

01 Identity Value

Preserving Our Foundation

About Sekisui House Group

What if Sekisui House had never existed?
The homes we take for granted today
might have looked a little different.
Founded in 1960 to protect lives and property,
Sekisui House has continued to ask:
What can we do?
How can we enrich people's lives?
At the heart of those questions lies
"Love of Humanity."



Founding Story

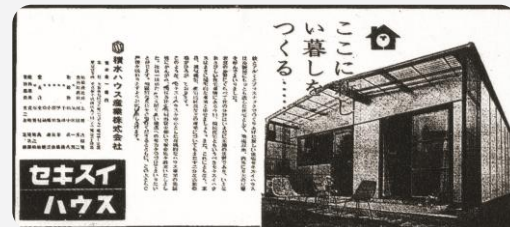
Creating Homes Unlike Any Before

In the late 1950s, Japan faced a severe housing shortage. Most homes were built from wood and paper, creating an urgent need for greater safety and durability. Inspired by prefabricated plastic houses overseas, four colleagues began exploring the potential of fire-resistant housing. Through repeated discussion and prototyping, they combined steel, aluminum, and plastic to create a new kind of home. Their efforts laid the foundation for the housing innovation that would follow.



Creating a New Way of Living

Sekisui House began our journey on August 1, 1960. The following day, we announced our commitment to “creating a new way of living here.” In 1961, the “Sekisui House Type B” introduced spacious interiors and flexible design. To ensure quality, we established an in-house production system while improving distribution and direct sales. By continually rethinking how homes were built, transported, and delivered, we continued to evolve the very act of homebuilding.



A Spirit of Continuous Challenge

At the time of our founding, Sekisui House had 34 employees. The following year, around 60 people worked together from a single office, exchanging ideas as they developed and commercialized new homes. With no established products to follow and no competitors to catch up with, they relied on one another's knowledge and trust. Each person thought independently, took action, and spoke openly beyond the boundaries of their role. This spirit of challenge became a defining strength of Sekisui House.

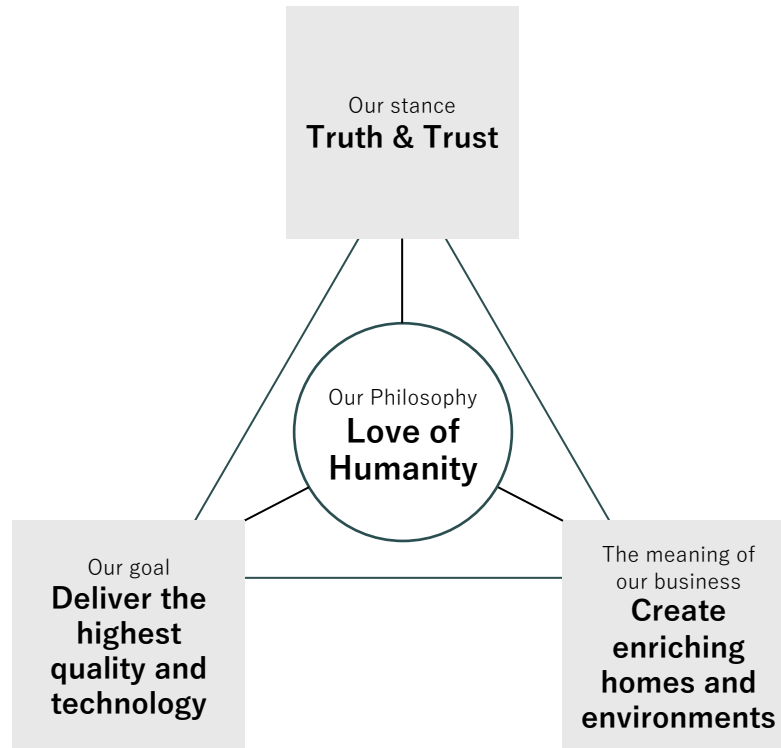


An Enduring Philosophy

Technology alone could not support this journey. Equally important were the courage to challenge convention, the determination to pursue new ideas, and our commitment to customers. The desire to care for others and contribute to society brought people together and united the company, enabling employees and partner contractors to overcome the challenges of our early years. The spirit of seeking happiness for others and finding joy in helping them remains at the heart of Sekisui House today.



Corporate Philosophy



Love of Humanity Our Philosophy

With an awareness that each and every human being is precious and irreplaceable, we will wish for the happiness of others, make their joy our own, and act with integrity and in the spirit of service.

At the heart of Sekisui House is “Love of Humanity,” the guiding principle that forms the foundation of our Corporate Philosophy. From our beginnings in postwar Japan, when we were founded to protect people’s lives and property, to our growth as a global company, it has served as a shared value across the Sekisui House Group and continues to be put into practice every day.

Even as the times change, this philosophy remains constant. It guides the direction of our management, the challenges we choose to take, and the principles by which we make decisions. Serving as a compass for every decision we make, it continues to guide the Sekisui House Group today.



Our Corporate Philosophy

“Love of Humanity” in Action

“Love of Humanity” lives through the way we work and make decisions every day. After major natural disasters, customers sometimes tell us, “This home protected us.” We believe that reassurance comes not only from technology, but from countless choices and actions taken over many years to put customers first. In the aftermath of disasters, employees and members of the Sekisui House Association, our network of partner contractors, often act on their own initiative, asking, “Are our customers safe?” and “What can we do right now?” They rush to affected areas, check on customers, deliver supplies, and help customers return to daily life as quickly as possible.

What drives these actions is a simple desire to support our customers and their happiness. We do not see them as extraordinary. They are a natural expression of values developed through everyday work. “Love of Humanity” is more than a philosophy. It is something we put into practice every day.

Living Our Corporate Philosophy

One of the defining characteristics of the Sekisui House Group is that our Corporate Philosophy is shared and practiced throughout the organization. We do not rely on formal philosophy training programs. Instead, leaders demonstrate the philosophy through their decisions and actions, while explaining the thinking behind them.

As a result, employees naturally say that a decision reflects “Love of Humanity” — or that it may fall short of it — in everyday conversation. When people ask, “Why are we doing this?” the answer often begins with the same principle: “Love of Humanity.” Through daily decisions, conversations, and actions, the philosophy becomes part of how we work and how we think.

We also conduct an annual Governance Awareness Survey to assess understanding and practice of the philosophy. Passed down over many years, it continues to guide our actions and shape the distinctive value created by the Sekisui House Group.

What “Love of Humanity” Means to Me



Seeing
opportunities in
differences,
not mistakes



Showing
consideration
and mutual
respect



Building trust
through
timely
communication



Creating
homes where
happiness
can grow



Valuing human
connections
through honest
dialogue



Listening closely
and staying
close to
customers



Delivering
happiness
with heart
and care

Understanding and Living “Love of Humanity”



2024 **83.75%** 2025 **85.79%**

Employees who responded that they
understand and practice
“Love of Humanity”

Governance Awareness Survey: Sekisui House, Ltd. and domestic Group companies (excluding the Konoike Construction Group)

Our Customer-First DNA

A Deeply Rooted Customer-First Mindset

People often ask why the Sekisui House Group remains so committed to putting customers first. The answer lies in our origins. We were founded with a mission to protect people's lives and property, and since our founding, we have continued to build homes tailored to each customer's needs. Today, more than 98% of our detached homes are custom-built. Through ongoing conversations with customers and a deep understanding of their daily lives, we have steadily strengthened our customer-first mindset.

Building a home is only the beginning of the relationship. Through maintenance and after-sales support, we remain connected with our customers for many years as their lives evolve and their needs change. These long-term relationships build trust and further reinforce our commitment to putting customers first.

Customer-First as a Way of Life

Building a unique and happy home is one of life's most important decisions. Because we spend so much time with our customers throughout that journey, we naturally continue to think about their lives long after they move in. We often find ourselves wondering, "Are our customers living the life they envisioned?" and looking for ways to provide even better homes and services.

Through these countless interactions, relationships deepen and the desire to contribute to our customers' happiness becomes part of who we are. This mindset is not created through rules or instructions. Rather, it is reflected in the way each employee thinks, acts, and makes decisions every day. People who value putting customers first are naturally drawn to the Sekisui House Group, and that culture continues to be passed down from one generation to the next. We remain committed to our customers and their happiness, today and into the future.

What Our Customer-First DNA Means to Me



Sharing excitement
and supporting
dreams through
homebuilding



Bringing
beauty and joy
to homes
through greenery



Taking ownership
as a steward of
our customers'
homes



Looking
beyond the home
to everyday
living



Believing
every home
furnishing choice
has a story



Helping
people feel
glad they
chose me



Putting
customers' lives
and aspirations
first



Understanding
others and
showing it
through action



Pursuing
the highest
quality through
scientific evidence

Topic | Sharing Our Philosophy Across the Group

Bringing Our Philosophy to Every Group Company

In 2025, we updated our “30-Year History,” which captures the founding spirit of Sekisui House, and shared it with every employee, including colleagues across our Group companies. We wanted everyone to understand the aspirations of those who came before us, people who pursued customers’ happiness through constant experimentation and change. Through dialogue with colleagues across the Group, we are broadening a shared understanding of our philosophy, history, and values.



Building Understanding Across Our Overseas Group Companies

Across the Sekisui House Group, we share our philosophy through everyday practice and open dialogue. At our overseas Group companies, understanding is built not through one-way communication, but through daily work, engagement with customers, and conversations among colleagues. In FY2025, these discussions expanded beyond senior management to include leaders responsible for technology and organizational culture. This ongoing dialogue across roles and locations builds mutual understanding while respecting the history, identity, and unique character of each Group company.



By bringing together the history of Konoike Construction and the values of Sekisui House, we hope to unlock new possibilities for innovation. We will continue creating opportunities for dialogue across generations and roles, where different perspectives can be openly shared and enjoyed.

— Konoike Construction Co., Ltd.



When AIDA and Sekisui House move in the same direction, one plus one can become three, or even four. Exchanging ideas and learning from colleagues deepens our understanding and connects our daily work to customers’ happiness and our Global Vision of making home the happiest place in the world.

— AIDA Co., Ltd.



At MARUHON, next-generation leaders take part in company-wide “Innovation Meetings.” Through group discussions, they deepen mutual understanding and share new ideas. The insights and actions that emerge are then presented and discussed across the company, helping turn dialogue into practice.

— MARUHON INC.

Understanding Through Practice and Dialogue

We actively engage in face-to-face dialogue with colleagues from our overseas Group companies. Senior leaders from Japan, including outside directors, visit local operations, while executives from overseas Group companies visit Japan each year. In FY2025, the program expanded to include branch managers, bringing more than 80 leaders to Japan.

These exchanges provide opportunities to discuss our Corporate Philosophy, brands, technologies, quality standards, and management approaches. Through open discussion and shared perspectives, we deepen mutual understanding. Visiting leaders also see firsthand how our values are reflected in our model home centers, facilities, and customer interactions. Colleagues from overseas Group companies have expressed

growing empathy with “Love of Humanity” and customer-first as values demonstrated through everyday behavior.

Continuing Dialogue Across the Group

At Sekisui House, our philosophy is not learned only through formal programs. It develops naturally through everyday work and dialogue, both in Japan and abroad.

Rather than asking every Group company to interpret the philosophy in exactly the same way, we seek to build a shared understanding of the values and aspirations behind it and connect them to local practices. This ongoing dialogue strengthens unity across the Group and supports sustainable value creation.

We will continue engaging with colleagues across our overseas Group companies to deepen understanding of and empathy with our philosophy.

01 Identity Value

Summary | Preserving “Love of Humanity”

As society has changed,
Sekisui House has continued to expand the value of home.
At the heart of that journey lies “Love of Humanity.”
Finding joy in the happiness of others.
Guided by this belief,
we will continue to explore new possibilities for home.

Reflection | Our “Love of Humanity”

Thinking about others.
Seeing things from their perspective.
Small acts, repeated every day,
can bring happiness to someone’s life.
Turning a wish for others’ happiness into action.
That is our “Love of Humanity.”

