



# **Company Presentation for FY2025 2Q**

September 4, 2025

The Sekisui House Global Vision

**Make home the happiest place in the world**

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

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

**Become a leading company in ESG management**

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

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

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

***Stable Growth in Japan and Proactive Growth Overseas***

Utilizing Management Resources and Enhancing Value



Human capital



DX and data



Products and services



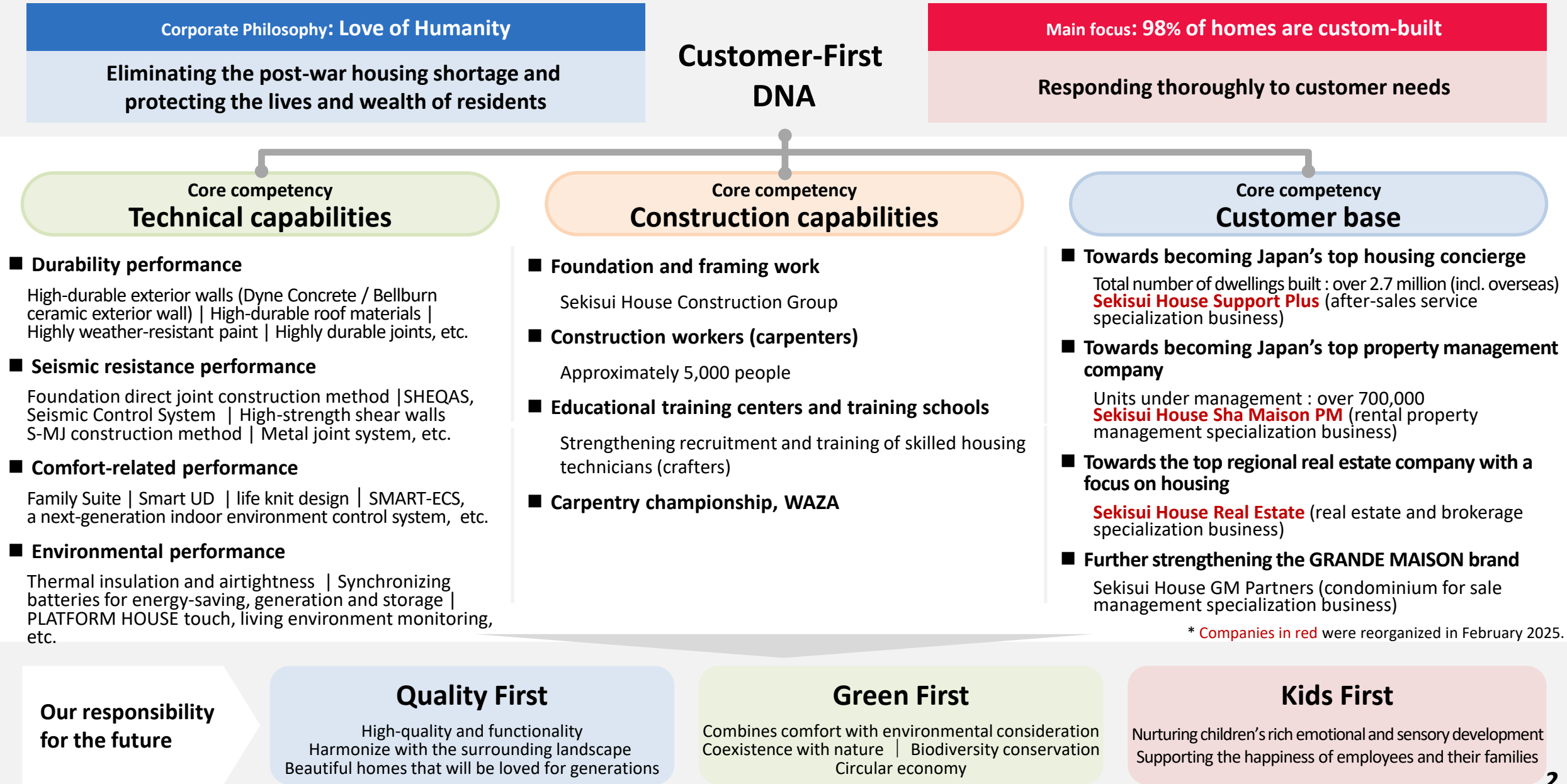
Growth investments

**Our core competencies**

Technical capabilities

Construction capabilities

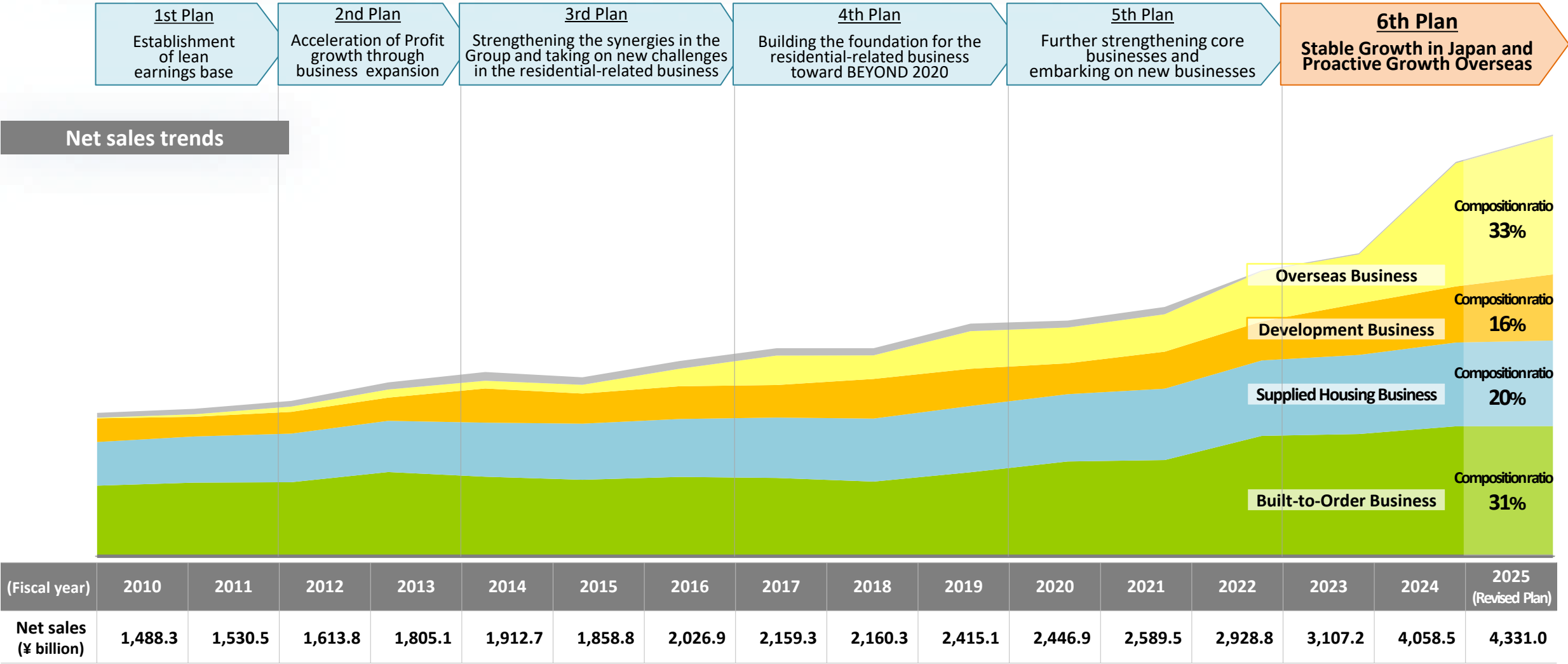
Customer base



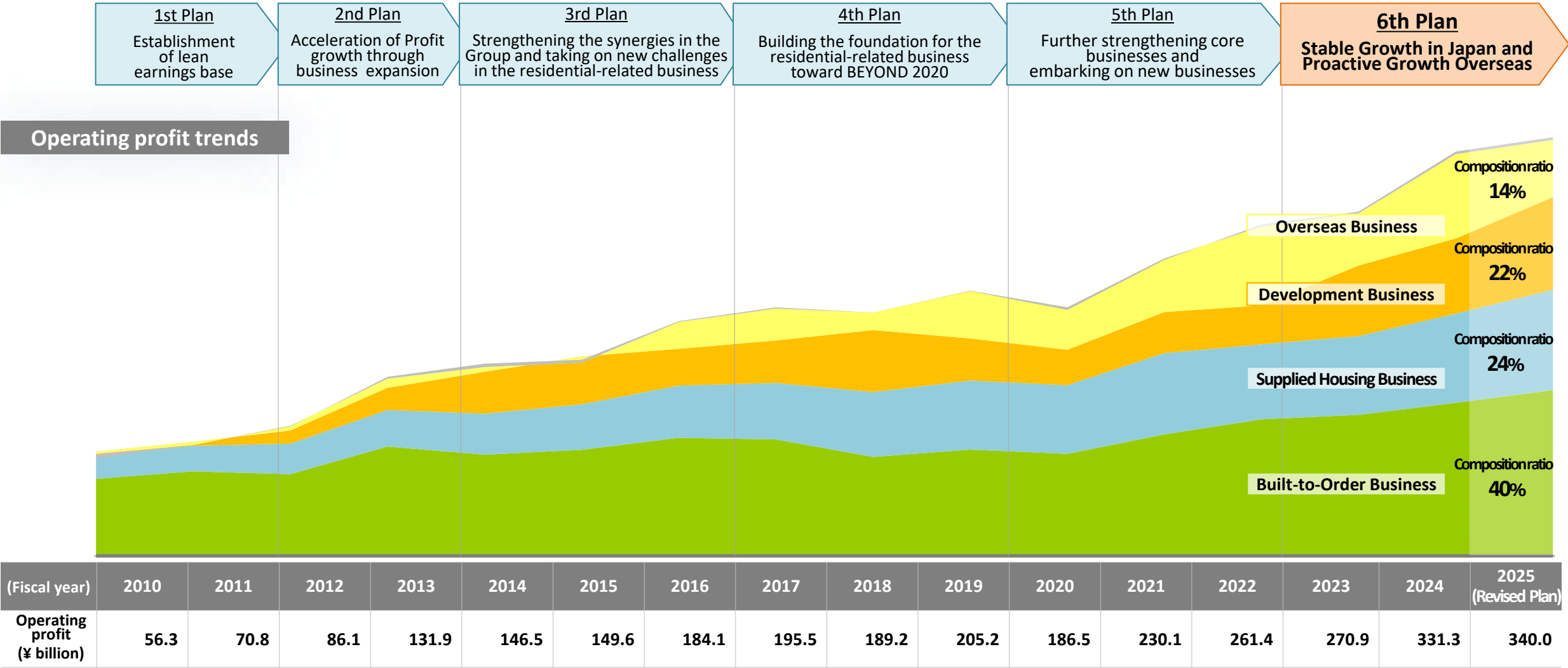
## **Progress in Sixth Mid-Term Management Plan**

# Progress in Sixth Mid-Term Management Plan : Net sales

Realizing overseas business expansion through M&A alongside steady growth in domestic business.  
Continuing the fundamental policy of “stable growth in Japan and proactive growth overseas” .



\* The calculation of the above composition ratio does not include eliminations and back office.



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# Progress in Sixth Mid-Term Management Plan

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

(¥ billion)

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

## ■ Revised Plan for FY2025 and the results for FY2023 and FY2024

(¥ billion)

|                                          | FY2023             | FY2024  | FY2025 (Revised plan) | Three-fiscal year total |
|------------------------------------------|--------------------|---------|-----------------------|-------------------------|
| Net sales                                | 3,107.2            | 4,058.5 | 4,331.0               | 11,496.8                |
| Excluding effect of consolidation of MDC | 3,107.2            | 3,469.0 | 3,735.0               | 10,311.3                |
| Operating profit                         | 270.9              | 331.3   | 340.0                 | 942.3                   |
| Excluding effect of consolidation of MDC | 274.0 <sup>*</sup> | 316.1   | 358.6                 | 948.8                   |
| Ordinary profit                          | 268.2              | 301.6   | 321.0                 | 890.8                   |
| Profit attributable to owners of parent  | 202.3              | 217.7   | 232.0                 | 652.0                   |
| EPS (yen)                                | 309.29             | 335.95  | 357.97                | -                       |
| ROE                                      | 11.9%              | 11.7%   | 11.9%                 | -                       |

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

## FY2025 Business Outlook (1) : Revised Plan

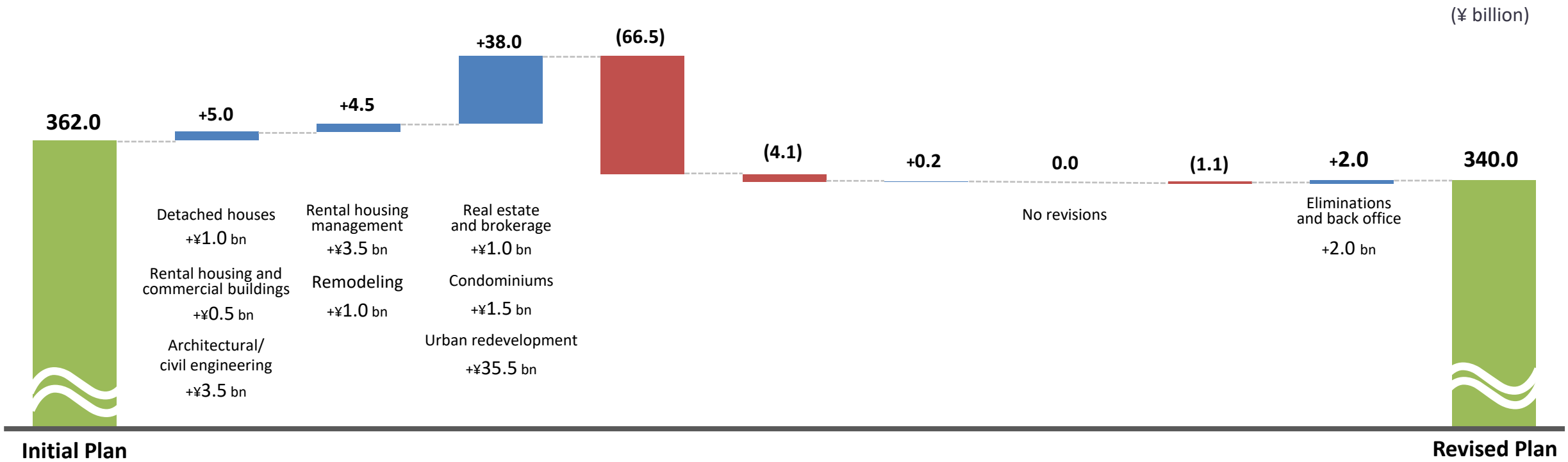
Downturn caused by market deterioration in the U.S. homebuilding business was offset by such factors as strong domestic business and additional property sales, with EPS and dividends per share remaining unchanged from the initial plan. Net sales and operating profit projected to reach record-high.

|                                            | FY2024 Results<br>(Reference) | FY2025 Initial Plan<br>[announced in March 2025] | FY2025 Revised Plan<br>[announced in September 2025] |                                 | Major changes compared to the initial plan |                                  |                  |
|--------------------------------------------|-------------------------------|--------------------------------------------------|------------------------------------------------------|---------------------------------|--------------------------------------------|----------------------------------|------------------|
|                                            |                               |                                                  |                                                      | Compared to<br>the initial plan |                                            | Net sales                        |                  |
|                                            |                               |                                                  |                                                      |                                 |                                            | Business model                   | change in amount |
| Net sales                                  | ¥4,058.5 bn                   | ¥4,500.0 bn                                      | ¥4,331.0 bn                                          | ¥(169.0) bn                     | Domestic Business                          | Built-to-Order Business          | ¥(5.0) bn        |
|                                            |                               |                                                  |                                                      |                                 |                                            | Supplied Housing Business        | ¥- bn            |
|                                            |                               |                                                  |                                                      |                                 |                                            | Development Business             | +¥126.0 bn       |
|                                            |                               |                                                  |                                                      |                                 |                                            | Subtotal                         | +¥121.0 bn       |
|                                            |                               |                                                  |                                                      |                                 |                                            | Overseas Business                | ¥(290.0) bn      |
| Gross profit                               | ¥785.9 bn                     | ¥884.0 bn                                        | ¥851.0 bn                                            | ¥(33.0) bn                      |                                            | Operating profit                 |                  |
| Operating profit                           | ¥331.3 bn                     | ¥362.0 bn                                        | ¥340.0 bn                                            | ¥(22.0) bn                      | Domestic Business                          | Business model                   | change in amount |
|                                            |                               |                                                  |                                                      |                                 |                                            | Built-to-Order Business          | +¥5.0 bn         |
|                                            |                               |                                                  |                                                      |                                 |                                            | Supplied Housing Business        | +¥4.5 bn         |
|                                            |                               |                                                  |                                                      |                                 |                                            | Development Business             | +¥38.0 bn        |
|                                            |                               |                                                  |                                                      |                                 |                                            | Subtotal                         | +¥47.5 bn        |
| Ordinary profit                            | ¥301.6 bn                     | ¥339.0 bn                                        | ¥321.0 bn                                            | ¥(18.0) bn                      |                                            | Overseas Business                | ¥(71.5) bn       |
| Profit attributable to owners<br>of parent | ¥217.7 bn                     | ¥232.0 bn                                        | ¥232.0 bn                                            | -                               | Domestic Business                          | Eliminations and back office     | +¥2.0 bn         |
|                                            |                               |                                                  |                                                      |                                 |                                            | Ordinary profit                  |                  |
|                                            |                               |                                                  |                                                      |                                 |                                            | Equity method gain on investment | +¥11.0 bn        |
|                                            |                               |                                                  |                                                      |                                 |                                            | Net profit                       |                  |
|                                            |                               |                                                  |                                                      |                                 |                                            | Extraordinary income             | +¥5.0 bn         |
| EPS                                        | ¥335.95                       | ¥357.97                                          | ¥357.97                                              | -                               |                                            |                                  |                  |
| ROA                                        | 8.3%                          | 7.9%                                             | 7.8%                                                 | (0.1)p                          |                                            |                                  |                  |
| ROE                                        | 11.7%                         | 11.9%                                            | 11.9%                                                | -                               |                                            |                                  |                  |
| Dividends per share                        | ¥135                          | ¥144                                             | ¥144                                                 | -                               |                                            |                                  |                  |
| Dividend payout ratio                      | 40.2%                         | 40.2%                                            | 40.2%                                                | -                               |                                            |                                  |                  |

■ FY2025 Operating profit (based on changes from the initial plan)

The foreign exchange assumptions (USD 1 = JPY 145, AUD 1 = JPY 92) remain unchanged.

| Domestic Business [+¥47.5 bn] |                  |             | Overseas Business [¥(71.5) bn] |                                   |                                                             |
|-------------------------------|------------------|-------------|--------------------------------|-----------------------------------|-------------------------------------------------------------|
| Built-to-Order                | Supplied Housing | Development | U.S. Homebuilding business     |                                   | U.S. Other business      Australia                          |
|                               |                  |             | MDC's Operating profit         | Existing builder Operating profit | Administrative expenses, etc.      MPC business MF business |



MPC business: Master-planned community business  
MF business: Multifamily business

# Progress in the FY2025 Earnings Plan by Segment

(¥ billion)

|                              |                                         | FY2024 2Q Results |                  |                         |         |               | FY2025 2Q Results |                  |                         |         |               | YoY       |                  |                         |        |               | Progress to Full-year Plan<br>(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 | Order backlog | Net sales                                                | Operating profit | Orders |
| Built-to-Order Business      | Detached houses                         | 230.6             | 20.7             | 9.0%                    | 239.0   | 238.3         | 238.2             | 24.3             | 10.2%                   | 240.2   | 232.0         | 7.6       | 3.5              | 1.2p                    | 1.2    | (6.3)         | 48.9%                                                    | 49.7%            | 49.2%  |
|                              | Rental housing and commercial buildings | 262.3             | 37.8             | 14.4%                   | 290.8   | 544.8         | 278.7             | 42.3             | 15.2%                   | 315.1   | 600.3         | 16.3      | 4.5              | 0.8p                    | 24.3   | 55.4          | 48.9%                                                    | 48.4%            | 49.5%  |
|                              | Architectural/civil engineering         | 154.9             | 7.8              | 5.0%                    | 198.6   | 445.0         | 158.9             | 14.9             | 9.4%                    | 188.2   | 430.3         | 4.0       | 7.1              | 4.4p                    | (10.3) | (14.7)        | 52.8%                                                    | 80.9%            | 58.5%  |
|                              | Subtotal                                | 647.9             | 66.4             | 10.3%                   | 728.4   | 1,228.2       | 675.9             | 81.6             | 12.1%                   | 743.7   | 1,262.6       | 27.9      | 15.2             | 1.8p                    | 15.2   | 34.3          | 49.8%                                                    | 52.7%            | 51.4%  |
| Supplied Housing Business    | Rental housing management               | 341.6             | 28.2             | 8.3%                    | 341.6   | -             | 357.8             | 37.1             | 10.4%                   | 357.8   | -             | 16.1      | 8.8              | 2.1p                    | 16.1   | -             | 51.0%                                                    | 55.5%            | 51.0%  |
|                              | Remodeling                              | 94.0              | 13.7             | 14.6%                   | 96.5    | 37.0          | 92.8              | 14.0             | 15.1%                   | 96.2    | 40.0          | (1.2)     | 0.2              | 0.5p                    | (0.3)  | 2.9           | 49.7%                                                    | 52.0%            | 50.6%  |
|                              | Subtotal                                | 435.7             | 42.0             | 9.6%                    | 438.2   | 37.0          | 450.6             | 51.2             | 11.4%                   | 454.0   | 40.0          | 14.9      | 9.1              | 1.8p                    | 15.7   | 2.9           | 50.7%                                                    | 54.5%            | 50.9%  |
| Development Business         | Real estate and brokerage               | 175.1             | 15.5             | 8.9%                    | 183.4   | 69.1          | 200.0             | 15.4             | 7.7%                    | 202.5   | 74.9          | 24.8      | (0.0)            | (1.2)p                  | 19.0   | 5.8           | 49.4%                                                    | 48.3%            | 48.8%  |
|                              | Condominiums                            | 54.2              | 8.0              | 14.9%                   | 71.1    | 105.8         | 57.4              | 8.8              | 15.3%                   | 57.0    | 122.1         | 3.1       | 0.7              | 0.4p                    | (14.0) | 16.3          | 49.6%                                                    | 53.4%            | 53.8%  |
|                              | Urban redevelopment                     | 73.1              | 16.1             | 22.1%                   | 98.1    | 27.5          | 28.3              | 4.1              | 14.6%                   | 16.3    | -             | (44.7)    | (12.0)           | (7.5)p                  | (81.7) | (27.5)        | 18.9%                                                    | 10.9%            | 11.9%  |
|                              | Subtotal                                | 302.6             | 39.7             | 13.1%                   | 352.7   | 202.4         | 285.8             | 28.4             | 9.9%                    | 276.0   | 197.0         | (16.7)    | (11.3)           | (3.2)p                  | (76.6) | (5.3)         | 42.6%                                                    | 32.9%            | 41.9%  |
| Overseas Business            |                                         | 484.6             | 30.2             | 6.2%                    | 576.9   | 527.8         | 614.3             | 15.5             | 2.5%                    | 660.8   | 384.5         | 129.7     | (14.6)           | (3.7)p                  | 83.8   | (143.3)       | 42.5%                                                    | 29.1%            | 46.7%  |
| Other Businesses             |                                         | 6.9               | 1.3              | 19.0%                   | 7.2     | 1.4           | 7.6               | 1.5              | 20.4%                   | 7.7     | 1.1           | 0.7       | 0.2              | 1.4p                    | 0.4    | (0.2)         | 50.9%                                                    | 59.8%            | 48.3%  |
| Eliminations and back office |                                         | (18.8)            | (22.6)           | -                       | (18.9)  | (19.5)        | (19.1)            | (22.9)           | -                       | (16.0)  | (20.0)        | (0.3)     | (0.3)            | -                       | 2.8    | (0.5)         | -                                                        | -                | -      |
| Total                        |                                         | 1,859.1           | 157.1            | 8.5%                    | 2,084.7 | 1,977.6       | 2,015.4           | 155.4            | 7.7%                    | 2,126.2 | 1,865.4       | 156.2     | (1.6)            | (0.8)p                  | 41.5   | (112.2)       | 46.5%                                                    | 45.7%            | 48.5%  |

# FY2025 Earnings Plan by Segment : Revised Plan

(¥ billion)

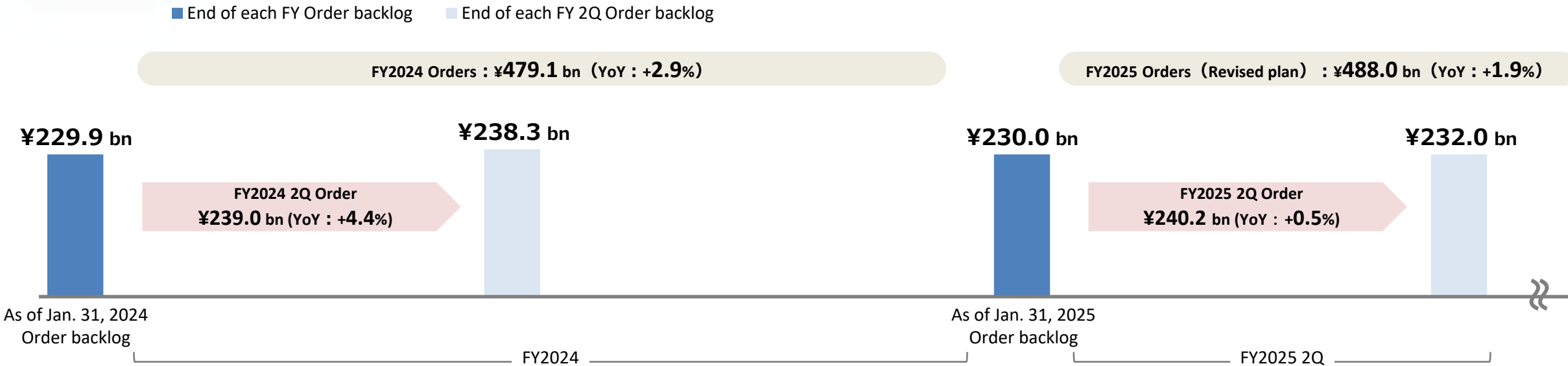
|                              |                                         | Net sales         |                 |        | Operating profit  |                 |        | Operating profit margin |                 |        | Orders            |                 |        | Updates from the initial plan |                     |                               |
|------------------------------|-----------------------------------------|-------------------|-----------------|--------|-------------------|-----------------|--------|-------------------------|-----------------|--------|-------------------|-----------------|--------|-------------------------------|---------------------|-------------------------------|
|                              |                                         | FY2024<br>Results | FY2025          |        | FY2024<br>Results | FY2025          |        | FY2024<br>Results       | FY2025          |        | FY2024<br>Results | FY2025          |        | Net sales                     | Operating<br>profit | Operating<br>profit<br>margin |
|                              |                                         |                   | Revised<br>plan | YoY    |                   | Revised<br>plan | YoY    |                         | Revised<br>plan | YoY    |                   | Revised<br>plan | YoY    |                               |                     |                               |
| Built-to-Order<br>Business   | Detached houses                         | 479.0             | 487.0           | 7.9    | 46.0              | 49.0            | 2.9    | 9.6%                    | 10.1%           | 0.5p   | 479.1             | 488.0           | 8.8    | -                             | 1.0                 | 0.2p                          |
|                              | Rental housing and commercial buildings | 544.9             | 570.0           | 25.0   | 81.7              | 87.5            | 5.7    | 15.0%                   | 15.4%           | 0.4p   | 592.3             | 637.0           | 44.6   | 6.0                           | 0.5                 | 0.0p                          |
|                              | Architectural/civil engineering         | 325.0             | 301.0           | (24.0) | 15.2              | 18.5            | 3.2    | 4.7%                    | 6.1%            | 1.4p   | 324.7             | 322.0           | (2.7)  | (11.0)                        | 3.5                 | 1.3p                          |
|                              | Subtotal                                | 1,349.0           | 1,358.0         | 8.9    | 143.0             | 155.0           | 11.9   | 10.6%                   | 11.4%           | 0.8p   | 1,396.2           | 1,447.0         | 50.7   | (5.0)                         | 5.0                 | 0.4p                          |
| Supplied Housing<br>Business | Rental housing management               | 687.1             | 702.0           | 14.8   | 56.8              | 67.0            | 10.1   | 8.3%                    | 9.5%            | 1.2p   | 687.1             | 702.0           | 14.8   | -                             | 3.5                 | 0.5p                          |
|                              | Remodeling                              | 183.8             | 187.0           | 3.1    | 26.6              | 27.0            | 0.3    | 14.5%                   | 14.4%           | (0.1)p | 186.0             | 190.0           | 3.9    | -                             | 1.0                 | 0.5p                          |
|                              | Subtotal                                | 870.9             | 889.0           | 18.0   | 83.4              | 94.0            | 10.5   | 9.6%                    | 10.6%           | 1.0p   | 873.1             | 892.0           | 18.8   | -                             | 4.5                 | 0.5p                          |
| Development<br>Business      | Real estate and brokerage               | 356.0             | 405.0           | 48.9   | 28.9              | 32.0            | 3.0    | 8.1%                    | 7.9%            | (0.2)p | 367.6             | 415.0           | 47.3   | 11.0                          | 1.0                 | 0.0p                          |
|                              | Condominiums                            | 102.4             | 116.0           | 13.5   | 14.6              | 16.5            | 1.8    | 14.3%                   | 14.2%           | (0.1)p | 136.0             | 106.0           | (30.0) | 6.0                           | 1.5                 | 0.6p                          |
|                              | Urban redevelopment                     | 124.0             | 150.0           | 25.9   | 26.6              | 38.0            | 11.3   | 21.5%                   | 25.3%           | 3.8p   | 133.4             | 138.0           | 4.5    | 109.0                         | 35.5                | 19.2p                         |
|                              | Subtotal                                | 582.5             | 671.0           | 88.4   | 70.2              | 86.5            | 16.2   | 12.1%                   | 12.9%           | 0.8p   | 637.1             | 659.0           | 21.8   | 126.0                         | 38.0                | 4.0p                          |
| Overseas Business            |                                         | 1,278.5           | 1,447.0         | 168.4  | 78.9              | 53.5            | (25.4) | 6.2%                    | 3.7%            | (2.5)p | 1,172.4           | 1,416.0         | 243.5  | (290.0)                       | (71.5)              | (3.5)p                        |
| Other Businesses             |                                         | 14.0              | 15.0            | 0.9    | 2.4               | 2.6             | 0.1    | 17.5%                   | 17.3%           | (0.2)p | 14.0              | 16.0            | 1.9    | -                             | -                   | -                             |
| Eliminations and back office |                                         | (36.6)            | (49.0)          | (12.3) | (46.8)            | (51.6)          | (4.7)  | -                       | -               | -      | (40.3)            | (49.0)          | (8.6)  | -                             | 2.0                 | -                             |
| Total                        |                                         | 4,058.5           | 4,331.0         | 272.4  | 331.3             | 340.0           | 8.6    | 8.2%                    | 7.9%            | (0.3)p | 4,052.6           | 4,381.0         | 328.3  | (169.0)                       | (22.0)              | (0.1)p                        |

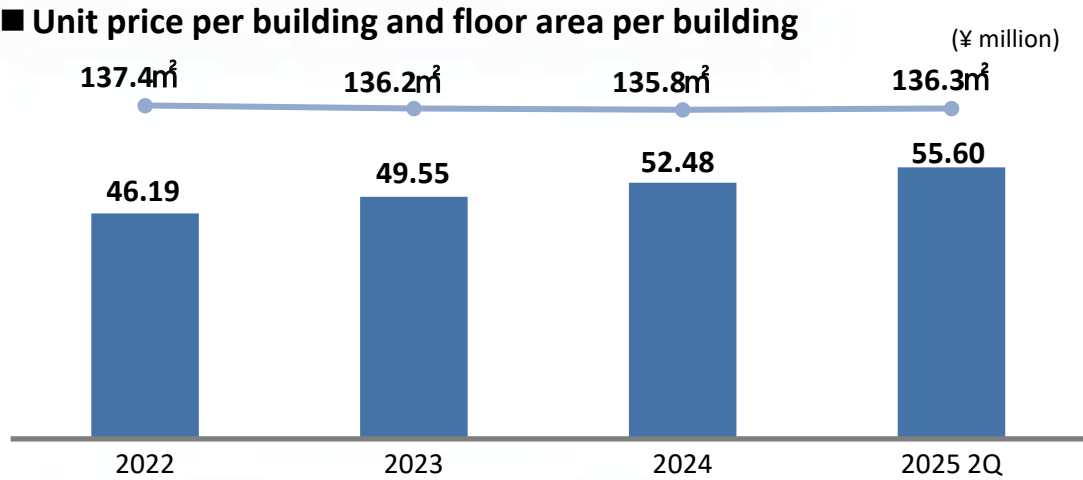
## **Progress in Key measures by business**

- Steady orders backed by continued enhancement of high value-added proposals unique to custom homes, with order backlog also steadily increasing.
- Operating profit revised upward to reflect the continued improvement in profit margin.

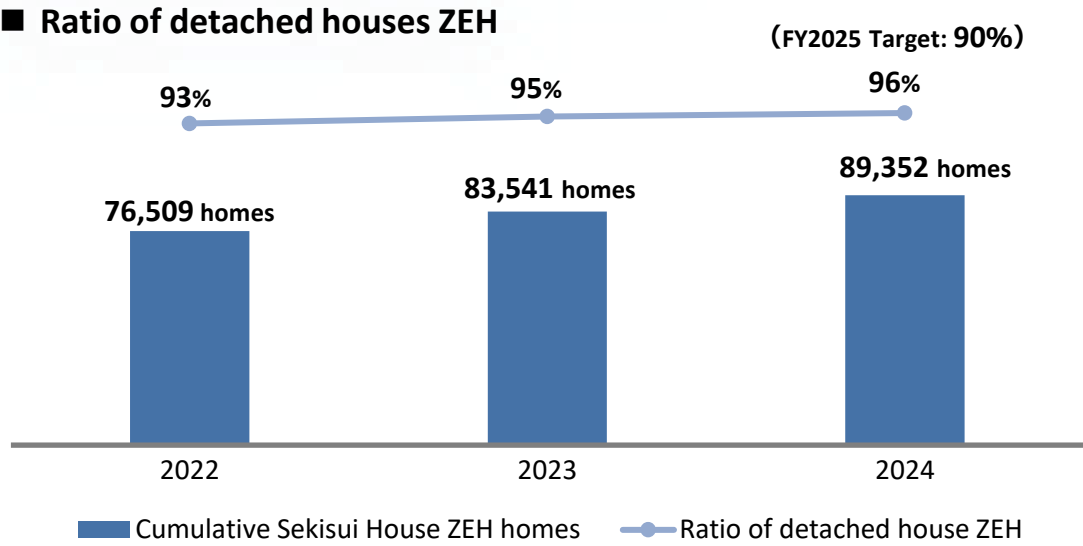
| Key Measures of the Sixth Mid-Term Management Plan                                                                                                                                          | FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                   |                     |                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------|---------------------|-------------------------|
| <ul style="list-style-type: none"><li>● Enhancing our three-brand strategy</li><li>● Promoting CRM strategy</li><li>● Integrating our technologies, lifestyle design and services</li></ul> | Net sales                                                                                  | Operating profit  | Gross profit margin | Operating profit margin |
|                                                                                                                                                                                             | ¥487.0 bn (+1.7%)                                                                          | ¥49.0 bn (+6.4%)  | 24.5% (+0.5p)       | 10.1% (+0.5p)           |
|                                                                                                                                                                                             | 2Q Results                                                                                 |                   |                     |                         |
|                                                                                                                                                                                             | ¥238.2 bn (+3.3%)                                                                          | ¥24.3 bn (+17.2%) | 25.2% (+1.4p)       | 10.2% (+1.2p)           |

■ Order status





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



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

|           |                                       | FY2023 | FY2024 | FY2025 2Q |
|-----------|---------------------------------------|--------|--------|-----------|
| 1st range | Less than 30.00 million yen           | 3%     | 2%     | 2%        |
| 2nd range | 30.00 million yen – 50.00 million yen | 65%    | 60%    | 54%       |
| 3rd range | 50.00 million yen or more             | 32%    | 38%    | 44%       |

■ Adoption rate for each proposal

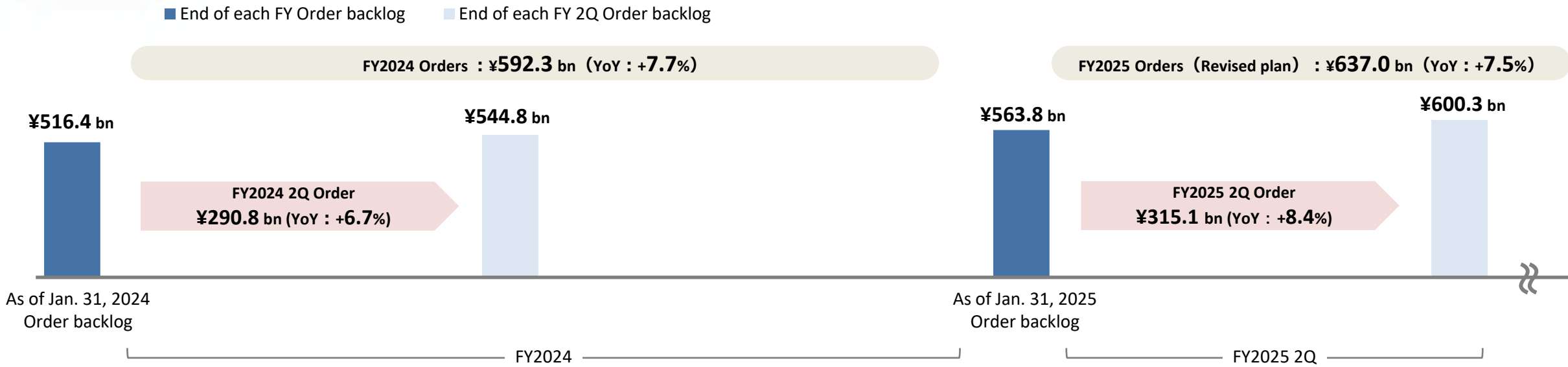
|                      | FY2023 | FY2024 | FY2025 2Q |
|----------------------|--------|--------|-----------|
| SMART-ECS            | 79%    | 74%    | 68%       |
| Family Suite         | 68%    | 67%    | 65%       |
| PLATFORM HOUSE touch | 25%    | 30%    | 31%       |

\* The adoption rate of SMART-ECS has been revised, with past figures also updated due to a change in the calculation method.

In addition to comprehensive area strategies, high value-added product strategies for Sha Maison and others, along with sales strategies including strengthened proposals to corporate clients, proved effective, resulting in continued strong orders. Profit margin improved thanks to progress in recorded sales supported by steady deliveries. Net sales and operating profit have been revised upward.

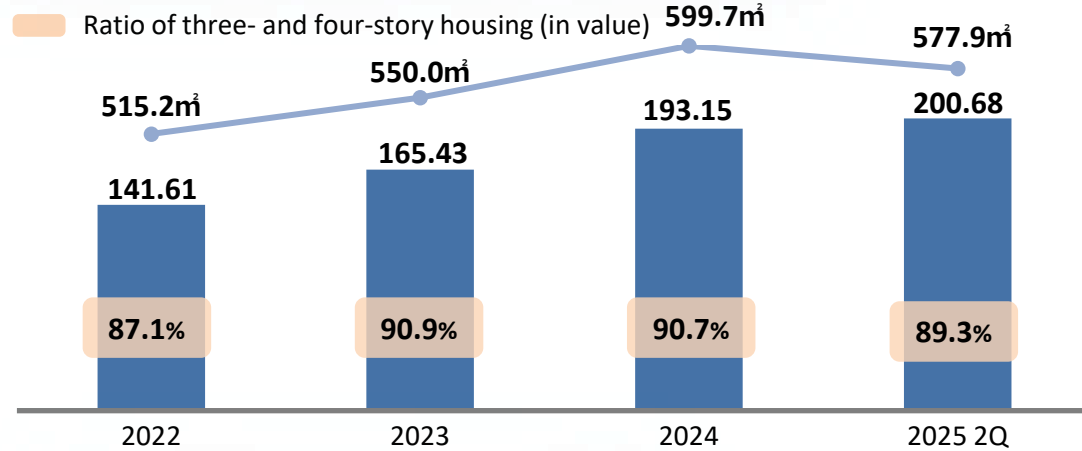
| Key Measures of the Sixth Mid-Term Management Plan                                                                                                                             | FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                   |                     |                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------|---------------------|-------------------------|
| <ul style="list-style-type: none"><li>● Strengthening area marketing</li><li>● Provide of High value-added Sha Maison</li><li>● Strengthening CRE and PRE businesses</li></ul> | Net sales                                                                                  | Operating profit  | Gross profit margin | Operating profit margin |
|                                                                                                                                                                                | ¥570.0 bn (+4.6%)                                                                          | ¥87.5 bn (+7.0%)  | 25.1% (+1.0p)       | 15.4% (+0.4p)           |
|                                                                                                                                                                                | 2Q Results                                                                                 |                   |                     |                         |
|                                                                                                                                                                                | ¥278.7 bn (+6.2%)                                                                          | ¥42.3 bn (+12.0%) | 24.4% (+0.6p)       | 15.2% (+0.8p)           |

■ Order status



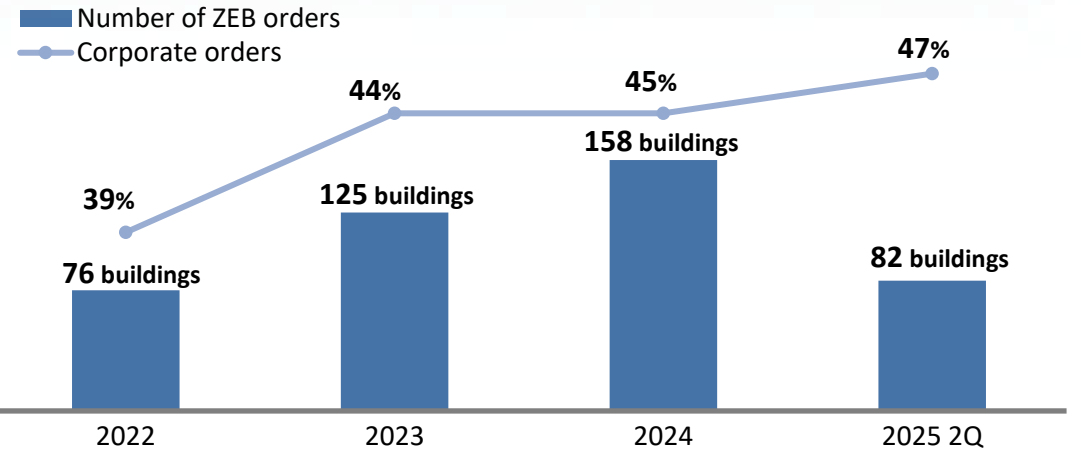
## Unit price per building and floor area per building

(¥ million)



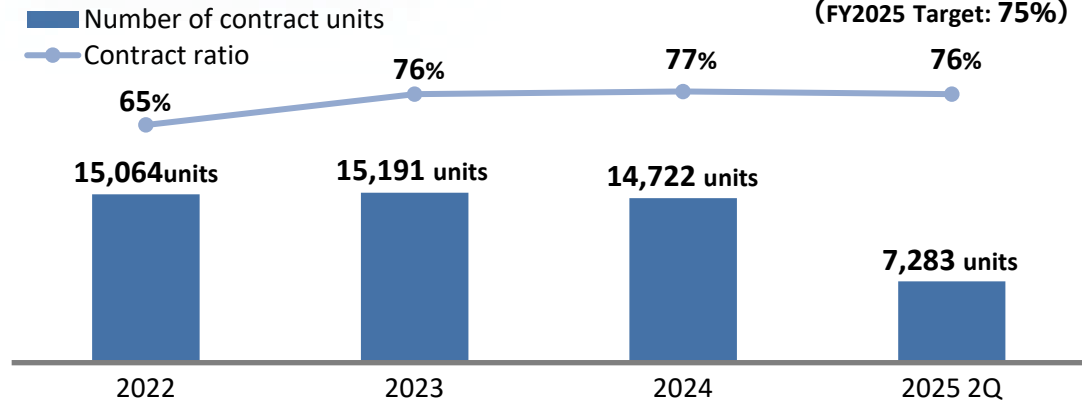
\* On a delivery basis (Sekisui House non-consolidated)

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



## Ratio of Sha Maison ZEH

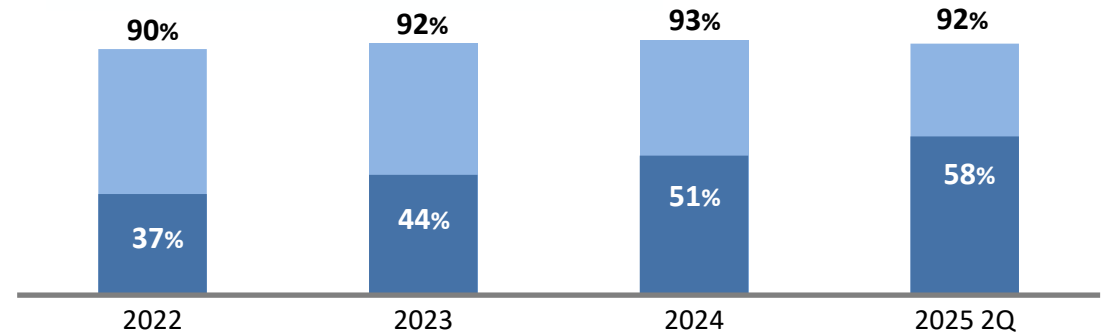
(FY2025 Target: 75%)



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

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

S/A area S area



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

While construction costs continue to rise, thoroughgoing management focused on profitability resulted in ongoing improvement in the profit margin, leading to an upward revision to operating profit.

We have maintained steady orders backed by a robust construction system.

#### Key Measures of the Sixth Mid-Term Management Plan

- Architectural Construction: Expanding and enhancing our channels for receiving orders
- Civil engineering: Differentiating through eco-friendly measures and technical capabilities

#### FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change)

| Net sales          | Operating profit  | Gross profit margin | Operating profit margin |
|--------------------|-------------------|---------------------|-------------------------|
| ¥301.0 bn ((7.4)%) | ¥18.5 bn (+21.6%) | 11.8% (+1.9p)       | 6.1% (+1.4p)            |
| 2Q Results         |                   |                     |                         |
| ¥158.9 bn (+2.6%)  | ¥14.9 bn (+91.7%) | 14.2% (+4.4p)       | 9.4% (+4.4p)            |

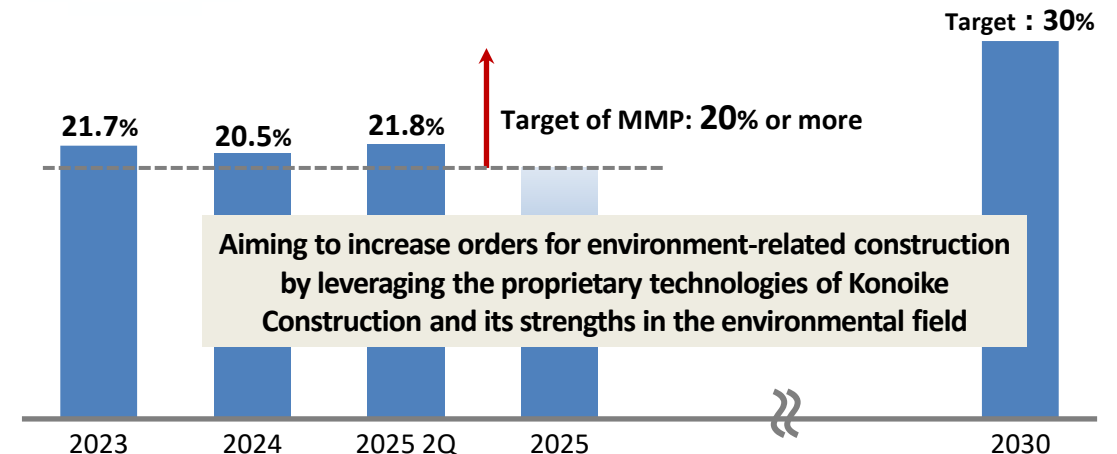
#### ■ Order status (Konoike Construction Group (non-consolidated))

| Orders                     | FY2024 2Q        | FY2025 2Q        | Change in Amount |
|----------------------------|------------------|------------------|------------------|
| Architectural construction | ¥119.4 bn        | ¥127.4 bn        | +¥7.9 bn         |
| Civil engineering          | ¥61.5 bn         | ¥46.9 bn         | ¥(14.6) bn       |
| <b>Total</b>               | <b>¥181.0 bn</b> | <b>¥174.4 bn</b> | <b>¥(6.6) bn</b> |

| Order backlog<br>(as of end of the period) | FY2024           | FY2025 2Q        | Change in Amount |
|--------------------------------------------|------------------|------------------|------------------|
| Architectural construction                 | ¥255.7 bn        | ¥285.5 bn        | +¥29.8 bn        |
| Civil engineering                          | ¥121.4 bn        | ¥123.1 bn        | +¥1.6 bn         |
| <b>Total</b>                               | <b>¥377.2 bn</b> | <b>¥408.6 bn</b> | <b>+¥31.4 bn</b> |

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



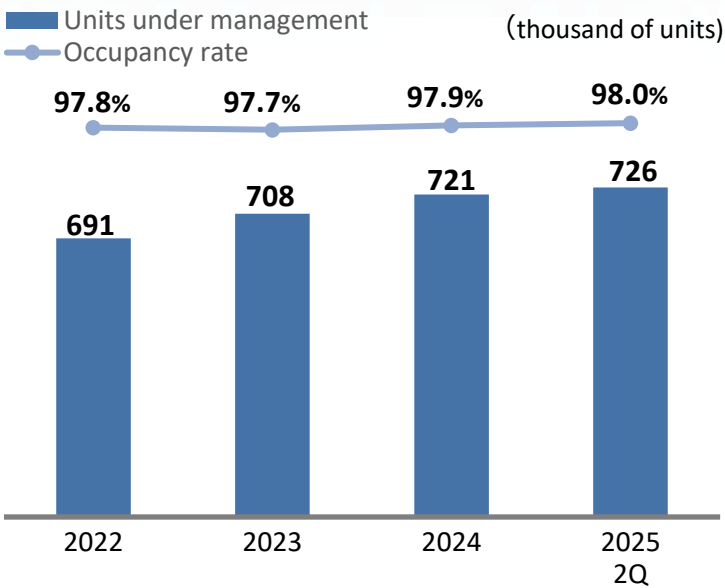
High occupancy rates and steady growth in units under management continue, driven by the strong presence of Sha Maison high quality rental housing in prime locations. In addition to maintaining high occupancy rates, initiatives such as DX and those aimed at reducing vacancy periods proved effective, leading to continued improvement in profit margin and an upward revision to operating profit.

Key Measures of the Sixth Mid-Term Management Plan

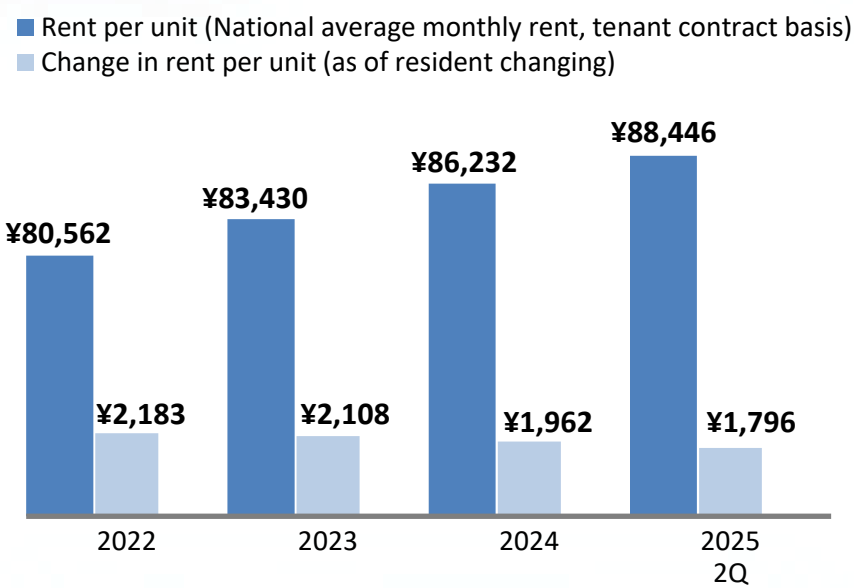
- For owners: Maximize asset value  
(Propose diverse solutions and strengthen relationships with owners)
- For residents: Strengthen services  
(Build and centralize services using blockchain and other technologies)

| FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                   |                     |                         |
|--------------------------------------------------------------------------------------------|-------------------|---------------------|-------------------------|
| Net sales                                                                                  | Operating profit  | Gross profit margin | Operating profit margin |
| ¥702.0 bn (+2.2%)                                                                          | ¥67.0 bn (+17.9%) | 15.7% (+1.2p)       | 9.5% (+1.2p)            |
| 2Q Results                                                                                 |                   |                     |                         |
| ¥357.8 bn (+4.7%)                                                                          | ¥37.1 bn (+31.4%) | 16.4% (+1.9p)       | 10.4% (+2.1p)           |

■ Units under management and occupancy rate

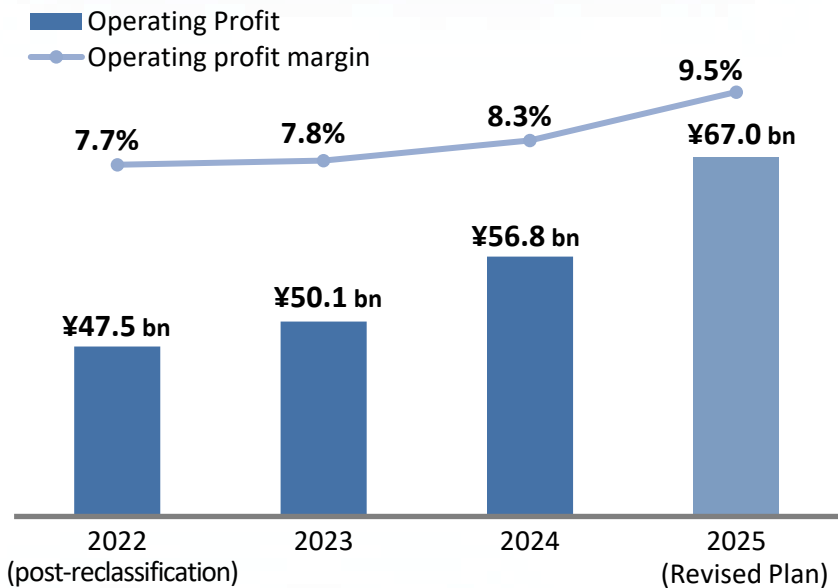


■ Rent per unit



Subject to: Properties subleasing by our group constructed after 1969

■ Operating Profit and Operating profit margin



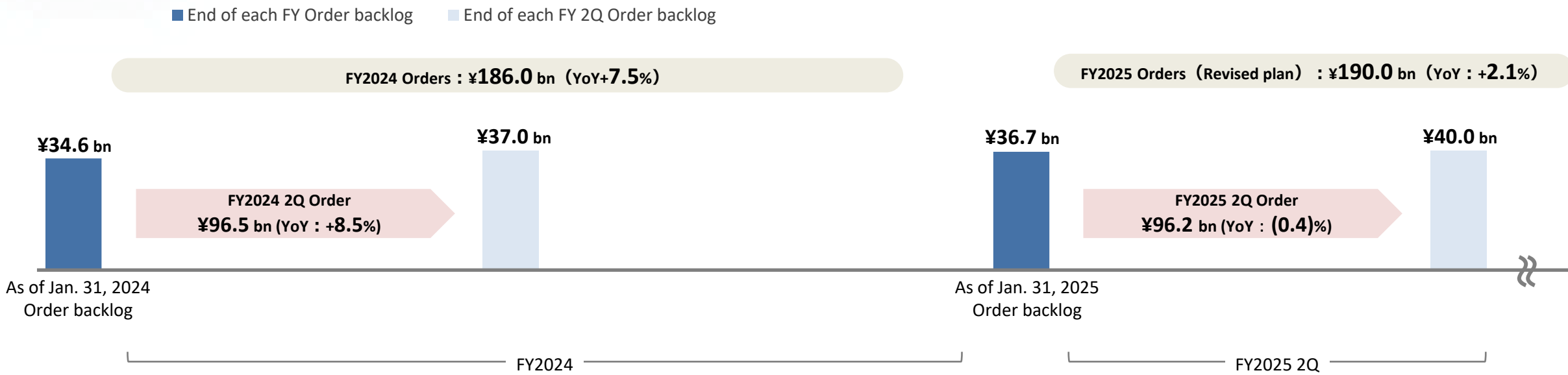
\* The segment was reclassified in FY2023.

Customer touchpoints strengthened through the establishment of Sekisui House Support Plus, Ltd. as a separate company specializing in aftersales services. By focusing on high value-added proposals, Sekisui House Remodeling, Ltd. invigorated the entire remodeling business, leading to an upward revision to operating profit.

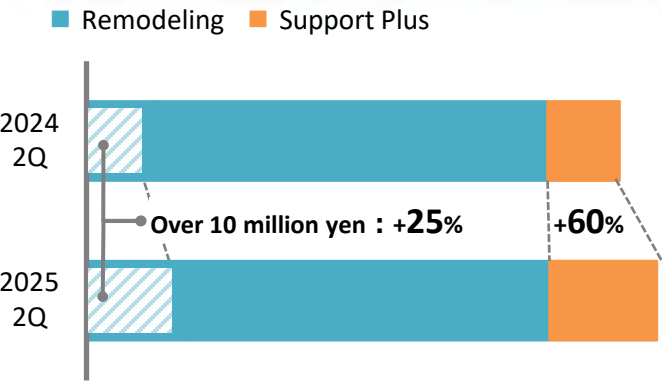
| Key Measures of the Sixth Mid-Term Management Plan                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------|
| ● Detached houses: Strengthening large-scale remodeling (Strengthening proposal-based remodeling and environment-based remodeling) |
| ● Rental housing: Promote asset value-enhancing renovation                                                                         |

| FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                  |                     |                         |
|--------------------------------------------------------------------------------------------|------------------|---------------------|-------------------------|
| Net sales                                                                                  | Operating profit | Gross profit margin | Operating profit margin |
| ¥187.0 bn (+1.7%)                                                                          | ¥27.0 bn (+1.4%) | 27.3% (+1.1p)       | 14.4% ((0.1)p)          |
| 2Q Results                                                                                 |                  |                     |                         |
| ¥92.8 bn (+1.3%)                                                                           | ¥14.0 bn (+2.1%) | 28.0% (+1.9p)       | 15.1% (+0.5p)           |

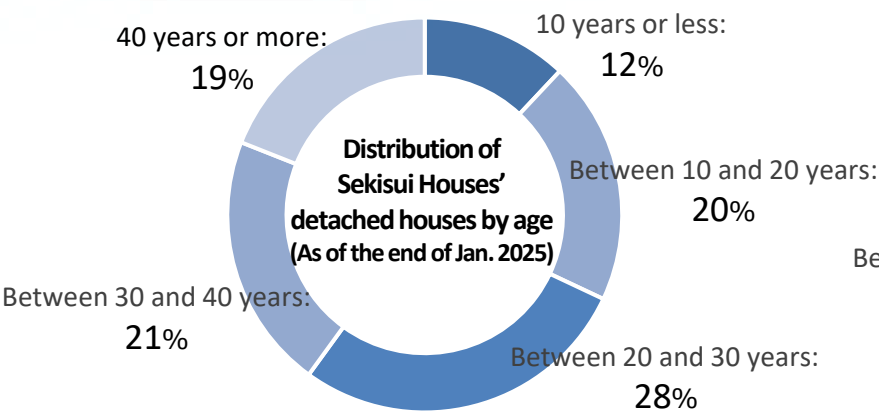
■ Order trends



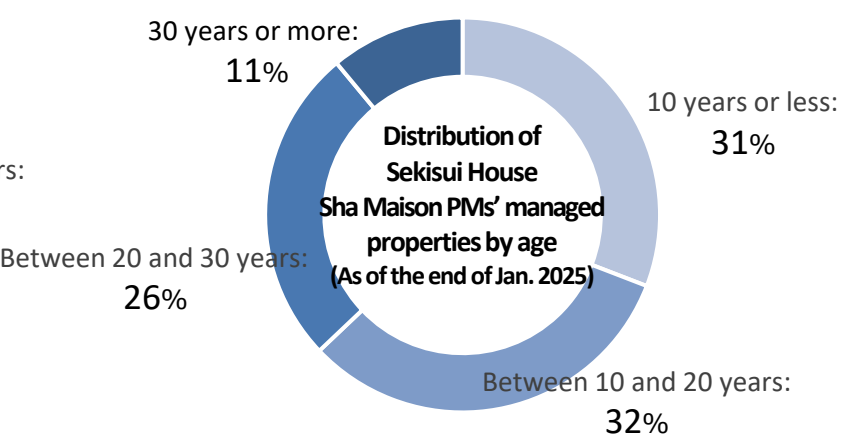
■ Order Status :  
Sekisui House Remodeling and Sekisui House Support Plus



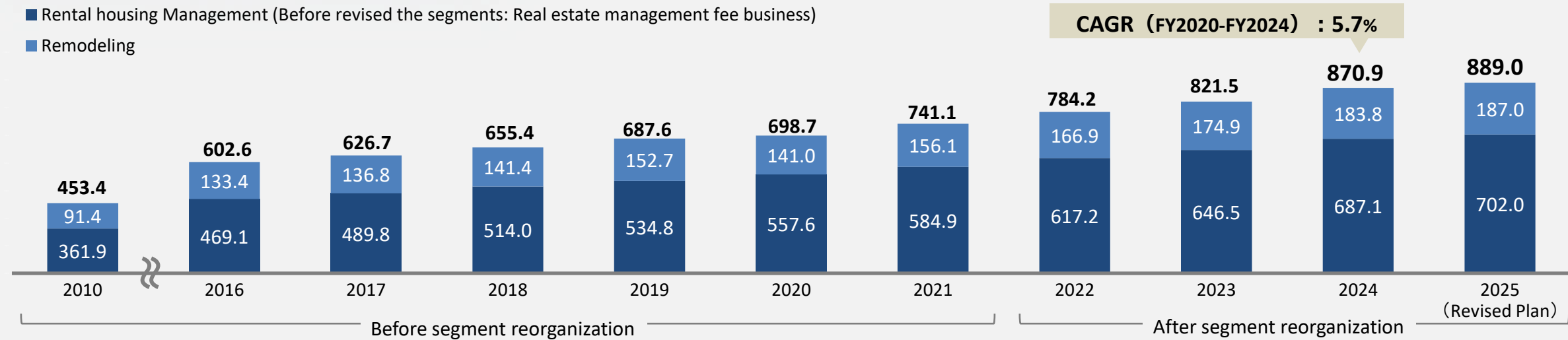
■ Distribution of houses by age :  
Detached Houses



■ Distribution of managed properties by age :  
Rental Housings



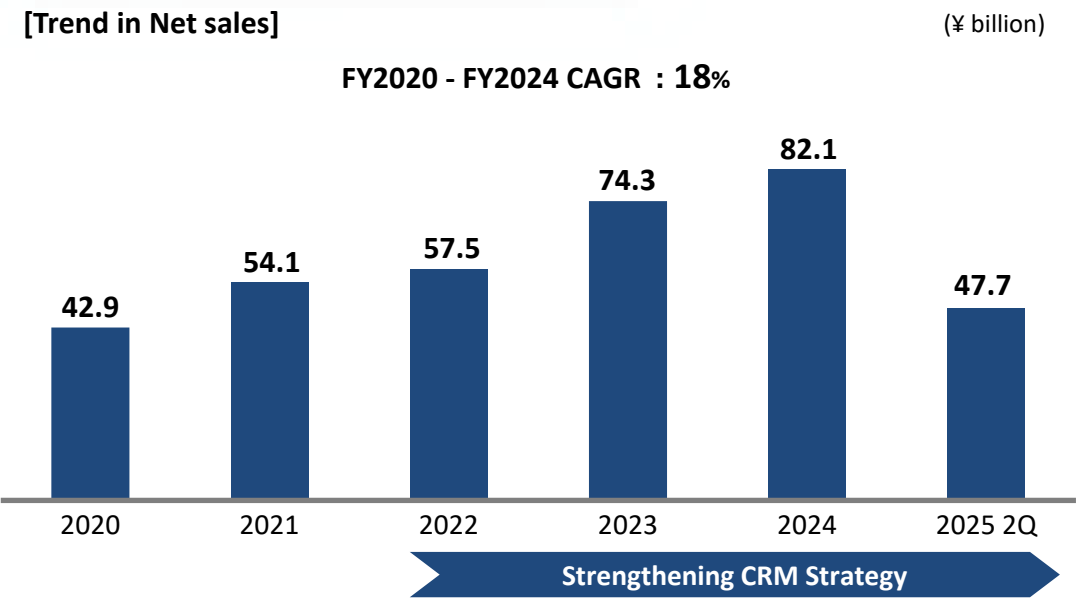
■ Trend in Net sales : Supplied Housing Business



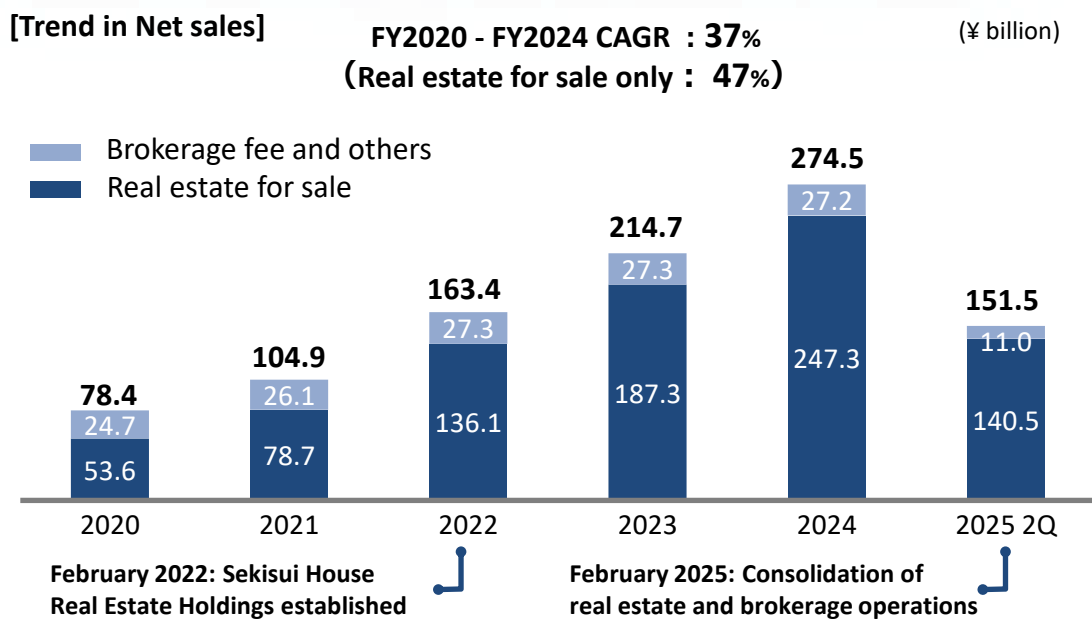
Growth continued thanks to the acquisition and sale of high-quality residential land, conscious of the turnover ratio. Net sales and operating profit have been revised upward. The establishment of Sekisui House Real Estate, a company specializing in the real estate and brokerage business , has further strengthened area marketing and reinforced land acquisition.

| Key Measures of the Sixth Mid-Term Management Plan                                                                                                                                                                                                                                                                                                                                              | FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                   |                     |                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------|---------------------|-------------------------|
| <ul style="list-style-type: none"><li>● Establishment of the Sekisui House Real Estate Group, which has strength in acquisition and sale of residential land for custom detached houses</li><li>● Enhancement of land acquisitions as short-term turnover assets based on careful selection in areas throughout Japan</li><li>● Enhancement of brokerage services for existing houses</li></ul> | Net sales                                                                                  | Operating profit  | Gross profit Margin | Operating profit margin |
|                                                                                                                                                                                                                                                                                                                                                                                                 | ¥405.0 bn (+13.7%)                                                                         | ¥32.0 bn (+10.5%) | 17.3% (+0.1p)       | 7.9% ((0.2)p)           |
|                                                                                                                                                                                                                                                                                                                                                                                                 | 2Q Results                                                                                 |                   |                     |                         |
|                                                                                                                                                                                                                                                                                                                                                                                                 | ¥200.0 bn (+14.2%)                                                                         | ¥15.4 bn ((0.5)%) | 16.5% ((1.7)p)      | 7.7% ((1.2)p)           |

Land for sale business by Sekisui House



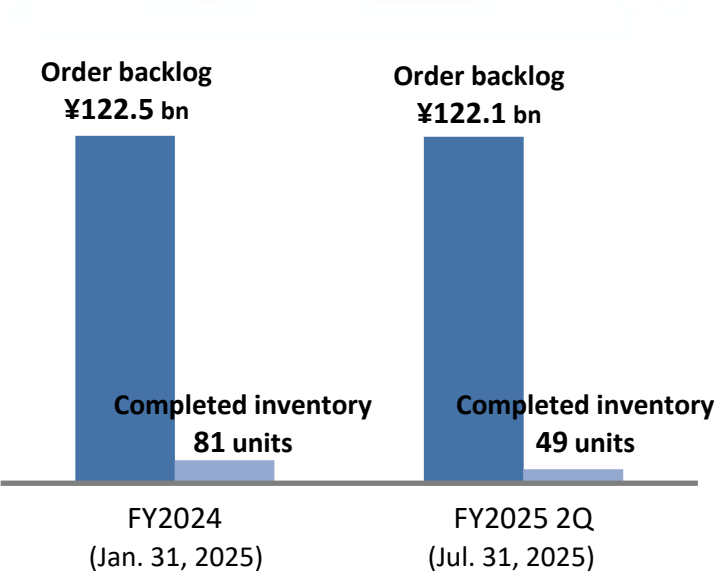
Real estate and brokerage by Sekisui House Real Estate Group



- In addition to area-based strategies in the four major metropolitan areas (Tokyo, Nagoya, Osaka, and Fukuoka) , we will aim to further strengthen the presence of the GRAND MAISON brand.
- Sales of high-priced properties are steadily progressing. Net sales and operating profit have been revised upward.

| Key Measures of the Sixth Mid-Term Management Plan                                                                                                                                                                                                                                                        | FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                   |                     |                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------|---------------------|-------------------------|
| <ul style="list-style-type: none"><li>● Focus on supplying properties with high asset value carefully selected for their area in four of the largest metropolitan areas in Japan</li><li>● All residential units meet basic ZEH specifications</li><li>● Enhancement of the GRANDE MAISON brand</li></ul> | Net sales                                                                                  | Operating profit  | Gross profit margin | Operating profit margin |
|                                                                                                                                                                                                                                                                                                           | ¥116.0 bn (+13.2%)                                                                         | ¥16.5 bn (+12.6%) | 23.3% ((0.4)p)      | 14.2% ((0.1)p)          |
|                                                                                                                                                                                                                                                                                                           | 2Q Results                                                                                 |                   |                     |                         |
|                                                                                                                                                                                                                                                                                                           | ¥57.4 bn (+5.9%)                                                                           | ¥8.8 bn (+8.9%)   | 23.4% (+0.1p)       | 15.3% (+0.4p)           |

■ Order backlog and Completed inventory



■ Main properties scheduled to be delivered in fiscal 2025

| Property name                                         |                                         | Address                              | Number of units sales | Delivery period |
|-------------------------------------------------------|-----------------------------------------|--------------------------------------|-----------------------|-----------------|
| All properties sold in fiscal 2023 and beyond are ZEH | GRANDE MAISON The Yamate 253 Garden     | Naka-ku, Yokohama City, Kanagawa     | 14                    | Feb. 2025       |
|                                                       | GRANDE MAISON The Yamate 253 Marks      | Naka-ku, Yokohama City, Kanagawa     | 14                    | Jul. 2025       |
|                                                       | GRANDE MAISON Suginami eifuku-cho       | Suginami-ku, Tokyo                   | 51                    | Jul. 2025       |
|                                                       | GRANDE MAISON Musashikosugi no Mori     | Nakahara-ku, Kawasaki City, Kanagawa | 271                   | Sep. 2025       |
|                                                       | GRANDE MAISON Nagoya eki                | Nishi-ku, Nagoya City, Aichi         | 59                    | Jan. 2026       |
|                                                       | GRANDE MAISON Uemachi 1 chome Residence | Chuo-ku, Osaka City, Osaka           | 65                    | Jul. 2025       |
|                                                       | GRANDE MAISON Fukuoka The Central Luxe  | Chuo-ku, Fukuoka City, Fukuoka       | 123                   | Jul. 2025       |

Property sales are progressing smoothly, supported by an abundant pipeline of high-quality properties in prime locations.  
With additional property sales scheduled toward the fiscal year-end, net sales and operating profit were significantly revised upward.

| Key Measures of the Sixth Mid-Term Management Plan                                                                                                                                                                                                                                                                                                                                                                                           | FY2025 Earnings Plan (Revised Plan/Figures in parentheses indicate year-on-year of change) |                   |                     |                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------|---------------------|-------------------------|
| <ul style="list-style-type: none"><li>● Developing cities and rural areas through sophisticated area marketing and investment decisions from a medium- to long-term perspective</li><li>● Acquisition of land for rental condominium Prime Maison and acceleration of exit strategies</li><li>● Development of regional revitalization-based hotel development business through the Trip Base <i>Michi-no-Eki</i> Stations Project</li></ul> | Net sales                                                                                  | Operating profit  | Gross profit margin | Operating profit margin |
|                                                                                                                                                                                                                                                                                                                                                                                                                                              | ¥150.0 bn (+20.9%)                                                                         | ¥38.0 bn (+42.5%) | 28.7% (+2.8p)       | 25.3% (+3.8p)           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2Q Results                                                                                 |                   |                     |                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                              | ¥28.3 bn ((61.2)%)                                                                         | ¥4.1 bn ((74.4)%) | 23.5% ((2.7)p)      | 14.6% ((7.5)p)          |

■ Asset balance (book value basis) \*As of the end of FY2025 2Q

Rental housing

Asset balance approx. ¥55.0 bn



Prime Maison  
Nihonbashi Bakurocho  
(Chuo-ku, Tokyo)



Prime Maison  
Kinshicho  
(Sumida-ku, Tokyo)

...



Akasaka Green Cross  
(Minato-ku, Tokyo)



Honmachi Garden City Terras  
(Chuo-ku, Osaka)

...



The Ritz Carlton Kyoto  
(Nakagyo-ku, Kyoto)

...

Office

Asset balance approx. ¥165.0 bn

Hotel

Asset balance approx. ¥45.0 bn

Investment in special purpose companies

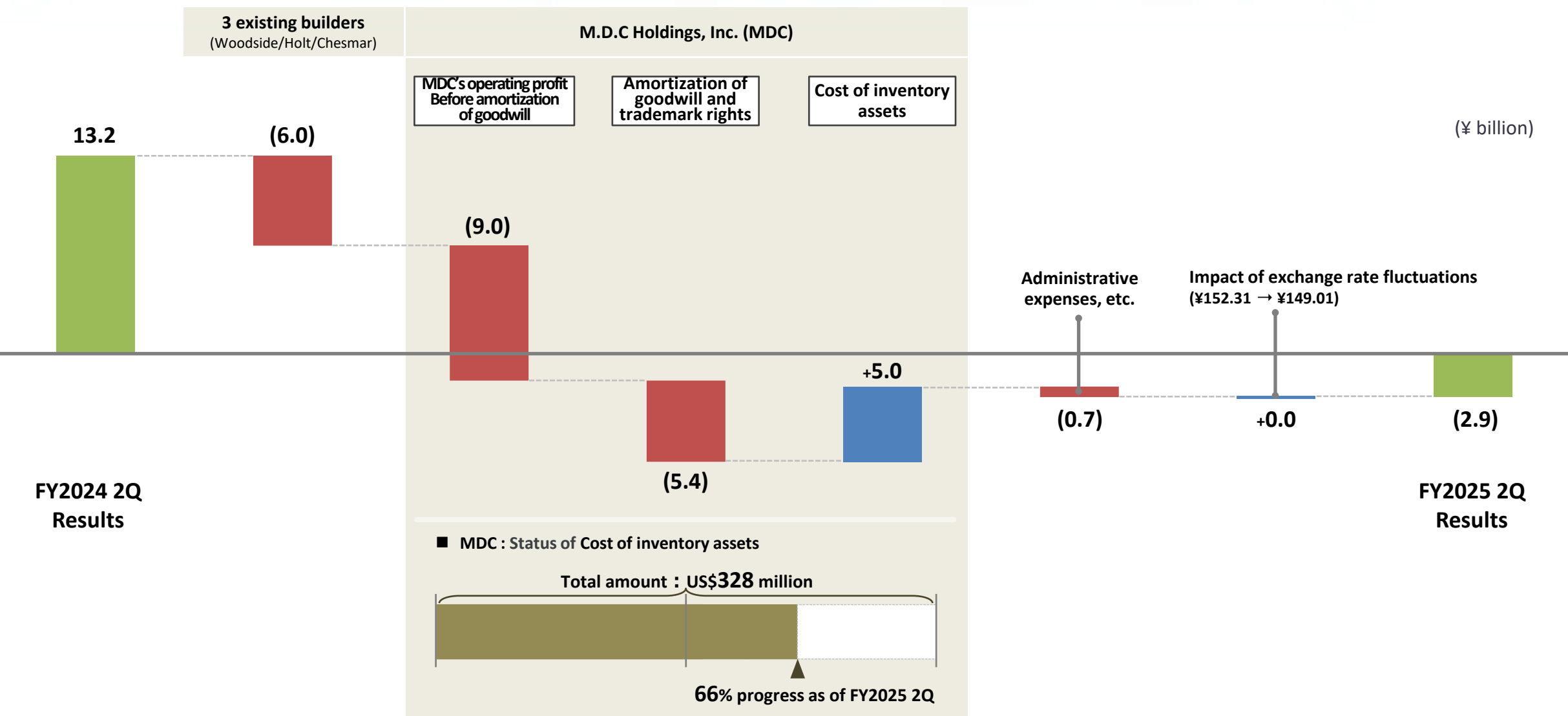
- Osaka Dojimahama Tower  
(Kita-ku, Osaka)
- Fukuoka Daimyo Garden City  
(Chuo-ku, Fukuoka)

(¥ billion)

|                                                                                                 | FY2024 2Q Results |                  |                         |        | FY2025 2Q Results |                  |                         |        | YoY       |                  |                         |        |
|-------------------------------------------------------------------------------------------------|-------------------|------------------|-------------------------|--------|-------------------|------------------|-------------------------|--------|-----------|------------------|-------------------------|--------|
|                                                                                                 | 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.                                                                                            | 478.0             | 32.6             | 6.8%                    | 541.5  | 586.5             | 15.0             | 2.6%                    | 642.8  | 108.4     | (17.5)           | (4.2)pt                 | 101.2  |
| Homebuilding business                                                                           | 391.9             | 13.2             | 3.4%                    | 425.4  | 503.2             | (2.9)            | -                       | 542.2  | 111.3     | (16.2)           | -                       | 116.7  |
| (Excl. the impact of goodwill amortization, etc.)                                               | -                 | 35.8             | 9.2%                    | -      | -                 | 19.1             | 3.8%                    | -      | -         | (16.7)           | (5.4)pt                 | -      |
| Master-planned community business                                                               | 27.5              | 9.2              | 33.7%                   | 58.0   | 27.7              | 9.1              | 32.8%                   | 36.4   | 0.1       | (0.1)            | (0.9)pt                 | (21.6) |
| Multifamily business                                                                            | 58.1              | 10.1             | 17.5%                   | 58.1   | 55.4              | 8.9              | 16.1%                   | 64.1   | (2.6)     | (1.2)            | (1.4)pt                 | 5.9    |
| Australia                                                                                       | 6.5               | (0.8)            | -                       | 35.3   | 27.8              | 1.1              | 4.1%                    | 17.9   | 21.2      | 2.0              | -                       | (17.3) |
| Others* and administrative expenses                                                             | -                 | (1.5)            | -                       | -      | -                 | (0.6)            | -                       | -      | -         | 0.9              | -                       | -      |
| Total                                                                                           | 484.6             | 30.2             | 6.2%                    | 576.9  | 614.3             | 15.5             | 2.5%                    | 660.8  | 129.7     | (14.6)           | (3.7)pt                 | 83.8   |
| Singapore<br>(Equity in earnings of affiliates, Gain/Loss on sales of investment in affiliates) | -                 | 0.4              | -                       | -      | -                 | 2.1              | -                       | -      | -         | 1.6              | -                       | -      |

\* Operating profit for FY2024 2Q includes China and the UK (equity method affiliates).

■ FY2025 2Q Results: Factors contributing to the change in operating profit in the U.S. homebuilding business (compared to FY2024 2Q)



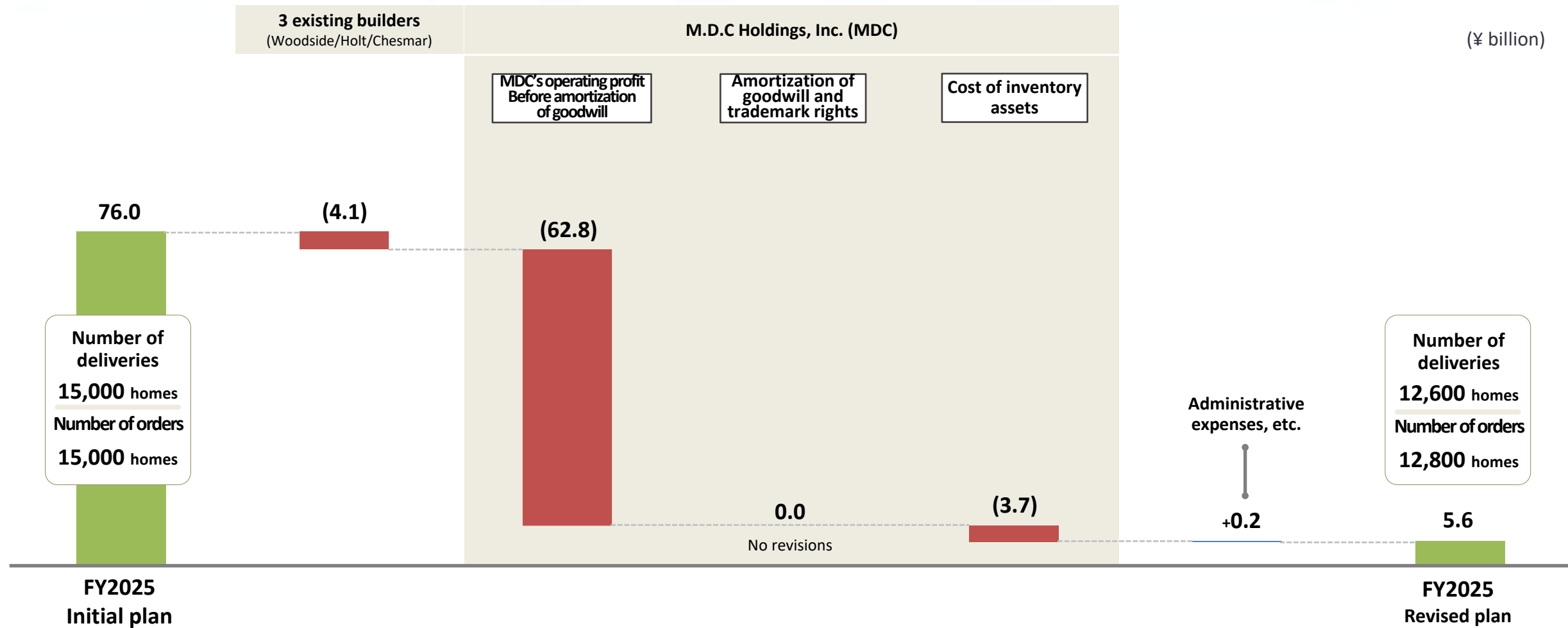
(¥ billion)

|                                                                                                 | FY2024 2Q Results |                  |                         |         | FY2025 Revised plan |                  |                         |         | YoY       |                  |                         |        | Compared to FY2025 Initial 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.                                                                                            | 1,233.6           | 77.9             | 6.3%                    | 1,094.7 | 1,324.1             | 50.0             | 3.8%                    | 1,327.2 | 90.4      | (27.9)           | (2.5)pt                 | 232.4  | (281.0)                         | (70.4)           | (3.7)pt                 | (350.2) |
| Homebuilding business                                                                           | 1,044.7           | 47.5             | 4.6%                    | 895.5   | 1,069.0             | 5.6              | 0.5%                    | 1,054.4 | 24.2      | (41.9)           | (4.1)pt                 | 158.8  | (242.8)                         | (70.4)           | (5.3)pt                 | (306.2) |
| (Excl. the impact of goodwill amortization, etc.)                                               | -                 | 96.2             | 9.2%                    | -       | -                   | 50.8             | 4.8%                    | -       | -         | (45.4)           | (4.4)pt                 | -      | -                               | (66.5)           | (4.1)pt                 | -       |
| Master-planned community business                                                               | 79.1              | 23.1             | 29.2%                   | 90.0    | 107.6               | 24.1             | 22.4%                   | 125.3   | 28.4      | 0.9              | (6.8)pt                 | 35.2   | -                               | -                | -                       | (5.8)   |
| Multifamily business                                                                            | 109.3             | 7.3              | 6.7%                    | 109.3   | 147.5               | 20.3             | 13.8%                   | 147.5   | 38.1      | 12.9             | 7.1pt                   | 38.1   | (38.2)                          | -                | 2.9pt                   | (38.2)  |
| Australia                                                                                       | 44.8              | 3.5              | 7.9%                    | 77.6    | 122.9               | 5.5              | 4.5%                    | 88.8    | 78.0      | 1.9              | (3.4)pt                 | 11.1   | (9.0)                           | (1.1)            | (0.5)pt                 | (30.8)  |
| Others* and administrative expenses                                                             | -                 | (2.5)            | -                       | -       | -                   | (2.0)            | -                       | -       | -         | 0.5              | -                       | -      | -                               | -                | -                       | -       |
| Total                                                                                           | 1,278.5           | 78.9             | 6.2%                    | 1,172.4 | 1,447.0             | 53.5             | 3.7%                    | 1,416.0 | 168.4     | (25.4)           | (2.5)pt                 | 243.5  | (290.0)                         | (71.5)           | (3.5)pt                 | (381.0) |
| Singapore<br>(Equity in earnings of affiliates, Gain/Loss on sales of investment in affiliates) | -                 | 1.3              | -                       | -       | -                   | 2.4              | -                       | -       | -         | 1.0              | -                       | -      | -                               | 0.5              | -                       | -       |

\* Operating profit for FY2024 2Q includes China and the UK (equity method affiliates).

FY2025 Plan Exchange Rate  
(Unchanged from the initial plan)  
USD                   ¥145.00  
AUD                   ¥92.00  
SGD                   ¥105.00

■ FY2025 Revised plan: Factors contributing to the change in operating profit in the U.S. Homebuilding business (compared to Initial plan)



| Status of Number of delivered (Upper row) and Unites price of delivered (Lower row) |             |             |             |             |             |             |
|-------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                                                     | FY2024      |             |             | FY2025      |             |             |
|                                                                                     | Jan.-Mar.   | Apr.-Jun.   | Jan.-Jun.   | Jan.-Mar.   | Apr.-Jun.   | Jan.-Jun.   |
| Total                                                                               | 3,570 homes | 3,697 homes | 7,267 homes | 2,769 homes | 3,295 homes | 6,064 homes |
|                                                                                     | \$546 K     | \$550 K     | \$548 K     | \$548 K     | \$534 K     | \$540 K     |
| M.D.C Holdings, Inc.                                                                | 2,395 homes | 2,533 homes | 4,928 homes | 1,785 homes | 2,072 homes | 3,857 homes |
|                                                                                     | \$553 K     | \$558 K     | \$555 K     | \$545 K     | \$534 K     | \$539 K     |
| Woodside • Holt • Chesmar                                                           | 1,175 homes | 1,164 homes | 2,339 homes | 984 homes   | 1,223 homes | 2,207 homes |
|                                                                                     | \$530 K     | \$534 K     | \$532 K     | \$553 K     | \$535 K     | \$543 K     |

| Status of Gross profit margin (Excluding the impact of Cost of inventory assets) |           |           |           |           |           |
|----------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|
| FY2024                                                                           |           |           | FY2025    |           |           |
| Jan.-Mar.                                                                        | Apr.-Jun. | Jan.-Jun. | Jan.-Mar. | Apr.-Jun. | Jan.-Jun. |
| 19.1%                                                                            | 19.6%     | 19.4%     | 18.9%     | 16.0%     | 17.4%     |
| 18.7%                                                                            | 19.3%     | 19.0%     | 16.6%     | 14.1%     | 15.3%     |
| 21.8%                                                                            | 22.4%     | 22.1%     | 22.8%     | 19.3%     | 21.0%     |

| Changes in average monthly orders (homes/month) |           |           |           |           |
|-------------------------------------------------|-----------|-----------|-----------|-----------|
|                                                 | FY2024    |           | FY2025    |           |
|                                                 | Jan.-Mar. | Apr.-Jun. | Jan.-Mar. | Apr.-Jun. |
| Total                                           | 1,326     | 1,218     | 1,216     | 995       |
| M.D.C Holdings, Inc.                            | 824       | 756       | 760       | 591       |
| Woodside • Holt • Chesmar                       | 502       | 462       | 456       | 404       |

| Status of delivered, order backlog and inventory (As of the end of June 2025) |                      |                   |                  |                         |                                    |
|-------------------------------------------------------------------------------|----------------------|-------------------|------------------|-------------------------|------------------------------------|
| Number of delivered                                                           |                      | Already delivered | Inventory status |                         |                                    |
| Initial plan                                                                  | Revised plan         |                   | Subtotal         | Of which, order backlog | Of which, uncontracted and started |
| approx. 15,000 homes                                                          | approx. 12,600 homes | 6,064 homes       | 9,176 homes      | 2,197 homes             | 6,979 homes                        |
| approx. 9,400 homes                                                           | approx. 7,200 homes  | 3,857 homes       | 5,598 homes      | 585 homes               | 5,013 homes                        |
| approx. 5,600 homes                                                           | approx. 5,400 homes  | 2,207 homes       | 3,578 homes      | 1,612 homes             | 1,966 homes                        |

\* Figures for M.D.C Holdings, Inc. are based on pre-consolidation data as of April 2024 (FY2024 2Q).

**CEO**  
**David Viger**

**MDC**  
HOLDINGS INC.



**New 2x4**

**2x4 COO**  
**Paul Peterson**

**MDC**  
HOLDINGS INC.



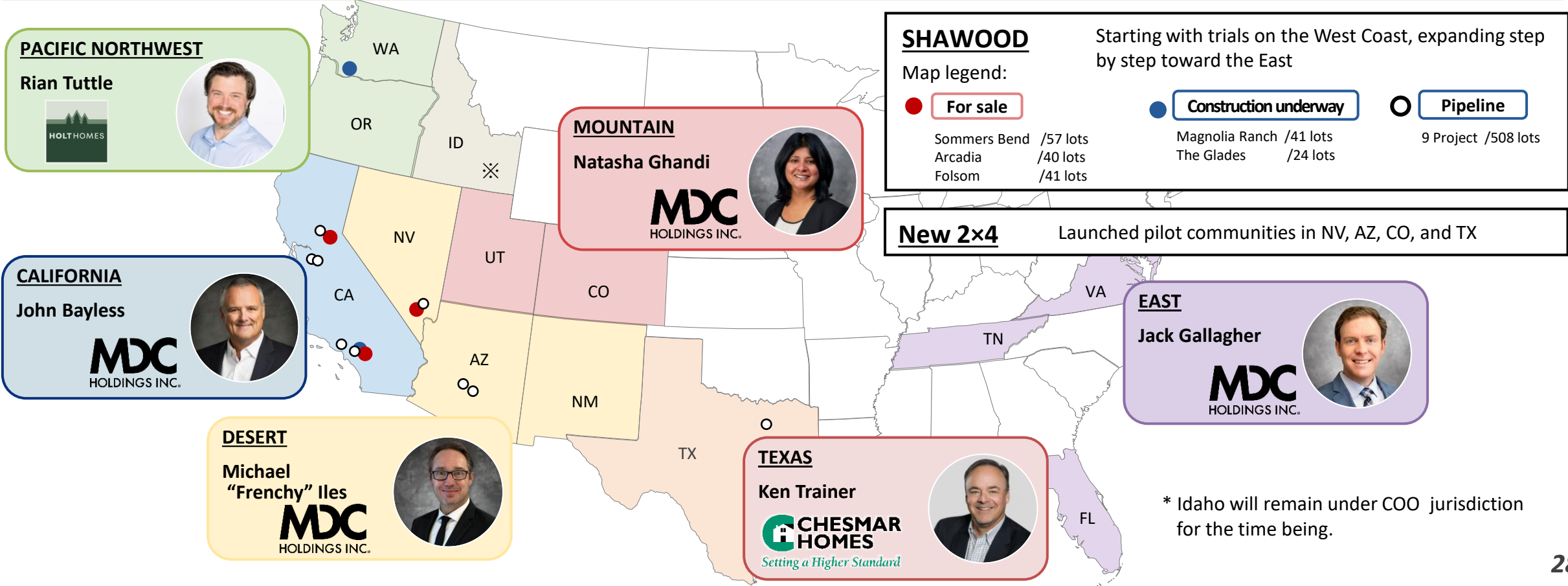
**SHAWOOD**

**SHAWOOD COO**  
**Roger Gannon**

**Woodside**  
HOMES

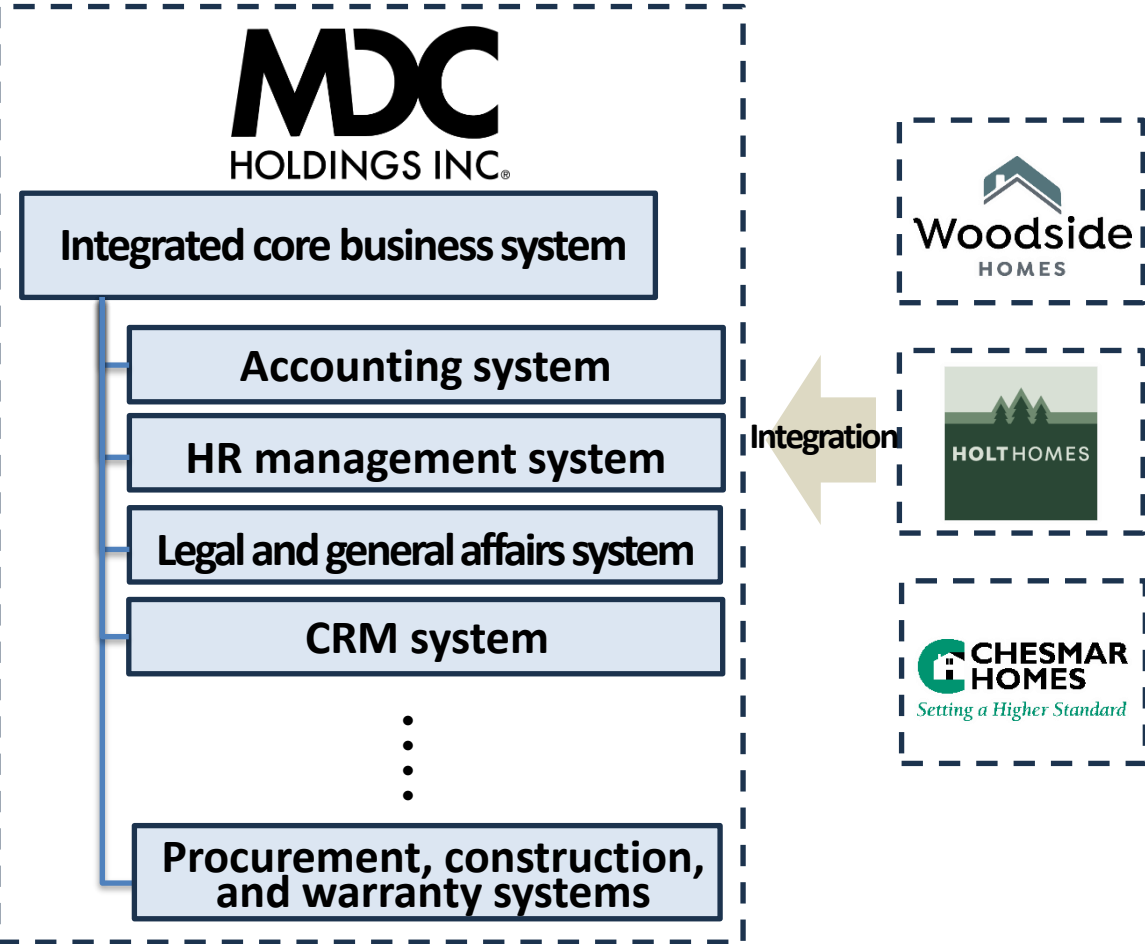


- Six areas of operation and Regional Leaders under the One Company framework

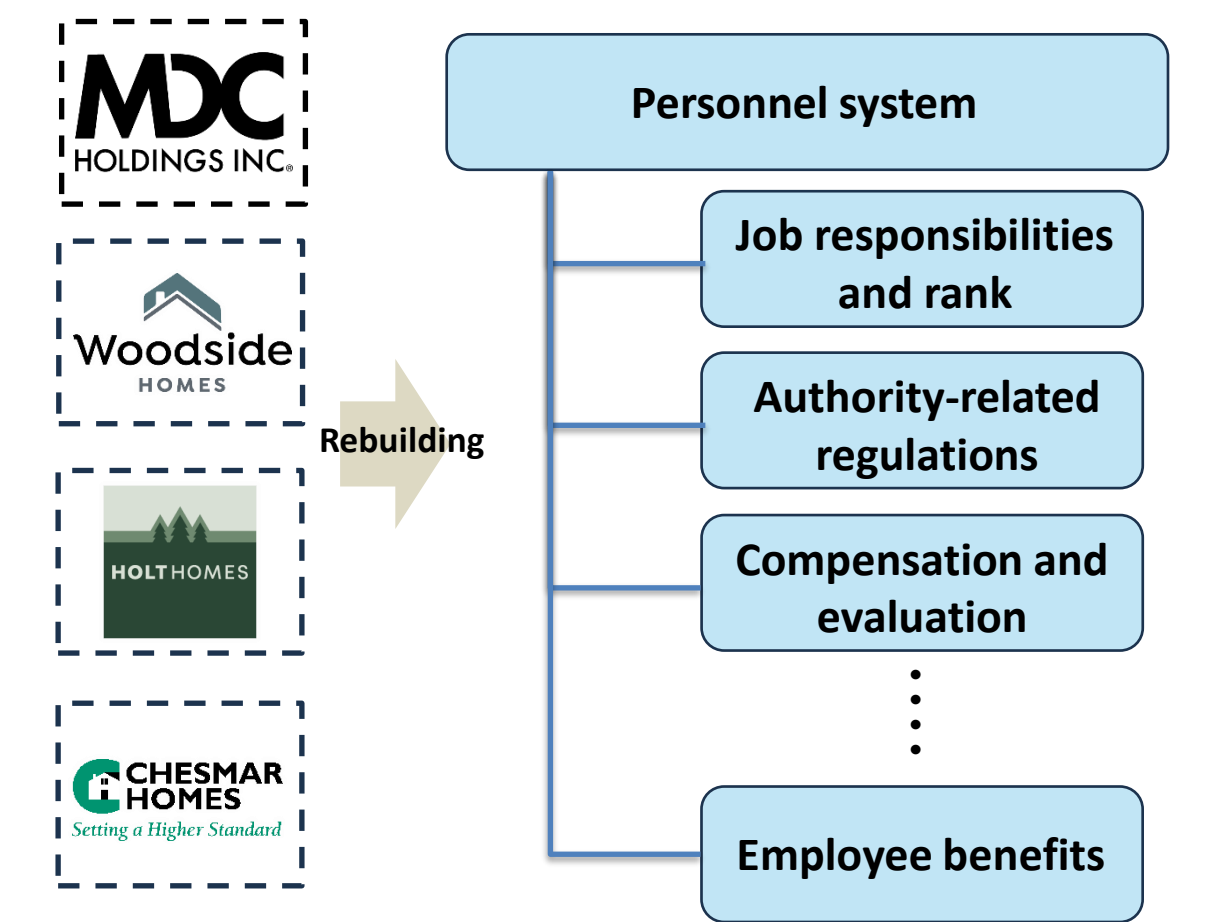


# The platform for transferring Sekisui House technologies

## Integration into MDC's IT system



## Integration and rebuilding of the personnel systems of the four builders



## Financial Status

Shareholder returns remain unchanged from the initial plan.

FY2025 dividends per share planned at ¥144, an increase of ¥9 year on year, marking the 14th consecutive year of increases.

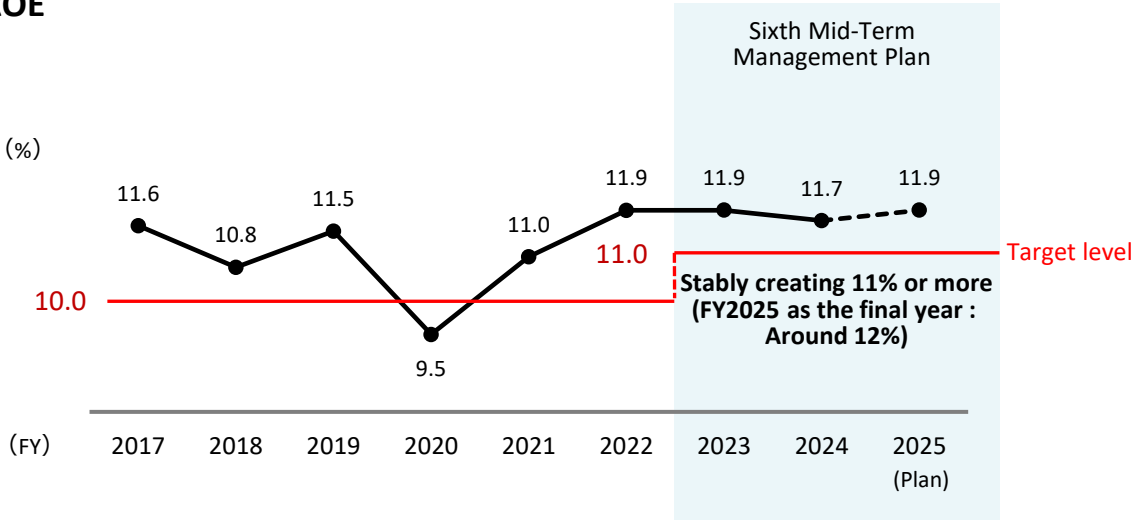
\* No revisions to the initial plan.

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

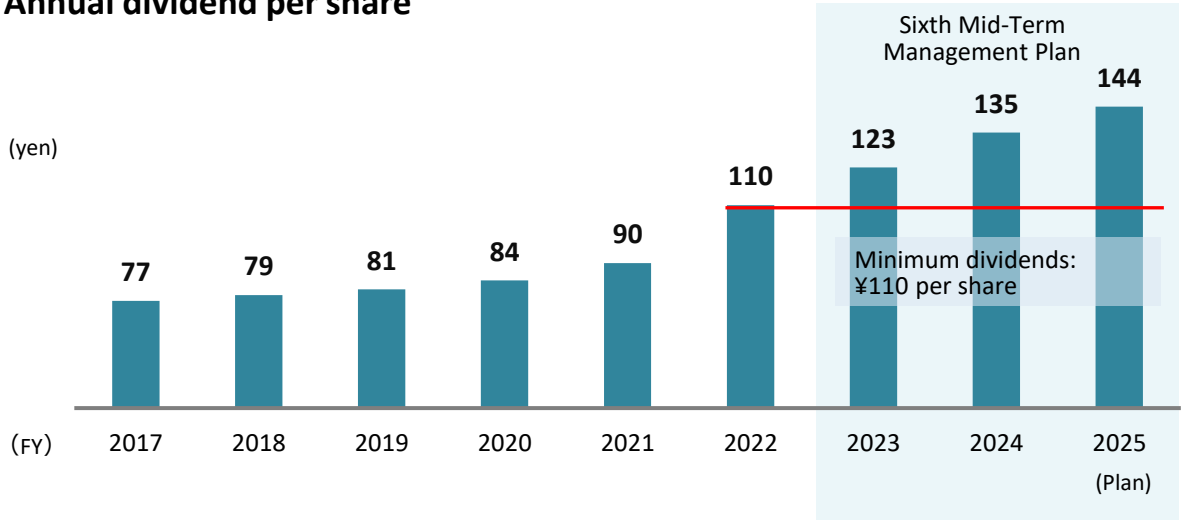


| FY2025 Revised plan                                                                                        |
|------------------------------------------------------------------------------------------------------------|
| 11.9% (YoY +0.2p)                                                           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

ROE



Annual dividend per share



Growth investments are exceeding the target of the Sixth Mid-Term Management Plan.  
With funds recovered through property sales, financial soundness indicators at the end of FY2025 are expected to improve beyond the initial plan.

Growth investments

[ Real Estate Investment Plans and Results ]

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

|            |       |             |          |             |       |             |
|------------|-------|-------------|----------|-------------|-------|-------------|
| Investment | Japan | ¥1,300.0 bn | Overseas | ¥1,700.0 bn | Total | ¥3,000.0 bn |
| Recoup     | Japan | ¥1,300.0 bn | Overseas | ¥2,000.0 bn | Total | ¥3,300.0 bn |

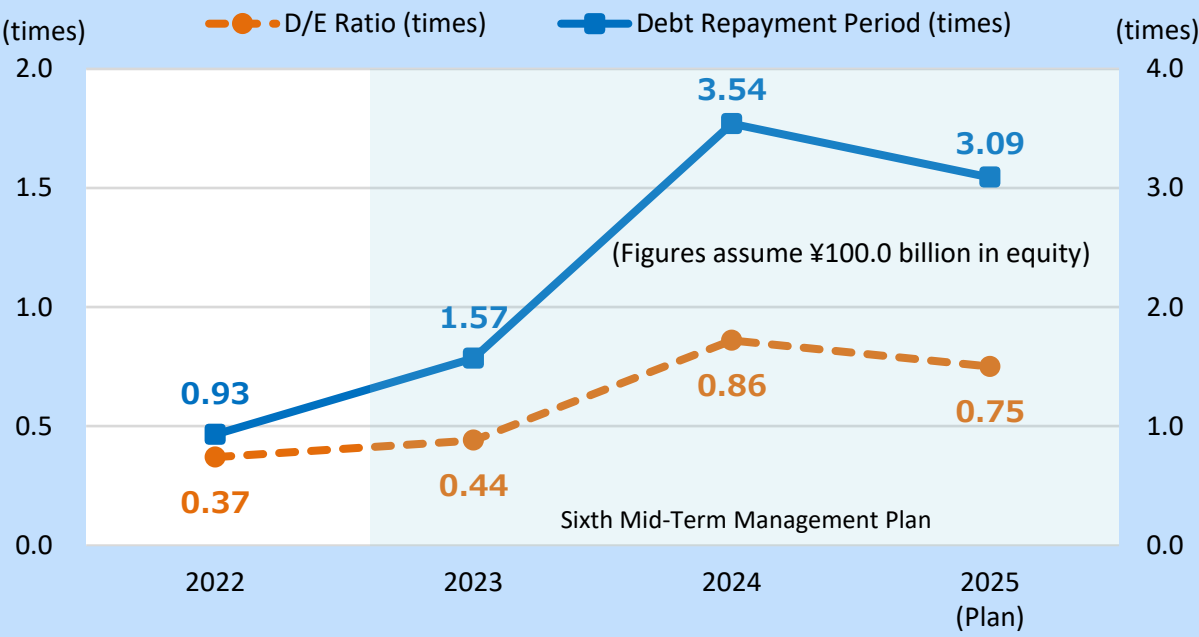
Results through the period of FY2025 2Q  
(results for the past 2.5 years: includes investments and returns by MDC)

|                                  |       |                        |          |                         |       |                         |
|----------------------------------|-------|------------------------|----------|-------------------------|-------|-------------------------|
| Investment<br>(Progress to Plan) | Japan | ¥1,215.3 bn<br>(93.5%) | Overseas | ¥2,568.9 bn<br>(151.1%) | Total | ¥3,784.3 bn<br>(126.1%) |
| Recoup<br>(Progress to Plan)     | Japan | ¥1,257.9 bn<br>(96.8%) | Overseas | ¥2,432.7 bn<br>(121.6%) | Total | ¥3,690.7 bn<br>(111.8%) |

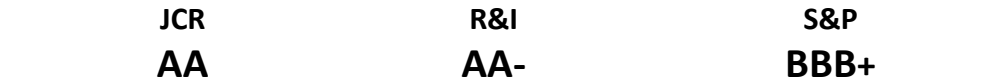
[Investment in Foundations for Growth, New Businesses, M&A]

|                                      |                                                                                                                         |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Investment in foundations for growth | ¥100 bn over three years<br>In addition to production and R&D, funds allocated to DX promotion exceed the initial plan. |
| New businesses, M&A                  | ¥200 bn over three years<br>Acquired MDC, allocating funds exceeding the initial plan                                   |

Financial soundness



Long-term credit ratings



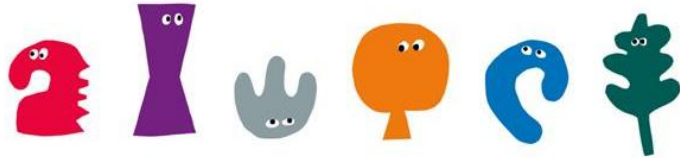
# TOPICS

## JUNOPARK opened August 5, 2025

Opened JUNOPARK, a novel experiential housing education facility that fosters emotional and sensory development in children, in Kizugawa City, Kyoto.

# JUNOPARK

by SEKISUI HOUSE



✓A housing literacy “Edutainment” facility that blends education with entertainment.

✓Designed primarily for older elementary school children, it offers original programs and exhibits that enrich the six fields of aesthetic sensitivity nurtured through daily life – an idea proposed by Sekisui House – through hands-on experiences.

✓Provides housing literacy experiences unique to Sekisui House in order to expand the future potential of Japanese children, whose happiness levels are low.

✓A reimagining of “the Nattoku Kobo Studio” experiential research facility, which opened in 1990.

## JUNOPARK Experience Area

A total of 6,716 visitors have visited (As of August 31st, almost full reservation limit).



**Experiential Activity: “My Room Makeover”**  
(fostering emotional and sensory development  
through self-expression)



**Experiential Activity: “Ghost House Investigation”**  
(fostering emotional and sensory development  
through logical reasoning)



**Experiential Activity: “Strategic Athletics”**  
(fostering emotional and sensory development  
through multi-perspective thinking)



**Experiential Activity “2-Meter Tower Construction”**  
(fostering emotional and sensory development  
through observation and inquiry)



**Experiential activity: “Recycling & Creation Lab”**  
(fostering emotional and sensory development  
through discovering the value of things)



**Experiential gallery: “Global Exhibition of Nature-Symbiotic Homes”**  
(fostering emotional and sensory development  
through resonating with nature)

## Strengthening recruitment and training of crafters

### Crafters at Sekisui House Construction

Plan to expand to **1,000 in-house crafters over 10 years** from 2024  
(approx. 3 times the level of March 2024)

As of March 31, 2024

By April 2033

360



1,000

Plan to expand by threefold

**Addressing future labor shortages due to the aging of society through increased in-house employment**

\* Total number of crafters as of April 1, 2025: 590



134 new hires in April 2025 (same as last year), further strengthening development structure

### Training Schools

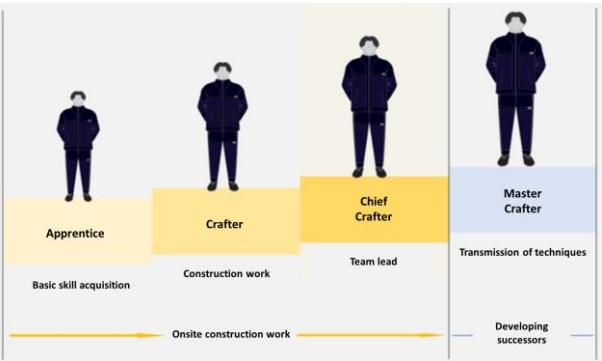
- ✓ Reduced number of crafters per trainer to enable small-group training
- ✓ Approximately doubled the number of trainers to expand training capacity



Supporting the large increase in crafters with a small-group training system

### Onsite guidance

- ✓ Planning to expand onsite guidance by adding more Chief Crafters
- ✓ Conducting trainer development programs



Crafter Ranks



Strengthening development after initial training

Creating an environment where employees can fully demonstrate their abilities

Sekisui House Innovation & Performance (SHIP) Awards Program  
Started in 2021 and held four times to date

**Promoting innovation and communication - Supporting employee autonomy -**  
By enabling autonomous employees to demonstrate their sense of beauty and individuality and collaborate on ideas, new value can be created.

Employees can freely participate, share ideas, and submit initiatives together, resulting in the creation of many excellent ideas.



After six months of screening, ten finalists from each division advance to the final review. The final review session is live-streamed and includes the presentation of awards such as the Grand Prize.

Entries increase year on year

**SHIP**  
Sekisui House  
Innovation & Performance  
Awards

Total entries:  
6000

| SHIP idea entries    | 2021 | 2022 | 2023 | 2024  |
|----------------------|------|------|------|-------|
| Innovation Category  | 477  | 937  | 988  | 1,288 |
| Performance Category | 366  | 559  | 725  | 660   |

Consists of the Innovation Category, which proposes ideas for the future, and the Performance Category, which recognizes past outstanding achievements.

Bringing SHIP ideas to life

- [Innovation Category]
- ✓Grand Prize-winning projects are developed into new businesses or internal systems.
  - ✓For the second-place winner, top management supports the project for a period of one year, assessing its business potential and systemization.
- [Performance Category]
- ✓Collaborate with relevant parties to promote entries capable of horizontal deployment.



**Sekisui House Carpentry Championship WAZA**

- Held since 2023
- A skills competition honoring and appreciating carpenters



**GM SHEQAS**

- Applied the seismic force-absorbing damper SHEQAS to GRANDE MAISON
- Realized Long-Life Quality Housing



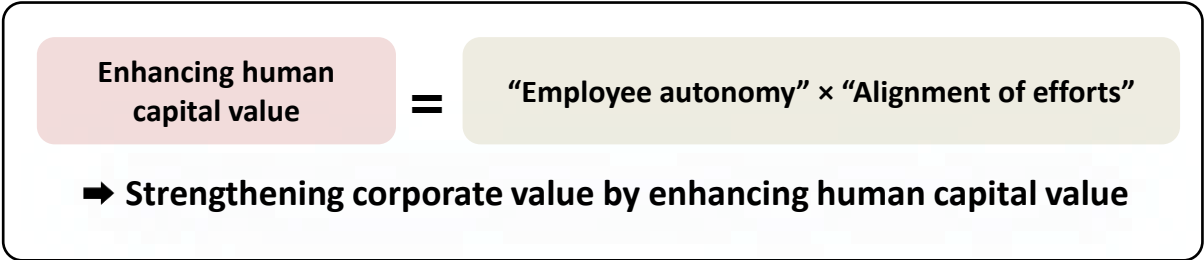
**Hydrogen housing**

- Pilot testing began in June 2023
- A self-sufficient home capable of producing, storing, and using hydrogen-generated power



**Digital Kiken Yochi (KY board)**

- A tool for raising awareness in advance to prevent workplace accidents
- Displays data on past disasters and countermeasures on devices



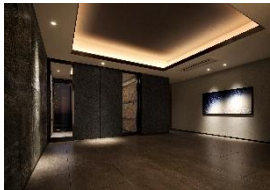
GM SHEQAS : A SHIP idea brought to life

FY2023 SHIP Grand Prize  
Developing the GRANDE MAISON (GM) version of SHEQAS to ensure every GRANDE MAISON qualifies as Long-Life Quality Housing

With the installation of GM SHEQAS, **two properties** have received Long-Life Quality Housing certification (additional properties planned).



GRANDE MAISON Okachimachi-koen  
Construction to be completed: July 2026  
Certified as Long-Life Quality Housing



GRANDE MAISON Yamashita-koen THE HOUSE  
Construction to be completed: October 2026  
Certified as Long-Life Quality Housing



SHEQAS, our original seismic force-absorbing system installed in Sekisui House steel-frame housing

SHEQAS is our original seismic force-absorbing system that converts seismic energy into heat energy to absorb shaking, limiting building deformation to less than half of our earthquake-resistant structures. It remains effective even under repeated tremors.

Background Promoting Long-Life Quality Housing in multi-family housing as well

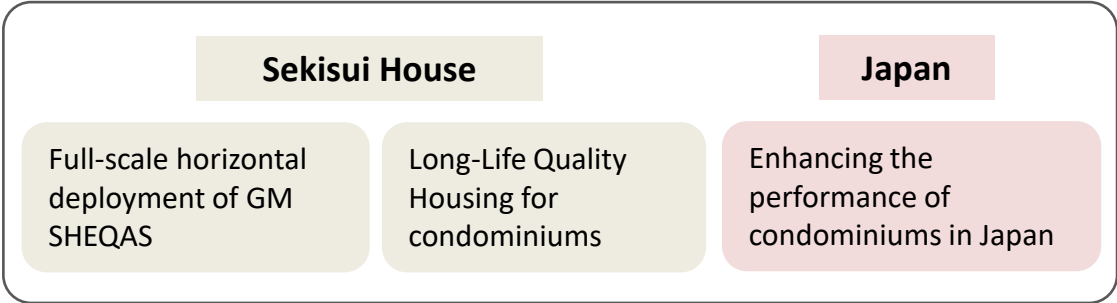
In Japan, the Long-Life Quality Housing certification rate of multi-family housing is only 1.8% (FY2024)  
Achieving Long-Life Quality Housing certification for condominiums poses higher technological hurdles when compared with detached houses.



Applying the concept of our original seismic force-absorbing damper SHEQAS to GRANDE MAISON offers a new path to realizing Long-Life Quality Housing.



Outlook Expanding quality housing stock across society



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.