

SEKISUI HOUSE, LTD.

Sekisui House to exhibit SHAWOOD Concept Home during IBS2020

Sekisui House will exhibit SHAWOOD home as BUILDER concept home at the International Builders' Show (IBS), in Las Vegas, January 2020. Through the concept home, we will introduce innovative building and home technologies to the U.S. homebuilding industry.

Hanley Wood, the premier information, media, event, and strategic marketing services company will sponsor for this concept home, and information of this concept home will be announced by Hanley Wood through their own channel.

Please see attached Release from Hanley Wood for detail information.

■ Contact:

Sekisui House, Ltd.

Public Relations Department

(Osaka) TEL: +81 (6)-6440-3021

(Tokyo) TEL: +81 (3)-5575-1740

MAIL: Info-ir@qz.sekisuihouse.co.jp

CONTACT:

Lauren Fitzgerald

Hanley Wood

lfitzgerald@hanleywood.com

202.210.1799

For Immediate Release

Hanley Wood Announces the 2020 BUILDER Chōwa Concept Home

Sekisui House to Introduce Innovative Building and Home Technologies to U.S. through its Home Building Company Woodside Homes

WASHINGTON, D.C.- March 20, 2019 - Hanley Wood, the premier information, media, event, and strategic marketing services company serving the residential, design and commercial construction industries is pleased to announce the 2020 BUILDER Chōwa Concept Home. The BUILDER Chōwa Concept Home will bring together an international design, development, and construction team from Japan-based Sekisui House and its wholly-owned home building company Woodside Homes. This concept home will introduce technologies, best practices, and a new approach to “improving society through housing,” to North America-based home building enterprises.

Due to be unveiled at the International Builders’ Show (IBS), Jan 21-23, 2020, in Las Vegas, the goal of the BUILDER Chōwa Concept Home will be to introduce the U.S. market to the Sekisui House core value of “love of humanity,” as a strategic platform for the design and development of an innovative home of the future. Chōwa is an ancient Japanese term that represents the spirit of partnership and reflects life-balance, well-being, sustainable value, and connectedness to nature.

This house will engage with American families’ growing preference for homes that support health and well-being. It will highlight the balance and harmony between real-time benefits and timeless values in “slow living”; between indoor living and outdoor life, between technology and privacy, between comfort and simplicity, and between themselves and their community and the natural environment.

“Sekisui House is very pleased to exhibit together with our partner Woodside Homes at IBS 2020, the largest homebuilder tradeshow in the U.S., as well as to be the first company from Japan selected to build the BUILDER Concept Home, a highlight of every year’s IBS show,” said Yoshihiro Nakai, President and Representative Director at Sekisui House, Ltd. “We relish the opportunity to showcase to U.S. customers

the corporate cultures both of our companies hold so dear, as well as to make a physical example of our corporate maxim to ‘Make home the happiest place in the world’.”

“The time has come for US homebuilding to achieve some true breakthroughs. We’ve been doing things pretty much the same way since the 1950s, but the BUILDER Chōwa Concept Home is an opportunity for us to rethink even the most basic needs that a home needs to fulfill, while layering in some new features that can enhance the comfort, happiness and connection that homeowners have heretofore not even thought to expect from their homes,” said Joel Shine, CEO of Woodside Homes.

Running in parallel with the BUILDER Chōwa Concept Home build, builderonline.com, BUILDER magazine, and its sibling titles will bring the project to light through a year-long education, community engagement, and discovery program that will take audiences inside the design, development, construction, and business model process. This year-long curriculum will introduce the homes principles, influences and technical approaches—providing an insider’s view through digital, print, research, white papers, and in-person “discovery lab” sessions.

“For several years now, since Sekisui House arrived as a strategic player in the United States through its partnership with Woodside, builders and their partners have anticipated a moment where advances common in Japan and Sekisui House’s other markets would make their way here,” said John McManus, VP-Editorial Director, for BUILDER and the Residential Group. “That moment has arrived, and we’re grateful this Sekisui House and Woodside collaboration will help guide us in that path of learning and discovery.”

Four key principles and themes form the BUILDER Chōwa Concept Home’s mission and purpose for research and development:

1. **Collaboration** – As Woodside Homes has become a Sekisui House family member, the opportunity, across both organizations is to blend—through innovative collaboration—efforts to showcase the best of what both Japan and US builders have to offer.
2. **Resilience, Strength, & Beauty** – Sekisui House has designed every aspect of a proprietary metal joint system, and used smart and elegant engineering principles to build a strong, beautiful and long-lasting home using precision manufacturing.
3. **Precision-Crafted** – Precision manufacturing, the only option to truly live up to the values of Sekisui House, allows for elimination of waste, high quality, and an economically viable business model.
4. **Sustainable, Energy Efficient, Safe, and Healthy**—Sekisui House is a leader throughout the world on sustainable building. Having achieved world leadership status in the development of

numerous environmentally and sustainably-conscious products, Sekisui House has sustainability as a core corporate target. Sekisui House is now the global leader in the construction of net-zero-energy homes with more than 35,000 built since its net-zero energy product was launched in 2013.

Planned for construction in Howard Hughes Corp.'s west-Las Vegas master planned community of Summerlin, the BUILDER Chōwa Concept Home will be built in the Talon Ridge enclave of The Ridges neighborhood and feature innovative construction models, building science, architecture, and systems to showcase some of the world's most advanced engineering, design, and technologies new to the U.S. construction marketplace.

The BUILDER Chōwa Concept Home will feature a global collaboration of architects, engineers, and construction experts, working to bring the home to life. Reflecting signature Japanese architectural influences, blended with the help of international firm KTG Architecture, the home will meet U.S. consumer sensibilities and needs, as well as complying with local codes.

"The community of leaders in homebuilding, design, development, manufacturing, and investment, has come to expect BUILDER to create leading-edge discovery and learning around what home buyers should expect in new homes of the future," said Jeff Meyers, CEO of Hanley Wood, Meyers Research and Metrostudy. "We're so honored our partners at Sekisui House, Woodside Homes, Howard Hughes Corp., KTG Architecture + Planning, Ryan-Young Interior Design, and Summers/Murphy & Partners Landscape Design, have joined us in a game-changing initiative for American home building."

About BUILDER

Published by Hanley Wood, BUILDER is the authority in the residential construction industry and serves as the magazine of the National Association of Home Builders (NAHB). For more than three decades, BUILDER has provided essential news, information and resources about products, technologies, trends, regulatory requirements and best practices to help home building professionals build smart. To learn more, visit builderonline.com.

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database - powered by Metrostudy - the company provides business intelligence and data-driven services. The company produces award-winning media, high-profile executive events, and strategic marketing solutions. To learn more, visit hanleywood.com.

About Sekisui House

Sekisui House, Ltd. is the largest homebuilder and one of the leading diversified developers in Japan. Sekisui House is managing its US operations through its subsidiaries in the US. The US operations include the development of master-planned communities, mixed-use, multifamily apartment, and condominium properties throughout the US. <https://www.sekisuihouse-global.com/>

About Woodside Homes

Based in Salt Lake City, Utah, Woodside Homes is a privately held company and one of America's top 30 homebuilders. The company has built more than 40,000 homes across the US, with current operations in Arizona, California, Nevada, and Utah -- earning the trust and confidence of families who seek the very most from their homeownership experience. www.woodsidehomes.com

About Howard Hughes Corporation's Summerlin

[TK, placeholder copy] Summerlin, a development of The Howard Hughes Corporation, is literally master-planned to perfection and will be for years to come. Since 1990 this community has grown to encompass more than 230 parks, more than two dozen public and private schools, 14 houses of worship, nine golf courses, three resort hotels, world-class recreational facilities, retail and entertainment centers, well-established office parks, a state-of-the-art medical center and more — all playfully connected by more than 150 miles of nationally-recognized, award-winning trails that span the community. A wealth of high desert activities, including hiking and rock climbing, encourage a healthy outdoor lifestyle. In Summerlin, the abundance of amenities combine to create the community's hallmark quality of life.

About KTG Architecture + Planning

Founded in 1991, KTG Architecture + Planning is a leading full-service design firm focused on residential and mixed-use developments and neighborhood revitalization. KTG seamlessly delivers innovation, artistry and attention to detail across multiple design studios, ensuring that clients and communities get the best the firm has to offer no matter the building type or location. KTG's architects and planners combine big picture opportunities, leading-edge sustainable practices and impeccable design standards to create memorable destinations of enduring value. KTG serves clients worldwide from offices located in Chicago, Denver, Irvine, Los Angeles, Oakland, Pune and Tysons. See www.ktgy.com.

About Ryan-Young Interior Design

Ryan Young is a 60-person interior design firm that specializes in model home design, multi-family, hospitality, affordable housing, micro units and commercial office projects. Ryan Young is in their 28th year in business and has projects throughout most regions in the US. In addition, they have worked on

international projects in Mexico, Egypt and Asia. During the 12 years they worked in Asia they completed over 35 projects. Ryan Young has been recognized with over 200 Best Interior Design awards throughout the years and they have made the top 100 Giants list with Interior Design Magazine for the third year in a row.

About Summers/Murphy & Partners Landscape Design

[TK, placeholder copy] We are SMP, Summers/Murphy & Partners, a creative, full service and budget conscious professional landscape planning firm with 50 years and many awards to our credit. The role of SMP has evolved and expanded over time, calling on us to research, innovate, apply new technologies and changing trends to the design process. Our goal is that the landscape planning component enriches both the beauty and value of the overall project. Our art exists to be seen and enjoyed, to invite and connect, to enliven and sustain. Our clients are glad to have us at the planning table, working together to research, develop and implement smart, sustainable and saleable solutions that address lifestyle, climate and land.

About L.R. Nelson Consulting Engineers

[TK, Placeholder copy] L. R. Nelson Consulting Engineers, Inc. was founded in 1987 to provide professional engineering services to Southern Nevada and the American Southwest. Our mission now, as then, is to provide Quality and Innovative engineering services including Forensics, Planning, Civil, Structural and Surveying. At L. R. Nelson Consulting Engineers, Inc. we believe in America, invested in its past, investing in its future. With offices in Las Vegas, Nevada and Salt Lake City, Utah, L. R. Nelson Consulting Engineers, Inc. is here to serve you.