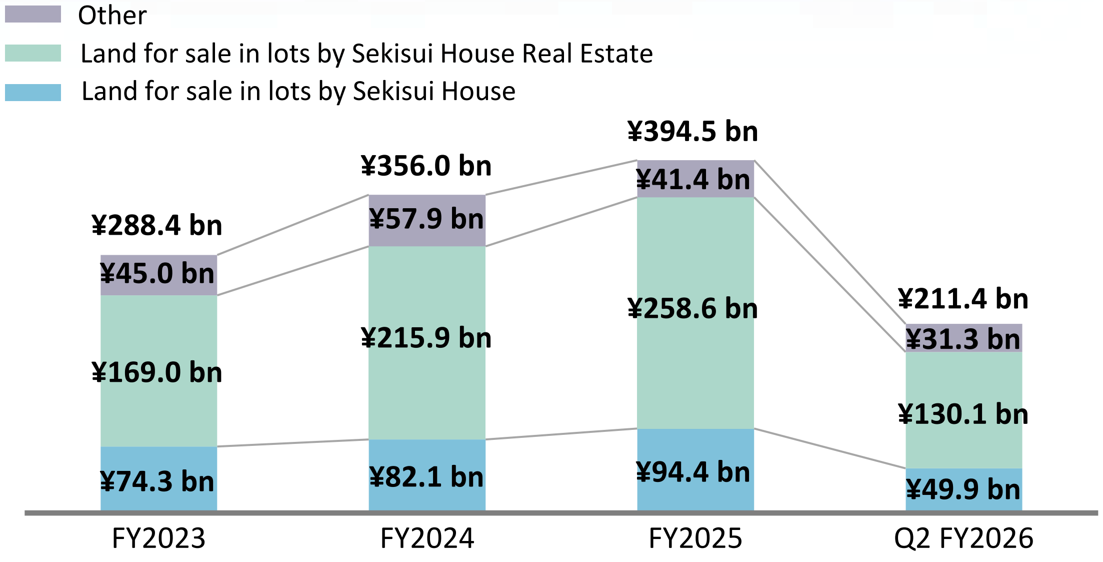
Key Measures of the Seventh Mid-Term Management Plan

- ☐ Strengthening procurement and sales of residential land
  - └ Strengthening procurement and expanding sales of prime real estate in key strategic areas, and strengthening corporate sales
- ☐ Strengthening noie (ready-built detached housing business)
  - └ Supplying high-quality ready-built detached housing in carefully selected locations

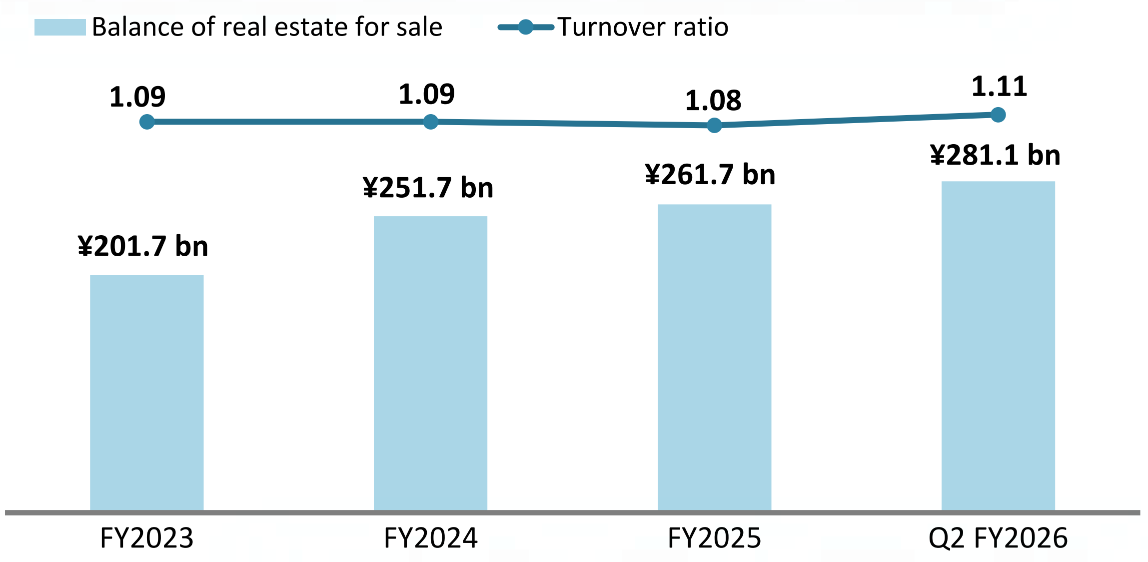
FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

	Net sales	Operating profit	Gross profit margin	Operating profit margin
Plan	¥430.0 bn (+9.0%)	¥32.0 bn (+12.5%)	17.7% (+0.6pt)	7.4% (+0.2pt)
Q2 Results	¥211.4 bn (+5.7%)	¥16.7 bn (+17.2%)	17.6% (+1.1pt)	7.9% (+0.7pt)

■ Breakdown of net sales in the Real Estate and Brokerage Business



■ Turnover ratio for real estate for sale at Sekisui House Real Estate



* Turnover ratio: Net sales from real estate for sale ÷ average balance of real estate for sale

* Following the partial revision of the segment structure in FY2026, comparative information for FY2025 is presented on a reclassified basis.

SEKISUI HOUSE

Sales are progressing steadily, primarily for high-priced properties in carefully selected areas across four metropolitan areas (Tokyo, Nagoya, Osaka, and Fukuoka).
With the opening of GM BASE TOKYO in August, GM BASE is now operating in all four cities. We aim to further cultivate our economic sphere by strengthening customer touchpoints and Group collaboration.

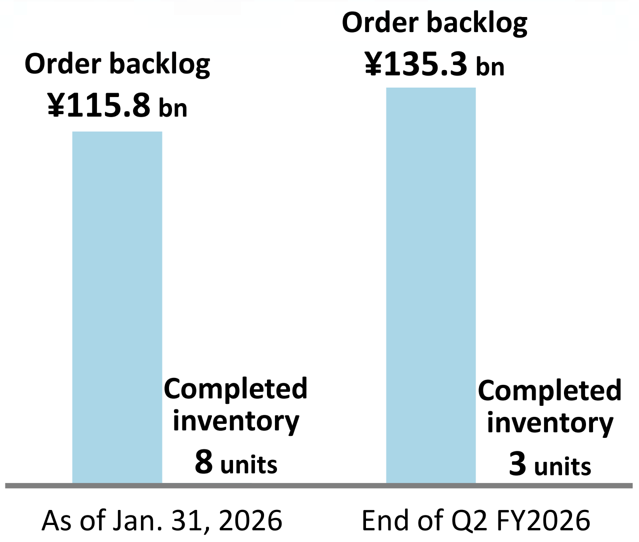
Key Measures of the Seventh Mid-Term Management Plan

- Development in four main metro areas
  - Supplying high-asset-value properties in select areas
  - Expanding Sekisui House's fan base through GM BASE
  - Supplying unparalleled, high-value-added housing suitable for the area

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

	Net sales	Operating profit	Gross profit margin	Operating profit margin
FY2026 Earnings Plan	¥111.0 bn (-9.6%)	¥23.0 bn (+31.2%)	31.1% (+8.4pt)	20.7% (+6.4pt)
Q2 Results	¥56.1 bn (-2.3%)	¥15.7 bn (+83.8%)	36.3% (+12.9pt)	28.0% (+13.1pt)

■ Order backlog and completed inventory



■ Major properties delivered or scheduled for delivery in FY2026

	Property name	Address	Number of units sold	Delivery period
All properties sold in fiscal 2023 and beyond are ZEH	GRANDE MAISON Okachimachi Koen	Taito-ku, Tokyo	49 units	Sep. 2026
	GRANDE MAISON Shibuya Nanpeidai	Shibuya-ku, Tokyo	16 units	Dec. 2026
	GRANDE MAISON The Motoyama Kanokocho	Chikusa-ku, Nagoya	38 units	Oct. 2026
	GRANDE MAISON The Kakuozan Tsukimizaka	Chikusa-ku, Nagoya	29 units	Dec. 2026
	GRAND GREEN OSAKA THE NORTH RESIDENCE	Kita-ku, Osaka	484 units	Mar. 2026
	GRANDE MAISON Fukuoka THE BAY	Higashi-ku, Fukuoka	43 units	Dec. 2026
	GRANDE MAISON Fukuoka Korokan-mae	Chuo-ku, Fukuoka	97 units	Jan. 2027

*Sekisui House holds a 15% equity interest in GRAND GREEN OSAKA THE NORTH RESIDENCE.

* Following the partial revision of the segment structure in FY2026, comparative information for FY2025 is presented on a reclassified basis.

SEKISUI HOUSE

Against a backdrop of favorable conditions for sales in strategic areas, property sales progressed beyond the initial plan, leading to significant upward revisions to net sales and operating profit.
To expand the property pipeline, we are focusing on land acquisition and development in carefully selected areas.

Key Measures of the Seventh Mid-Term Management Plan

- Development in four main metro areas
  - Expanding the property pipeline for Prime Maison rental housing, a short-term asset
  - Enhancing asset value by improving the profitability of owned office and hotel properties

FY2026 Earnings Plan (Revised plan / figures in parentheses indicate year-on-year change)

	Net sales	Operating profit	Gross profit margin	Operating profit margin
FY2026 Earnings Plan	¥115.0 bn (-36.2%)	¥27.5 bn (-42.8%)	31.3% (+0.2pt)	23.9% (-2.8pt)
Q2 Results	¥98.4 bn (+176.2%)	¥27.3 bn (+437.7%)	31.7% (+6.3pt)	27.8% (+13.5pt)

■ Asset balance (book value basis) *As of the end of Q2 FY2026

Rental housing

Asset balance approx. ¥35.0 bn
(Operating: 3 properties | Under construction or in planning: 10 properties)


Prime Maison Nishi-Shinjuku (Shinjuku-ku, Tokyo)


Prime Maison Bunkyo Hongo (Bunkyo-ku, Tokyo)


Prime Maison Kameido (Koto-ku, Tokyo)

…

Office

Asset balance approx. ¥98.0 bn
(Operating: 4 properties | Under construction or in planning: 3 properties)


Akasaka Green Cross (Minato-ku, Tokyo)
*5% equity interest held

GRAND GREEN OSAKA (Kita-ku, Osaka)
*15% equity interest held

…

Hotel

Asset balance approx. ¥45.0 bn
(Operating: 2 properties | Under construction or in planning: 4 properties)


The Ritz-Carlton, Kyoto (Nakagyo-ku, Kyoto)


Westin Hokkaido Furano Resort (Furano, Hokkaido)

…

* Following the partial revision of the segment structure in FY2026, comparative information for FY2025 is presented on a reclassified basis.

Overseas Business | Q2 FY2026 Results

(¥ bn)

	Q2 FY2025 Results				Q2 FY2026 Results				Year on year			
	Net sales	Operating profit	Operating profit margin	Orders	Net sales	Operating profit	Operating profit margin	Orders	Net sales	Operating profit	Operating profit margin	Orders
U.S.	586.5	15.0	2.6%	642.8	476.1	4.4	0.9%	750.4	(110.3)	(10.5)	(1.7)pt	107.5
Homebuilding business	503.2	(2.9)	(0.6)%	542.2	413.5	(12.5)	(3.0)%	519.7	(89.7)	(9.6)	(2.4)pt	(22.4)
Excluding the impact of amortization of goodwill and other factors	-	19.1	3.8%	-	-	3.8	0.9%	-	-	(15.2)	(2.9)pt	-
Master-planned community business	27.7	9.1	32.8%	36.4	46.7	11.1	23.9%	47.5	18.9	2.0	(8.9)pt	11.0
Multifamily business	55.4	8.9	16.1%	64.1	15.8	5.9	37.3%	183.1	(39.5)	(3.0)	21.2pt	118.9
Australia	27.8	1.1	4.1%	17.9	10.2	(2.2)	(21.9)%	44.2	(17.6)	(3.3)	(26.0)pt	26.2
Others and administrative expenses	-	(0.9)	-	-	-	(1.1)	-	-	-	(0.2)	-	-
Total	614.3	15.2	2.5%	660.8	486.3	1.0	0.2%	794.6	(128.0)	(14.1)	(2.3)pt	133.8
Singapore*	-	2.1	-	-	-	4.6	-	-	-	2.4	-	-

* Share of profit or loss of entities accounted for using equity method and gain or loss on sales of equity interests.

Average exchange rate during the period	Q2 FY2025 Results	Q2 FY2026 Results
U.S.	¥149.01	¥158.30
Australia	¥94.23	¥110.43
Singapore	¥112.47	¥123.67

* Following the partial revision of the segment structure in FY2026, FY2025 figures and comparative information are presented on a reclassified basis.

Overseas Business | FY2026 Revised Plan (1)

SEKISUI HOUSE

(¥ bn)

	FY2025 Results				FY2026 Revised Plan				Amount changed				Compared with the Initial FY2026 Plan			
	Net sales	Operating profit	Operating profit margin	Orders	Net sales	Operating profit	Operating profit margin	Orders	Net sales	Operating profit	Operating profit margin	Orders	Net sales	Operating profit	Operating profit margin	Orders
U.S.	1,176.6	36.5	3.1%	1,157.2	1,235.1	47.7	3.9%	1,229.0	58.4	11.2	0.8pt	71.7	(82.4)	(8.2)	(0.3)pt	(150.0)
Homebuilding business	1,005.5	(5.3)	(0.5)%	983.2	873.5	(15.2)	(1.8)%	878.3	(131.9)	(9.9)	(1.3)pt	(104.8)	(113.4)	(17.7)	(2.1)pt	(184.7)
Excluding the impact of amortization of goodwill and other factors	-	39.5	3.9%	-	-	17.3	2.0%	-	-	(22.2)	(1.9)pt	-	-	(16.0)	(1.4)pt	-
Master-planned community business	93.5	26.5	28.4%	96.4	103.0	26.7	26.0%	92.1	9.5	0.2	(2.4)pt	(4.2)	(7.0)	0.1	1.9pt	(3.4)
Multifamily business	77.6	15.4	19.9%	77.6	258.4	36.9	14.3%	258.4	180.8	21.5	(5.6)pt	180.8	38.1	9.3	1.8pt	38.1
Australia	109.6	4.0	3.7%	86.1	109.4	4.3	4.0%	111.2	(0.1)	0.2	0.3pt	25.0	(1.4)	0.3	0.4pt	(8.8)
Others and administrative expenses	-	(2.2)	-	-	-	(3.3)	-	-	-	(1.1)	-	-	-	(0.0)	-	-
Total	1,286.3	38.3	3.0%	1,243.3	1,344.0	48.0	3.6%	1,340.0	57.6	9.6	0.6pt	96.6	(84.0)	(8.5)	(0.4)pt	(159.0)
Singapore*	-	5.6	-	-	-	4.7	-	-	-	(0.8)	-	-	-	2.7	-	-

* Share of profit or loss of entities accounted for using equity method and gain or loss on sales of equity interests.

Average exchange rate during the period	FY2025	FY2026	
	Results	Initial Plan	Revised Plan
U.S.	¥150.43	¥145.00	¥155.00
Australia	¥ 96.77	¥100.00	¥108.00
Singapore	¥114.89	¥110.00	¥120.00

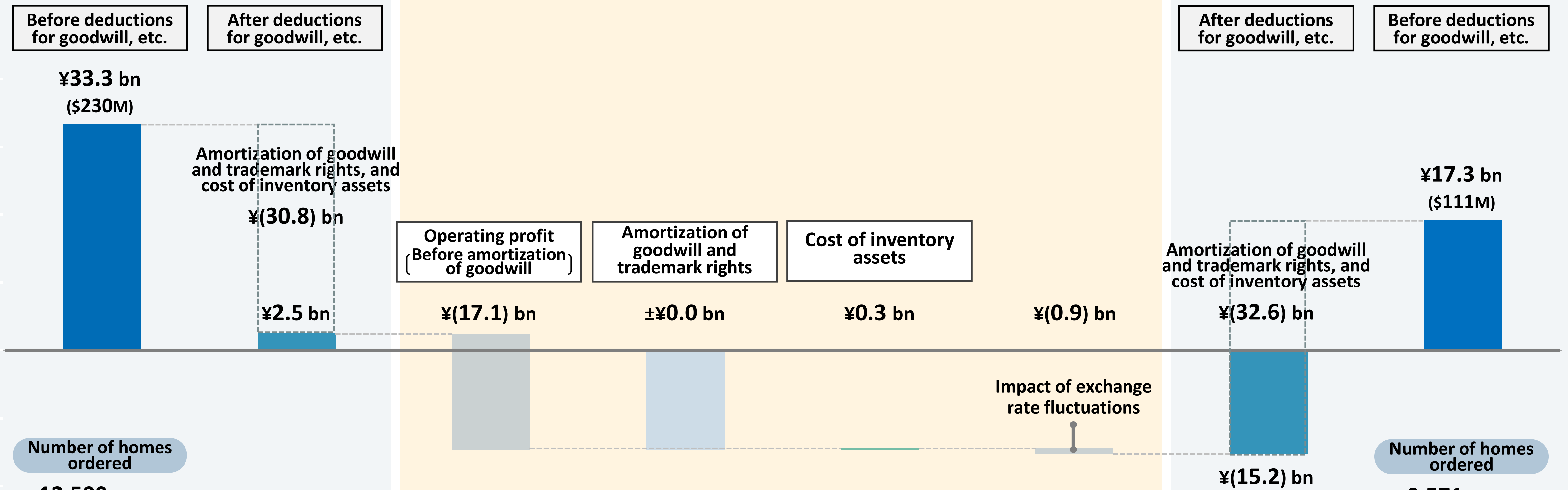
* Following the partial revision of the segment structure in FY2026, FY2025 figures and comparative information are presented on a reclassified basis.

SEKISUI HOUSE

■ FY2026 Revised Plan: Factors contributing to the change in operating profit in the U.S. homebuilding business (compared to the initial plan)

Initial Plan
(Announced in Mar. 2026)

Revised Plan
(Announced in Sep. 2026)



Initial Plan:

Number of homes ordered
12,500 homes

Number of homes delivered
11,500 homes

Revised Plan:

Number of homes ordered
9,571 homes

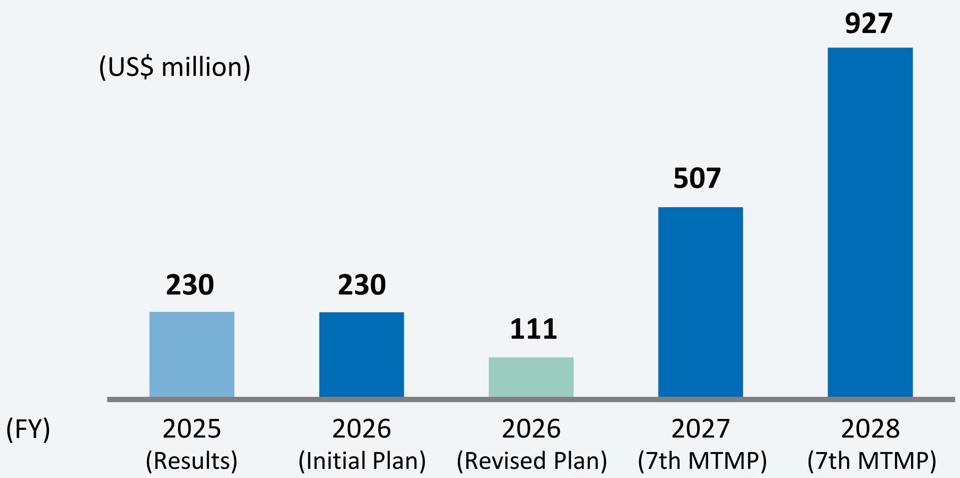
Number of homes delivered
9,500 homes

FY2026	Initial Plan	Revised Plan
Average exchange rate during the period	¥145.00	¥155.00

SEKISUI HOUSE

■ Seventh Mid-Term Management Plan for the U.S. Homebuilding Business (Repost)

Operating Profit
(Excl. Amortization of Goodwill, Etc. and Consolidation Adjustments)



* MTMP: Mid-Term Management Plan

	2025 (Results)	2026 (Initial Plan)	2026 (Revised Plan)	2027 (7th MTMP)	2028 (7th MTMP)
Number of homes ordered	11,411	12,500	9,571	13,000	14,300
Number of homes delivered	11,712	11,500	9,500	12,200	13,600
Gross profit margin	16.5%	17.0%	16.0%	19.0%	21.0%
Operating profit margin	3.4%	3.4%	2.0%	6.5%	9.6%

Building Foundations for Growth

Product	• Technology transfer (design, construction, component quality) • Develop New 2×4 and SHAWOOD products
Price	• Shift toward mid-range to high-end lines • Lifetime value-based pricing
Place	• Acquisition of land suitable for the two brands • Land acquisition methods to enhance ROA
Promotion	• Building a foundation for CRM strategy • Renewing promotion strategies to deepen product brand penetration
People	• Instilling our corporate philosophy • Establishing employee development systems and award systems

Key Measures to Improve Profitability

1	• Improve the gross profit margin by improving the proportion of Built-to-Order homes and shifting toward mid-range to high-end products, among other measures
2	• Cost reductions through streamlining associated with the transition to One Company, such as the consolidation and closure of divisions and locations and workforce reductions (reduction in general and administrative expenses: approximately $50mn year on year)
3	• Reduce low-margin lots

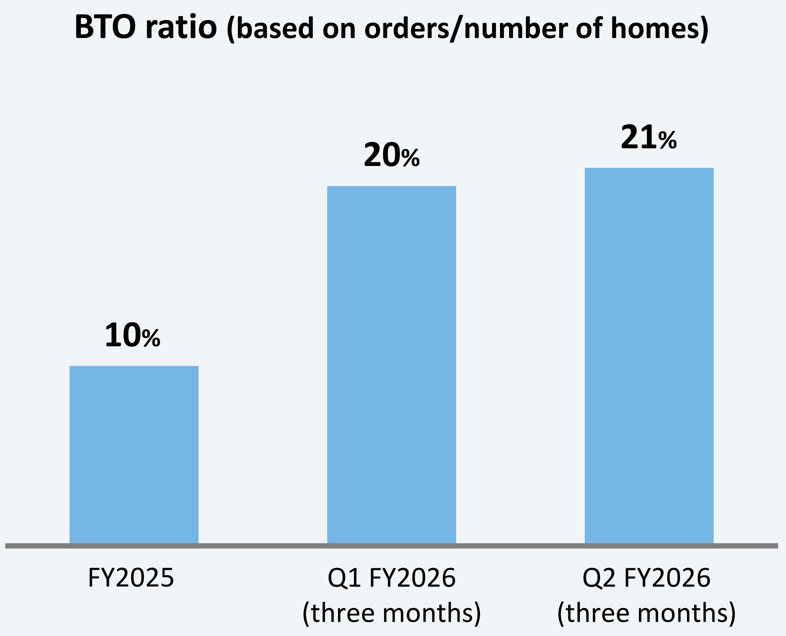
SEKISUI HOUSE

Key Measures to Improve Profitability

Increasing the Built-to-Order Ratio

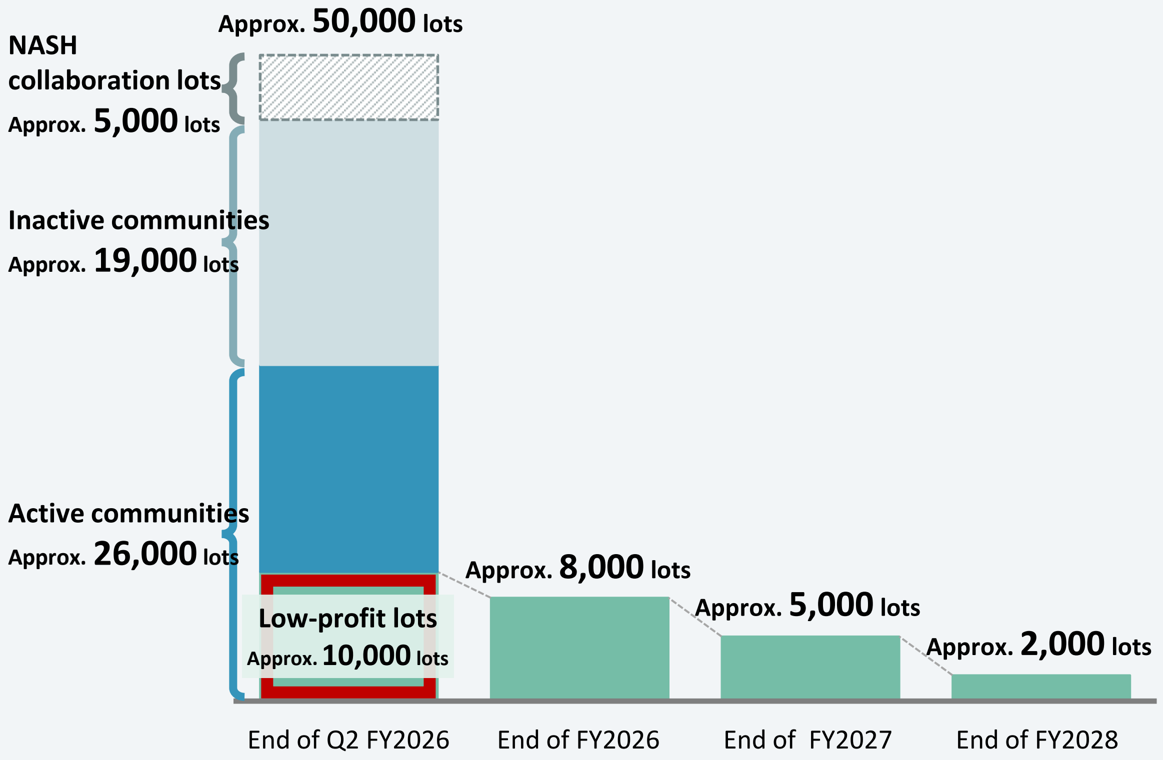
Promote Built-to-Order (BTO) sales and focus on improving the gross profit margin, including by shifting toward mid-range to high-end products

Gross profit margin on BTO orders from January to June: approx. 20%



Status of Land Holdings

Focus on reducing low-margin lots acquired on the premise of selling SPEC homes to entry-level buyers



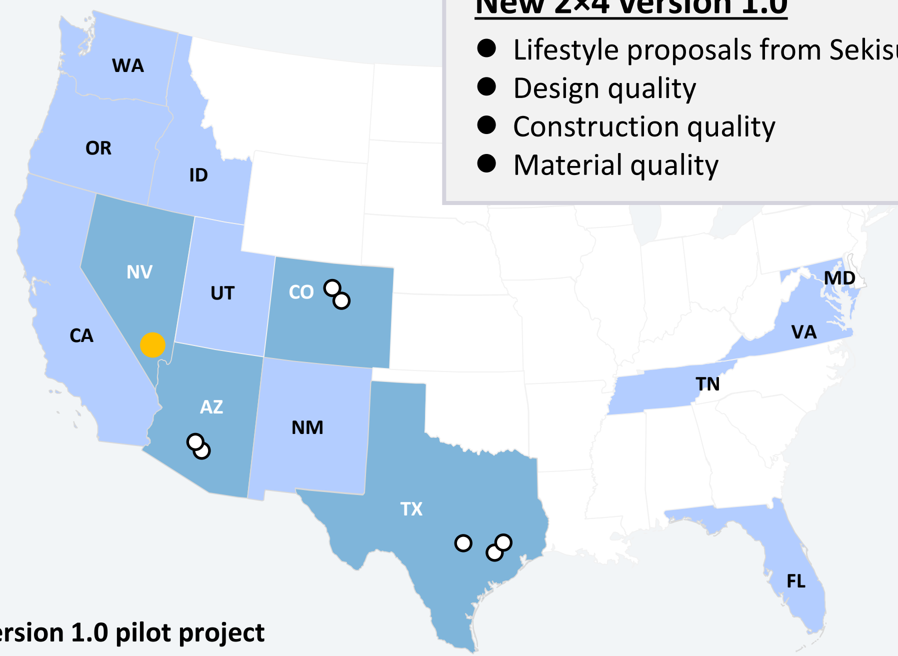
* NASH: NORTH AMERICA SEKISUI HOUSE, LLC.

SEKISUI HOUSE

Sekisui House technology transfer (design, construction, component quality) and product development for New 2×4 and SHAWOOD are progressing smoothly.

New 2×4

New 2×4 Launch Event
Early Feb. 2027 in Las Vegas



New 2×4 version 1.0
- Lifestyle proposals from Sekisui House
- Design quality
- Construction quality
- Material quality

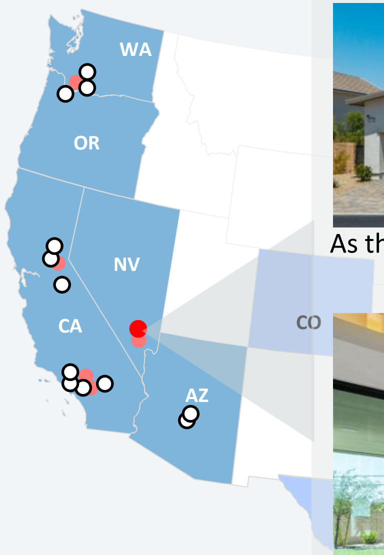
○ Version 1.0 pilot project

Scheduled for rollout in 2027 (8 projects across 4 states)

Scheduled for rollout in 2028 (10 states)

SHAWOOD

Community Opening
The Orchards @Las Vegas



Projects currently on sale

○ Pipeline

7th MTMP

8th MTMP

Targeting the elite segment. Base selling price: approximately US$1.5 million

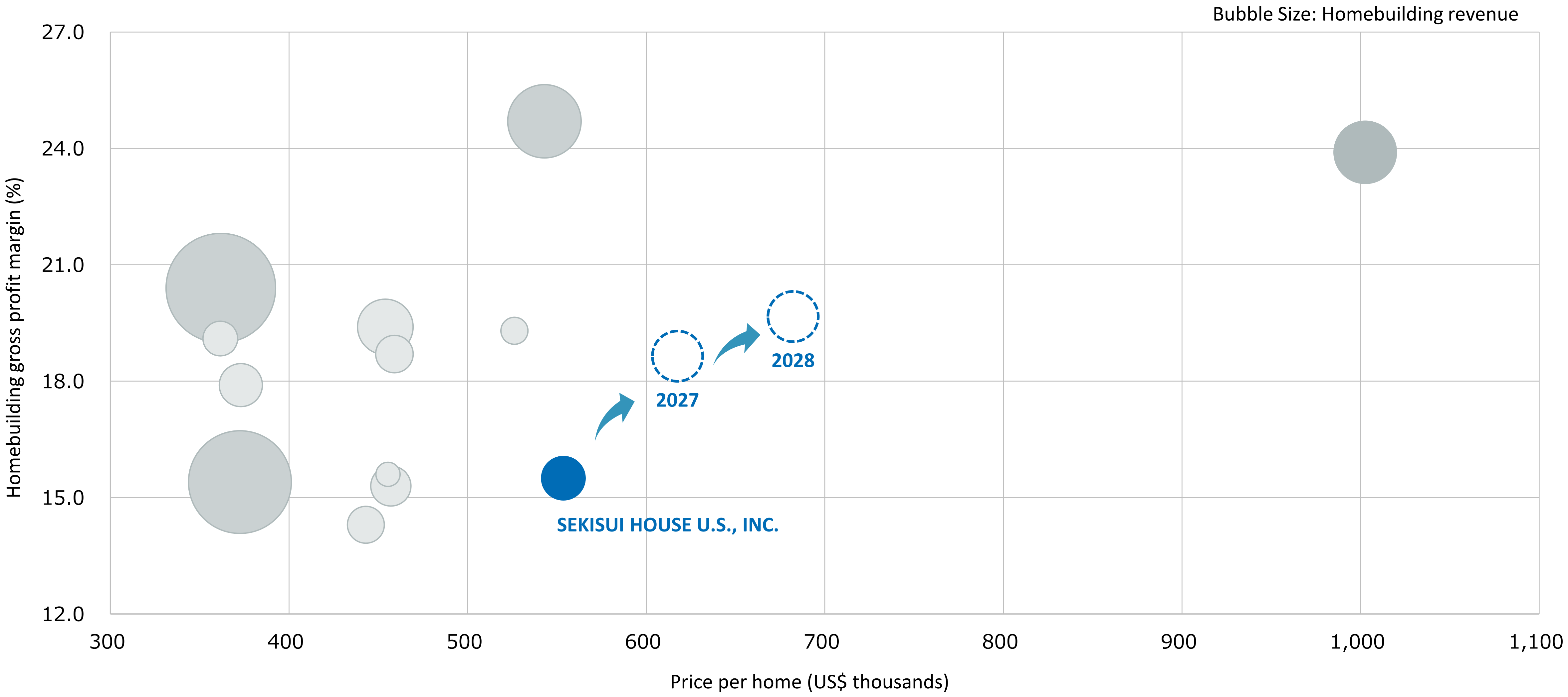
As this is a company-developed subdivision, there are fewer regulatory constraints, allowing greater flexibility in exterior design

A spacious single-story floor plan developed in response to strong demand at another subdivision in Las Vegas

*MTMP: Mid-Term Management Plan

SEKISUI HOUSE

■Current Positioning of SEKISUI HOUSE U.S., INC. (Compared with 12 Publicly Listed Builders)



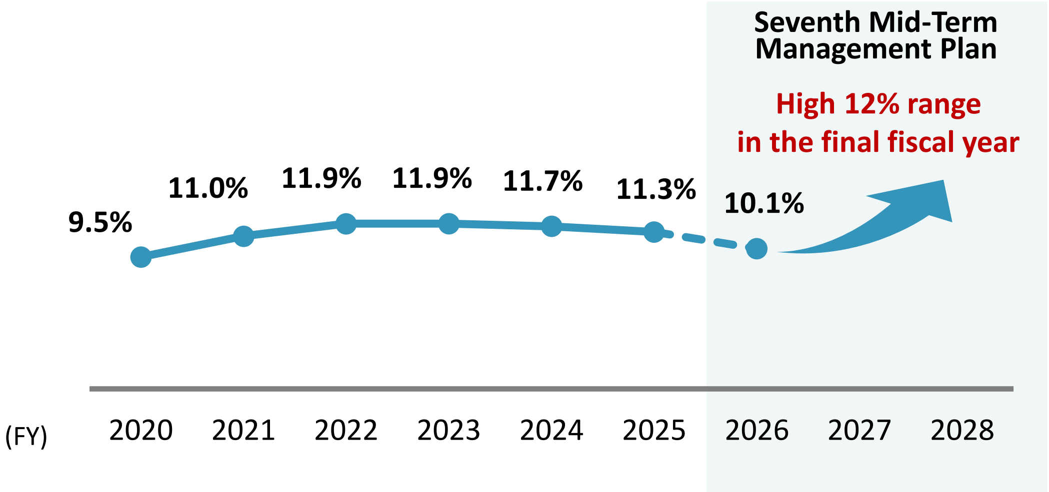
Financial Status

SEKISUI HOUSE

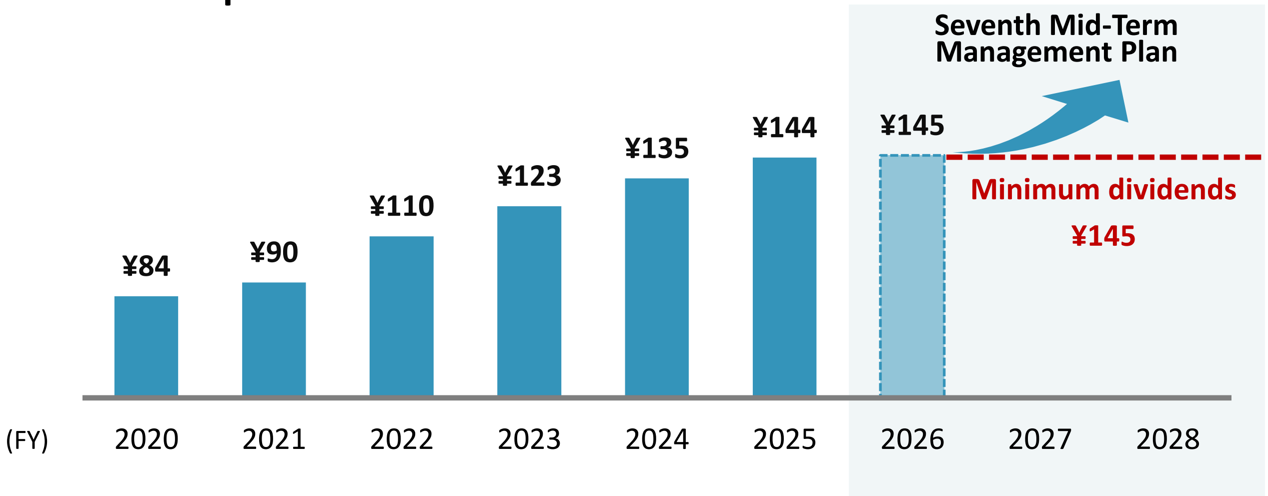
We plan to pay dividends per share of ¥145, unchanged from our initial plan and representing a year-on-year increase of ¥1.
We are steadily advancing each business toward achieving a 15th consecutive year of dividend increases.

Capital Policies and Policy for Shareholder Return under the Seventh Mid-Term Management Plan		FY2026 revised plan
ROE	High 12% range in the final fiscal year of the Seventh Mid-Term Management Plan	10.1% (YoY -1.2pt) (no revisions to the initial plan)
Dividends per share	Average medium-term dividend payout ratio: 40% or more Minimum dividends: ¥145	Dividend per share: ¥145 (up ¥1 from the previous year) (no revisions to the initial plan) Payout ratio: 42.0%
Repurchases of Company stock	Flexibly implement	Policy is to forgo repurchases, considering the balance between growth investments and financial soundness

ROE



Dividends per share



SEKISUI HOUSE

We will continue to pursue growth investments while maintaining a balance with financial soundness.
Financial soundness indicators are expected to improve steadily by the end of FY2026 as funds are recouped through property sales in the urban redevelopment business and the U.S. multifamily business.

Growth investments

Plans and Actual Results for Real Estate for Sale/Investment

Seventh Mid-Term Management Plan (three years)

Purchases/investments	Japan	¥1,850.0 bn	Overseas	¥3,750.0 bn	Total	¥5,600.0 bn
Sales/recoupment	Japan	¥1,850.0 bn	Overseas	¥4,800.0 bn	Total	¥6,650.0 bn

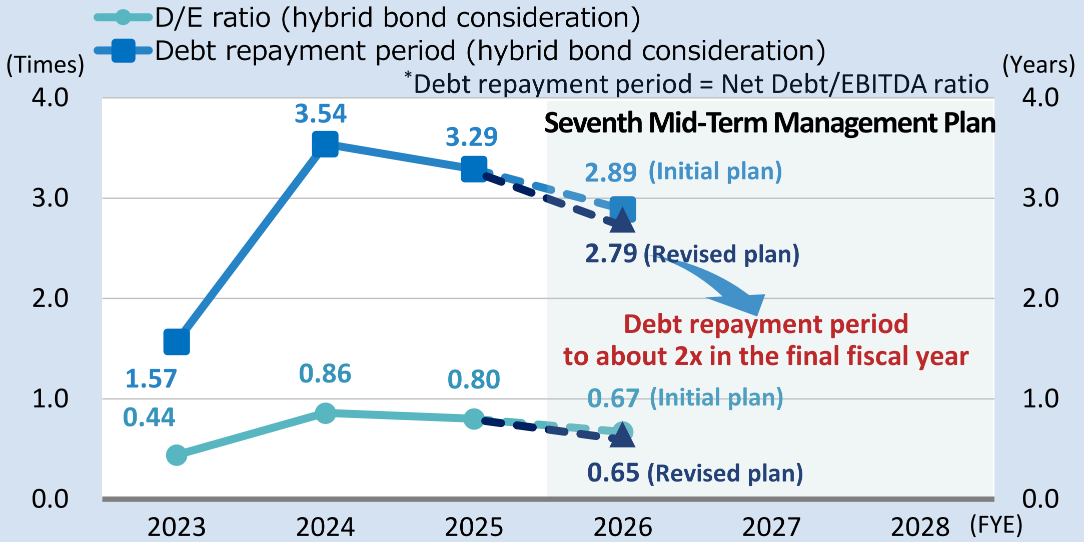
Results through Q2 FY2026

Purchases/investments (Progress)	Japan	¥264.8 bn (14.3%)	Overseas	¥435.5 bn (11.6%)	Total	¥700.3 bn (12.5%)
Sales/recoupment (Progress)	Japan	¥332.8 bn (18.0%)	Overseas	¥486.6 bn (10.1%)	Total	¥819.5 bn (12.3%)

Factory and IT Investments, etc.

Investment	¥150 bn over three years

Finance soundness



(¥ bn)	End of FY2023	End of FY2024	End of FY2025	End of FY2026	
	Results	Results	Results	Initial plan	Revised plan
Net Debt*	481.8	1,386.8	1,346.5	1,200.0	1,166.0
EBITDA	307.5	392.0	409.8	415.0	417.3

* Net debt from the end of FY2024 onward is presented after deducting the equity credit attributable to hybrid bonds (¥100.0 billion).

Long-term credit ratings

Japan Credit Rating Agency (JCR)	Rating and Investment Information (R&I)	S&P Global Ratings (S&P)
AA	**AA-**	**BBB+**

TOPICS

SEKISUI HOUSE

SMART-ECS SARAWEL スマートイクス サラウェル

Adding high dehumidification to air purification to keep the entire home dry and comfortable

SMART-ECS

A ventilation system that controls the temperature and cleanliness of air brought into homes

Clean air (Air Me)

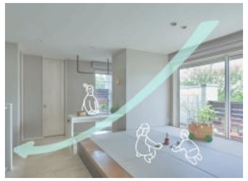
Rapidly removes airborne pollutants

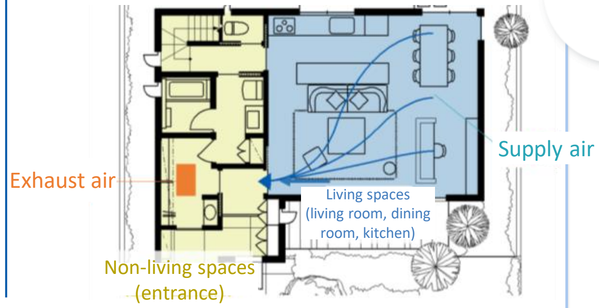
Comfortable room temperature

Heat exchanging ventilation reduces heat loss

Ventilation zoning

Controls airflow





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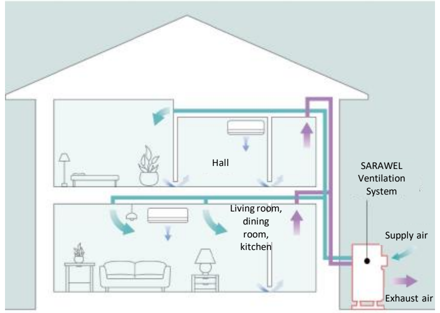
Launched in Aug. 2026

SMART-ECS SARAWEL

Controls even humidity, a key factor in everyday comfort

Industry-leading* dehumidification capacity keeps the entire home dry and comfortable



Industry-leading* dehumidification capacity

Rated dehumidification capacity equivalent to 3.1 kg/h

Outdoor installation

Dehumidifies outdoor air before supplying it indoors
Easy maintenance

Dry and comfortable throughout the home

Including non-living spaces such as hallways and washrooms

SMART-ECS + high dehumidification for greater comfort during Japan's summers

Reduced clamminess

Less effort required for drying laundry indoors

Less effort required to prevent mold and dust mites

* "Industry-leading dehumidification capacity": Rated dehumidification capacity of 3.1 kg/h, measured under the dehumidifying cooling conditions specified in JIS B 8638:2020 (standard cooling conditions: indoor side, 27°C DB and 19°C WB; outdoor side, 33°C DB and 28°C WB). The highest in the industry among humidity-control outdoor air processing units for custom detached houses in Japan (with an airflow rate of 200 m3/h or less) based on a comparison with products evaluated under JIS B 8638:2020 or equivalent conditions (according to publicly available materials from each company). Research by Sekisui House and Panasonic HVAC & CC (as of Jun. 2026)

Sekisui House Construction Launches a Co-Creation Partnership with 202 Exterior Construction Contractors

SEKISUI HOUSE

Background: robust construction network

Industry-leading construction expertise and responsible construction system

Foundation and exterior work Sekisui House Construction HD	Strong relationships of trust	Interior work Sekisui House Association

Total across the three work categories: approximately **7,700** workers




➡Further strengthening of **exterior construction** as well

Overview of the exterior partnership program

A new collaboration framework for mutual growth with exterior construction companies


202 companies

Nationwide collaboration with exterior construction contractors

*As of the Jul. 23 announcement

Commencement of full-scale operations on Aug. 1, 2026

Five collaborative initiatives by Sekisui House Construction and exterior construction contractors

1 Stabilizing the construction system	2 Human resource recruitment and development	3 More efficient materials procurement and production	4 Enhancing the value of greening and exterior construction	5 Sustainable business growth
Share annual construction volume forecasts	Support human resource acquisition and skills improvement	Improve quality and efficiency through the use of factory-shipped materials	Promote environmentally conscious greening and exterior construction through initiatives such as the *Gohon no Ki* Project	Strengthen the management foundations of exterior construction contractors and provide management support

Enhancing the value of homes and townscapes

The *Gohon no Ki* Project is marking 25 years since its launch

History of the *Gohon no Ki* Project

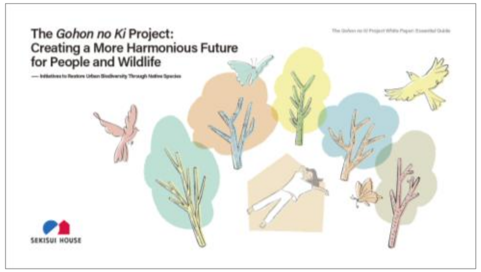
- **25th anniversary of the *Gohon no Ki* Project, a landscaping and greening business launched in 2001**
- **Analysis of performance data enables a quantitative assessment of effectiveness in biodiversity conservation and restoration**
- **Research findings demonstrate that tree planting centered on native species contributes to improved well-being**
- **Fostering nature-positive cities with customers, with cumulative tree planting reaching 21.43 million trees**

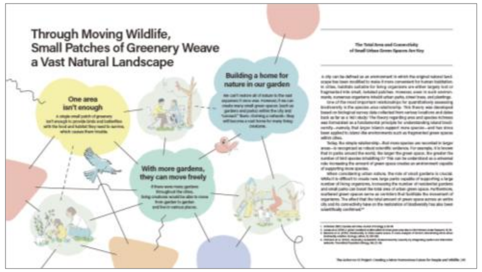
Timeline of Environmental Initiatives

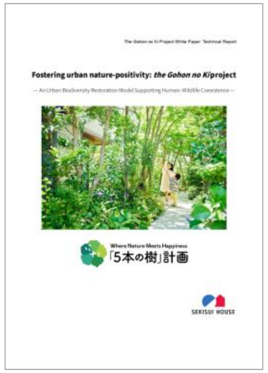
- 1999: Launched resource recycling initiatives; Zero emissions at factories and construction sites
- 2001: Launch of the *Gohon no Ki* Project
- 2007: Wood Procurement Guidelines; Aiming for zero deforestation
- 2008: Eco-First Company; An industry first
- 2021: Development of a framework for quantitatively assessing urban biodiversity
- 2023: Presentation of research findings on the effects of contributing to improvement of well-being; TNFD disclosure; CDP Triple A Climate change, forests and water
- 2024: Hosted the Biodiversity Forum; Developed a biodiversity visualization proposal tool
- 2025
- 2026: 25th anniversary of the *Gohon no Ki* Project; Cumulative number of trees planted reached 21.43 million

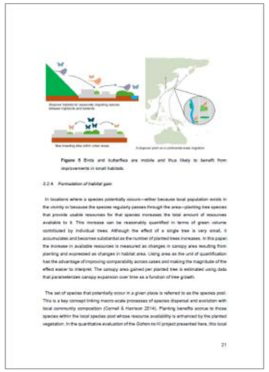
Publication of White Paper (Jul. 14)

- We prepared a white paper presenting the concept and achievements over the past 25 years, supported by scientific evidence
- **There are four versions in total, including editions for the general public and experts, each available in Japanese and English**









General Public Edition (left)
A clear explanation of the concept behind the *Gohon no Ki* Project in language relevant to everyday life

Expert Edition (above)
Verification and explanation of the benefits of the *Gohon no Ki* Project based on scientific evidence

25th Anniversary Logo for the *Gohon no Ki* Project

- A logo design that conveys at a glance a diverse array of tree species, birds and butterflies fluttering around them, and "people" represented by a person at the center

Where Nature Meets Happiness
「5本の樹」計画

✓ Participated in the Global Nature Positive Summit as a platform for communicating the *Gohon no Ki* Project in Japan and internationally

- **An international conference held over two days, July 14 and 15, in Kumamoto, Japan**
- **With a view to COP17 in October 2026, participating organizations shared their initiatives and achievements with a global audience**

GLOBAL NATURE POSITIVE SUMMIT 2026 KUMAMOTO JAPAN

First Subdivision for Custom Detached Houses to Receive the Grand Prize at the 9th JAPAN Construction International Award, Organized by MLIT

SEKISUI HOUSE

SHAWOOD Sommers Bend, U.S. | Recognized for ZEH, quality, human resource development, environmental conservation, and other initiatives in the Construction and Development Project Category

Sommers Bend Model House and Community

Experience Center

Interior of the Sakura Model House

Evaluation Points

ZEH and Disaster Resilience	Deploying net zero energy houses (ZEHs) featuring robust structural components and equipped with solar power systems and storage batteries as standard. Combining a high degree of design flexibility with disaster resilience and environmental performance, earning strong customer recognition
Human Resource Development and Quality	Continuously and consistently ensuring housing quality by developing local human resources responsible for precision construction, and passing on technical expertise
Community Trust	Promoting the business through tours of exhibition buildings and opening ceremonies. Building relationships of trust with local residents and serving as a showroom where the entire community can experience the underlying philosophy
Research and Long-Life Housing	Developing disaster-resilient, long-life housing by leveraging research and testing conducted at the Company's own research facilities, together with insights on disaster resilience
Environmental Conservation	Certified timber is used with due consideration for legal compliance and biodiversity. The use of precut components is promoted to reduce construction waste generated at construction sites, thereby contributing to environmental conservation.

Subdivision Overview

Sommers Bend is a 57-lot subdivision for custom detached houses located in Temecula, California, where sales of SHAWOOD homes commenced in 2024.
In addition to receiving recognition at the SoCal MAME Awards, the development won the highest honor at the PCBC Gold Nugget Awards. Furthermore, in 2025, the development received the Gold Award, the highest honor at The Nationals, in four categories covering the community, two model homes, and the sales center, earning high acclaim within the U.S. housing industry.

The JAPAN Construction International Award was established in FY2017 to recognize, through awards presented by the Minister of Land, Infrastructure, Transport and Tourism, high-quality infrastructure projects, etc. conducted overseas by Japanese companies, thereby enhancing their international presence and supporting their further overseas expansion.

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. All the forward-looking statements are based on judgments derived from information available to the Company at the time for this release.
The Company undertakes no obligation to publicly update any forward-looking statements. Certain risks and uncertainties could cause the company’s actual results to differ materially from any projections presented here.