

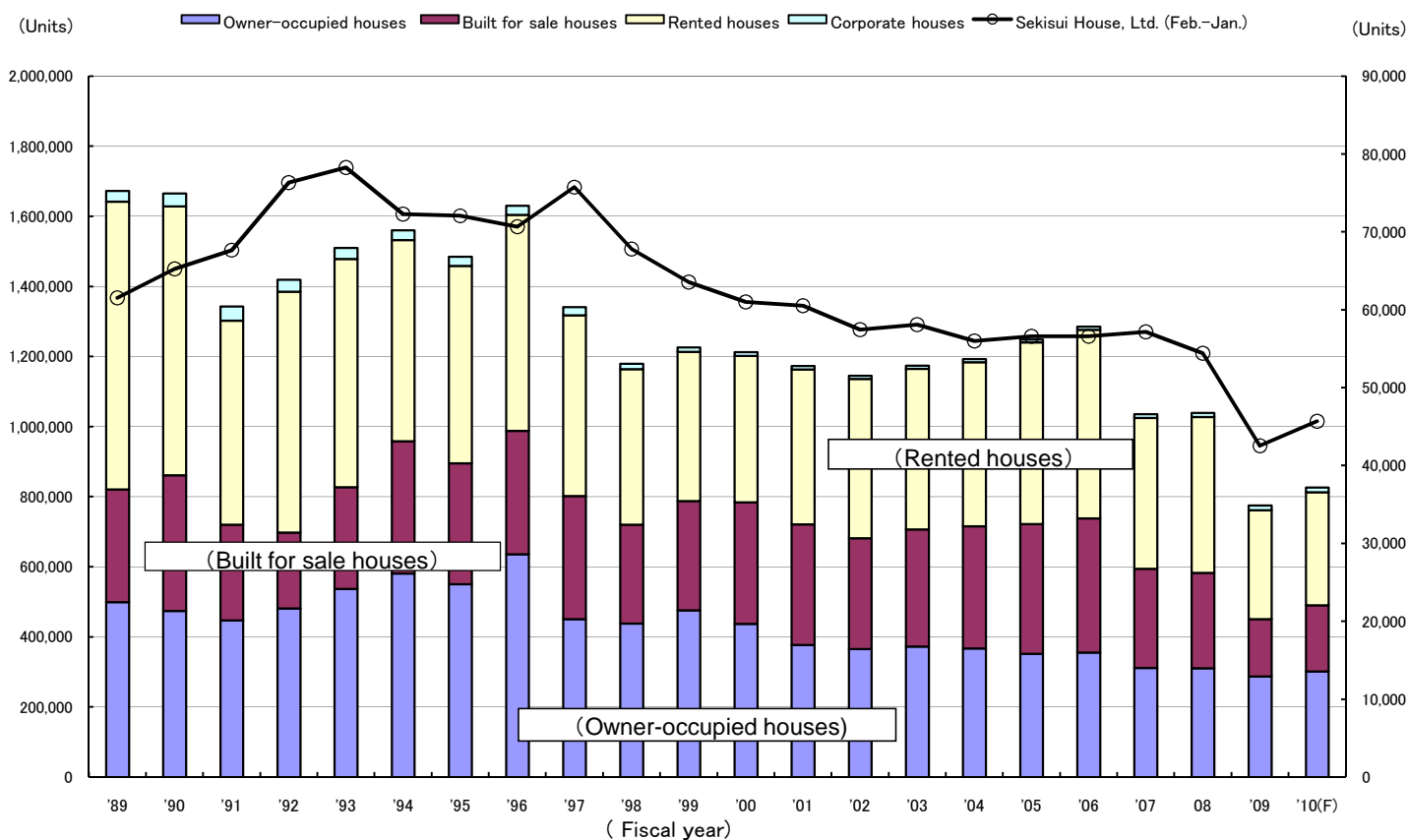
# Fact Book

## *Profile of Sekisui House, Ltd. Second Quarter of Fiscal 2010*

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## Changes in numbers of new housing starts in Japan and housing constructed by Sekisui House, Ltd.

	(Fiscal year)																				(Units)	
	'89	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'10(F)
Owner-occupied houses	499,491	474,375	447,680	481,586	536,908	580,927	550,544	636,306	451,091	438,137	475,632	437,789	377,066	365,507	373,015	367,233	352,470	355,700	311,803	310,664	286,993	302,000
Built for sale houses	321,740	386,908	272,624	216,572	290,159	377,631	344,666	352,039	350,693	281,845	312,110	346,322	343,918	316,002	333,825	349,044	370,155	382,503	282,617	272,680	163,590	188,000
Rented houses	820,707	767,246	582,236	686,777	651,563	574,151	563,652	616,186	515,838	443,907	426,020	418,200	442,250	454,505	458,708	467,348	517,667	537,943	430,867	444,747	311,463	323,000
Corporate houses	30,845	36,838	40,437	34,817	31,157	27,911	25,790	25,847	23,725	15,647	12,445	10,846	9,936	9,539	8,101	9,413	8,515	9,100	10,311	11,089	13,231	13,000
<b>Total</b>	<b>1,672,783</b>	<b>1,665,367</b>	<b>1,342,977</b>	<b>1,419,752</b>	<b>1,509,787</b>	<b>1,560,620</b>	<b>1,484,652</b>	<b>1,630,378</b>	<b>1,341,347</b>	<b>1,179,536</b>	<b>1,226,207</b>	<b>1,213,157</b>	<b>1,173,170</b>	<b>1,145,553</b>	<b>1,173,649</b>	<b>1,193,038</b>	<b>1,248,807</b>	<b>1,285,246</b>	<b>1,035,598</b>	<b>1,039,180</b>	<b>775,277</b>	<b>826,000</b>
Sekisui House, Ltd. (Feb.-Jan.)	61,524	65,231	67,648	76,325	78,275	72,285	72,059	70,655	75,740	67,781	63,535	60,996	60,517	57,439	58,083	55,989	56,600	56,578	57,162	52,221	42,512	45,670
Sekisui's market share in Japan	3.7%	3.9%	5.0%	5.4%	5.2%	4.6%	4.9%	4.3%	5.6%	5.7%	5.2%	5.0%	5.2%	5.0%	4.9%	4.7%	4.5%	4.4%	5.5%	4.8%	5.5%	5.5%

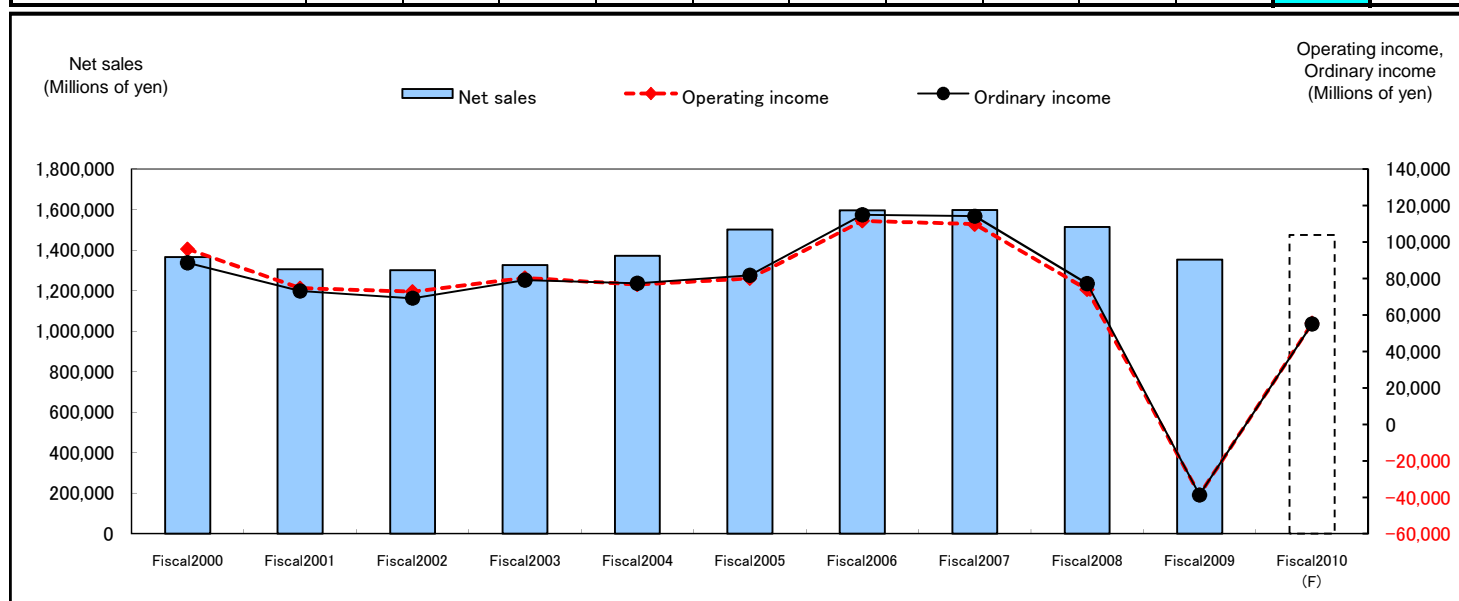


## Changes in business results

(Consolidated)

(Millions of yen)

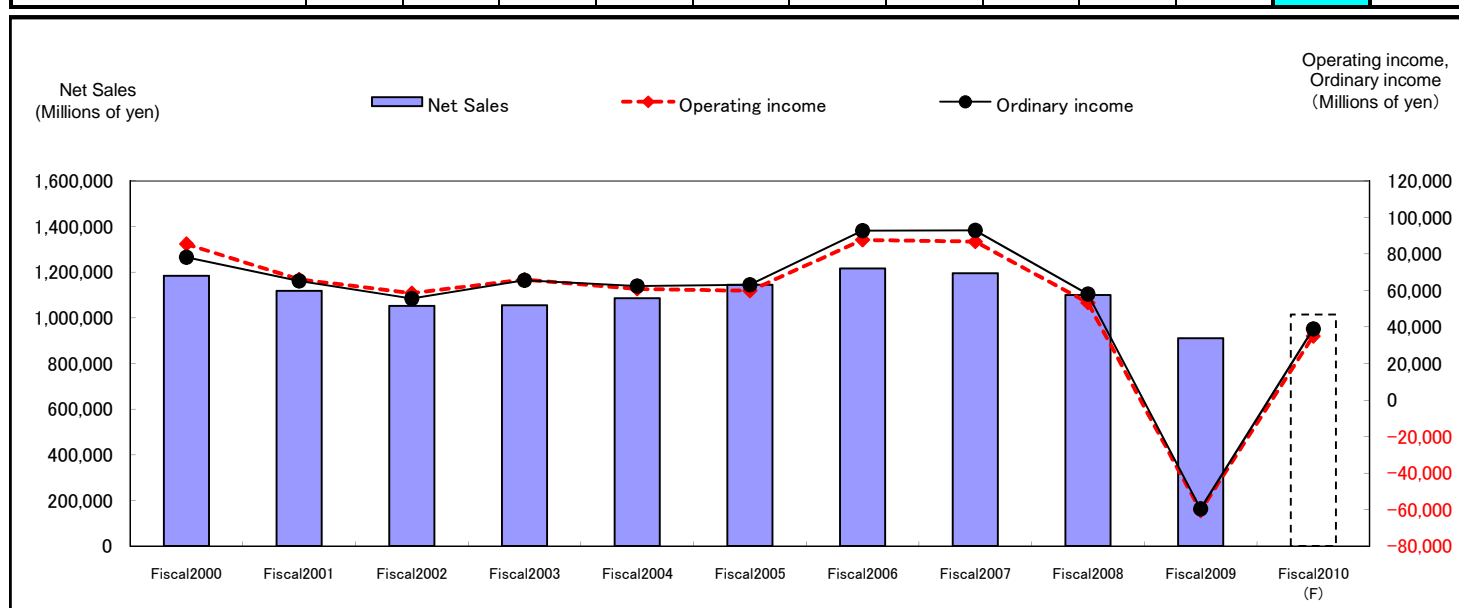
	Fiscal2000	Fiscal2001	Fiscal2002	Fiscal2003	Fiscal2004	Fiscal2005	Fiscal2006	Fiscal2007	Fiscal2008	Fiscal2009	Fiscal2010 2Q	Fiscal2010 (F)
Net sales	1,364,800	1,305,468	1,300,237	1,326,039	1,372,243	1,501,857	1,596,183	1,597,807	1,514,172	1,353,186	738,777	1,475,000
Operating income	96,085	74,624	72,737	80,333	76,638	79,980	111,570	109,727	73,960	-38,754	26,382	55,500
Ordinary income	88,513	73,081	69,146	79,062	77,316	81,699	114,822	114,086	77,072	-38,758	25,784	55,000
Net income	25,167	-90,331	34,546	37,761	23,659	43,029	62,663	60,352	11,516	-29,277	13,622	30,000



(Non-Consolidated)

(Millions of yen)

	Fiscal2000	Fiscal2001	Fiscal2002	Fiscal2003	Fiscal2004	Fiscal2005	Fiscal2006	Fiscal2007	Fiscal2008	Fiscal2009	Fiscal2010 2Q	Fiscal2010 (F)
Net Sales	1,184,186	1,118,898	1,052,558	1,055,027	1,086,179	1,145,540	1,216,901	1,195,245	1,100,500	910,353	515,905	1,015,000
Operating income	85,453	66,106	58,564	65,868	60,889	59,864	87,678	86,745	53,286	-60,624	15,925	35,000
Ordinary income	78,187	65,244	55,564	65,554	62,439	63,146	92,720	92,982	58,071	-59,604	20,212	39,000
Net income	22,777	-91,918	30,196	33,580	19,492	33,003	51,781	50,179	1,780	-39,811	13,066	23,000



## Financial analysis

(Consolidated)

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
(Operating income + Interest received) / Total assets	9.61%	8.56%	5.60%	-2.69%	3.98%
Operating income / Total assets	9.39%	8.35%	5.41%	-2.83%	3.81%
Net income / Total assets	5.27%	4.59%	0.84%	-2.14%	1.97%
ROE (Net income / Shareholders' equity)	8.45%	7.69%	1.51%	-3.98%	3.78%
Gross profit / Sales	20.56%	20.56%	19.23%	11.55%	17.05%
Operating income / Sales	6.99%	6.87%	4.88%	-2.86%	3.57%
Ordinary income / Sales	7.19%	7.14%	5.09%	-2.86%	3.49%
Sales / Total assets (times)	1.34 回	1.22 回	1.11 回	0.99回	1.07回
Shareholders' equity / Total assets	62.41%	57.11%	54.33%	52.86%	51.35%
Shareholders' equity / Shares (yen)	1,125.75円	1,139.63円	1,115.20円	1059.18円	1075.92円
Net income / Shares (yen)	89.26円	87.70円	17.04円	-43.32円	20.16円
Stock price at the end of year / Net income per share (times)	18.96倍	13.44倍	45.13倍	-	38.05倍
Stock price at the end of year / Shareholders' Equity per share (times)	1.50倍	1.03倍	0.69倍	0.81倍	0.71倍
Pay-out ratio	24.65%	27.37%	140.85%	-	64.48%

(Non-Consolidated)

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
(Operating income + Interest received) / Total assets	8.62%	7.63%	4.65%	-4.65%	3.54%
Operating income / Total assets	8.15%	7.19%	4.27%	-4.93%	2.58%
Net income / Total assets	4.82%	4.16%	0.14%	-3.24%	2.11%
ROE (Net income / Shareholders' equity)	7.55%	6.99%	0.26%	-6.15%	4.16%
Gross profit / Sales	21.44%	21.80%	20.32%	9.86%	17.61%
Operating income / Sales	7.21%	7.26%	4.84%	-6.66%	3.09%
Ordinary income / Sales	7.62%	7.78%	5.28%	-6.55%	3.92%
Sales / Total assets (times)	1.13回	0.99回	0.88回	0.74回	0.83回
Shareholders' equity / Total assets	62.79%	56.46%	53.55%	51.62%	50.09%
Pay-out ratio	29.83%	32.92%	912.55%	-	67.25%
Net income / Shares (yen)	73.75円	72.90円	2.63円	-58.90円	19.33円
Shareholders' equity / Shares (yen)	1,039.16円	1,033.87円	995.11円	920.26円	938.81円
Stock price at the end of year / Net income per share (times)	22.94倍	16.17倍	292.40倍	-	39.68倍
Stock price at the end of year / Shareholders' Equity per share (times)	1.63倍	1.14倍	0.77倍	0.93倍	0.82倍

## Segment breakdown (Consolidated)

### 1. Orders

*(Millions of yen)*

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 (2Q)
Built to Order Housing	705,462	697,963	669,897	611,551	362,678
Real Estate for Sale	442,058	387,233	299,651	233,713	125,001
Real Estate for Leasing	310,211	334,530	357,075	364,217	188,298
Other Business	153,127	157,360	146,362	152,266	84,216
Consolidated	1,610,859	1,577,087	1,472,987	1,361,750	760,194

### 2. Accumulated Orders

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 (2Q)
Built to Order Housing	359,210	352,666	339,702	360,877	377,802
Real Estate for Sale	104,578	88,728	71,101	51,242	55,362
Real Estate for Leasing	—	—	—	—	—
Other Business	101,346	103,020	92,427	99,674	100,047
Consolidated	565,135	544,416	503,230	511,794	533,211

### 3. Sales

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 (2Q)
Built to Order Housing	717,677	704,506	682,862	590,376	345,753
Real Estate for Sale	421,019	403,083	317,278	253,572	120,882
Real Estate for Leasing	310,211	334,530	357,075	364,217	188,298
Other Business	147,274	155,686	156,955	145,019	83,843
Consolidated	1,596,183	1,597,807	1,514,172	1,353,186	738,777

### 4. Operating Profit Margin

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 (2Q)
Built to Order Housing	11.0%	10.3%	8.5%	8.1%	9.7%
Real Estate for Sale	12.6%	14.3%	10.5%	-28.8%	-0.8%
Real Estate for Leasing	4.5%	4.5%	5.2%	3.9%	3.9%
Other Business	2.4%	2.4%	1.8%	4.1%	4.5%
Consolidated	7.0%	6.9%	4.9%	-2.9%	3.6%

## The state of orders(Non-consolidated)

(Millions of yen)

	Fiscal 2006		Fiscal 2007		Fiscal 2008		Fiscal 2009		Fiscal 2010 (2Q)	
	Buildings	Amount	Buildings	Amount	Buildings	Amount	Buildings	Amount	Buildings	Amount
<b>Built to Order Housing</b>										
Steel frame	11,661	365,497	10,681	345,266	9,483	307,496	9,699	298,661	5,471	177,760
Wood frame	3,117	100,694	2,916	95,043	3,031	100,224	2,946	98,088	1,930	65,065
Subtotal	14,778	466,191	13,597	440,310	12,514	407,721	12,645	396,750	7,401	242,826
Low-rise apartments	5,859	240,646	6,025	263,197	5,537	268,642	4,253	218,359	2,279	120,425
<b>Subtotal</b>	<b>20,637</b>	<b>706,838</b>	<b>19,622</b>	<b>703,507</b>	<b>18,051</b>	<b>676,363</b>	<b>16,898</b>	<b>615,110</b>	<b>9,680</b>	<b>363,251</b>
<b>Real Estate for Sale</b>										
Steel frame	4,571	128,909	3,783	107,257	3,137	85,930	3,135	86,393	1,330	38,063
Wood frame	786	23,955	626	18,207	573	16,920	597	16,882	289	8,379
Subtotal	5,357	152,864	4,409	125,466	3,710	102,851	3,732	103,275	1,619	46,443
Land		101,717		88,110		68,295		65,253		27,828
Subtotal	5,357	254,582	4,409	213,576	3,710	171,147	3,732	168,528	1,619	74,272
Condominiums		48,180		45,785		24,500		25,193		20,781
Land		35,664		34,769		16,882		18,377		15,897
Subtotal		83,845		80,554		41,383		43,571		36,678
Urban redevelopment		74,069		75,313		61,656		-		2,146
<b>Subtotal</b>	<b>5,357</b>	<b>412,496</b>	<b>4,409</b>	<b>369,444</b>	<b>3,710</b>	<b>274,187</b>	<b>3,732</b>	<b>212,099</b>	<b>1,619</b>	<b>113,097</b>
<b>Real Estate for Leasing</b>		8,012		9,181		10,880		10,101		5,300
<b>Other Business</b>										
RC contracts	235	44,969	123	49,982	66	43,042	100	32,801	41	14,552
Exteriors		51,015		51,914		47,933		42,642		25,246
Other		5,402		5,129		4,739		5,019		2,741
<b>Subtotal</b>	<b>235</b>	<b>101,387</b>	<b>123</b>	<b>107,026</b>	<b>66</b>	<b>95,715</b>	<b>100</b>	<b>80,462</b>	<b>41</b>	<b>42,541</b>
<b>Total</b>	<b>26,229</b>	<b>1,228,735</b>	<b>24,154</b>	<b>1,189,159</b>	<b>21,827</b>	<b>1,057,147</b>	<b>20,730</b>	<b>917,774</b>	<b>11,340</b>	<b>524,190</b>

## The state of accumulated orders (Non-consolidated)

(Millions of yen)

	Fiscal 2006		Fiscal 2007		Fiscal 2008		Fiscal 2009		Fiscal 2010 (2Q)	
	Buildings	Amount	Buildings	Amount	Buildings	Amount	Buildings	Amount	Buildings	Amount
<b>Built to Order Housing</b>										
Steel frame	5,279	172,009	4,879	167,472	4,142	145,697	4,659	155,300	5,370	162,773 (Δ20,328)
Wood frame	1,499	50,414	1,480	49,951	1,403	48,674	1,576	54,962	2,088	64,522 (Δ7,498)
Subtotal	6,778	222,423	6,359	217,423	5,545	194,371	6,235	210,262	7,458	227,295 (Δ27,827)
Low-rise apartments	3,347	138,274	3,050	138,735	2,924	149,552	3,006	154,509	3,198	153,273 (Δ15,602)
<b>Subtotal</b>	<b>10,125</b>	<b>360,698</b>	<b>9,409</b>	<b>356,158</b>	<b>8,469</b>	<b>343,923</b>	<b>9,241</b>	<b>364,771</b>	<b>10,656</b>	<b>380,568 (Δ43,429)</b>
<b>Real Estate for Sale</b>										
Steel frame	1,135	31,069	769	22,527	624	17,242	661	18,498	769	19,642 (Δ2,349)
Wood frame	194	6,060	176	5,182	142	4,157	139	4,038	201	5,446 (Δ465)
Subtotal	1,329	37,129	945	27,709	766	21,399	800	22,536	970	25,088 (Δ2,815)
Land		10,260		10,463		11,545		8,223		10,435
Subtotal	1,329	47,389	945	38,173	766	32,944	800	30,759	970	35,523 (Δ2,815)
Condominiums		26,749		27,051		15,145		9,020		5,199
Land		19,748		21,069		8,178		5,543		2,974
Subtotal		46,497		48,120		23,323		14,563		8,173
Urban redevelopment						1,725		-		-
<b>Subtotal</b>	<b>1,329</b>	<b>93,887</b>	<b>945</b>	<b>86,293</b>	<b>766</b>	<b>57,993</b>	<b>800</b>	<b>45,322</b>	<b>970</b>	<b>43,697 (Δ2,815)</b>
<b>Leasing</b>										
<b>Other Business</b>										
RC contracts	417	72,115	374	77,075	304	81,407	298	80,602	289	72,264 (Δ3,182)
Exteriors		28,141		29,329		22,031		21,918		24,440 (Δ1,193)
Other		198		96		244		405		334 (Δ1)
<b>Subtotal</b>	<b>417</b>	<b>100,454</b>	<b>374</b>	<b>106,501</b>	<b>304</b>	<b>103,683</b>	<b>298</b>	<b>102,926</b>	<b>289</b>	<b>97,039 (Δ4,377)</b>
<b>Total</b>	<b>11,871</b>	<b>555,040</b>	<b>10,728</b>	<b>548,953</b>	<b>9,539</b>	<b>505,600</b>	<b>10,339</b>	<b>513,020</b>	<b>11,915</b>	<b>521,305 (Δ50,621)</b>

In accordance with "Accounting Standards for Construction Contracts", when reporting net sales, the effect of apply the percentage of completion basis is subtracted from the accumulated orders amount.  
The number in parentheses ( ) is the amount of that effect.

## The state of sales (Non-consolidated: Built to Order Housing Business and Other Business)

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010(2Q)
<b>Total</b>	56,578 Units	57,162 Units	52,221 Units	42,512 Units	21,651 Units
	27,011 Buildings	25,323 Buildings	23,052 Buildings	19,951 Buildings	9,788 Buildings
	1,216,901 ¥mil.	1,195,245 ¥mil.	1,100,500 ¥mil.	910,353 ¥mil.	515,905 (50,621) ¥mil.

### Built to Order Housing

Built to Order Detached Houses	15,237 Units	14,095 Units	13,427 Units	12,018 Units	6,257 Units
	15,199 Buildings	14,016 Buildings	13,328 Buildings	11,955 Buildings	6,178 Buildings
	2,218,829 m <sup>2</sup>	2,041,606 m <sup>2</sup>	1,927,882 m <sup>2</sup>	1,679,586 m <sup>2</sup>	864,523 m <sup>2</sup>
	473,715 ¥mil.	445,310 ¥mil.	430,773 ¥mil.	380,858 ¥mil.	225,792 (27,827) ¥mil.
D.H. (Steel-Frame)	12,115 Units	11,151 Units	10,305 Units	9,236 Units	4,831 Units
	12,089 Buildings	11,081 Buildings	10,220 Buildings	9,182 Buildings	4,760 Buildings
	1,758,955 m <sup>2</sup>	1,611,724 m <sup>2</sup>	1,480,873 m <sup>2</sup>	1,282,451 m <sup>2</sup>	661,494 m <sup>2</sup>
	373,128 ¥mil.	349,803 ¥mil.	329,272 ¥mil.	289,057 ¥mil.	170,287 (20,328) ¥mil.
D.H. (Wood-Frame)	3,122 Units	2,944 Units	3,122 Units	2,782 Units	1,426 Units
	3,110 Buildings	2,935 Buildings	3,108 Buildings	2,773 Buildings	1,418 Buildings
	459,874 m <sup>2</sup>	429,881 m <sup>2</sup>	447,009 m <sup>2</sup>	397,134 m <sup>2</sup>	203,028 m <sup>2</sup>
	100,586 ¥mil.	95,506 ¥mil.	101,501 ¥mil.	91,800 ¥mil.	55,504 (7,498) ¥mil.
Low-rise Apartments	31,309 Units	32,850 Units	30,747 Units	23,743 Units	11,647 Units
	6,147 Buildings	6,322 Buildings	5,663 Buildings	4,171 Buildings	2,087 Buildings
	1,515,310 m <sup>2</sup>	1,612,982 m <sup>2</sup>	1,529,378 m <sup>2</sup>	1,222,523 m <sup>2</sup>	611,547 m <sup>2</sup>
	244,975 ¥mil.	262,736 ¥mil.	257,825 ¥mil.	213,403 ¥mil.	121,661 (15,602) ¥mil.
<b>Built to Order Housing</b>	<b>718,691 ¥mil.</b>	<b>708,047 ¥mil.</b>	<b>688,599 ¥mil.</b>	<b>594,261 ¥mil.</b>	<b>347,454 (43,429) ¥mil.</b>

### Other Business

RC. Construction (Residence)	2,390 Units	3,227 Units	2,497 Units	1,731 Units	1,099 Units
	108 Buildings	126 Buildings	107 Buildings	60 Buildings	23 Buildings
	160,788 m <sup>2</sup>	206,016 m <sup>2</sup>	142,379 m <sup>2</sup>	123,445 m <sup>2</sup>	62,945 m <sup>2</sup>
	28,006 ¥mil.	38,866 ¥mil.	30,498 ¥mil.	25,644 ¥mil.	16,901 (2,933) ¥mil.
RC. Construction (Non-residence)	46 Buildings	40 Buildings	29 Buildings	46 Buildings	27 Buildings
	51,573 m <sup>2</sup>	36,578 m <sup>2</sup>	38,948 m <sup>2</sup>	51,347 m <sup>2</sup>	28,121 m <sup>2</sup>
	9,749 ¥mil.	6,156 ¥mil.	8,211 ¥mil.	7,962 ¥mil.	5,989 (248) ¥mil.
Exterior	50,423 ¥mil.	50,726 ¥mil.	55,231 ¥mil.	42,755 ¥mil.	22,725 (1,193) ¥mil.
Remodeling and etc.	5,340 ¥mil.	5,231 ¥mil.	4,591 ¥mil.	4,858 ¥mil.	2,812 (1) ¥mil.
<b>Other Business</b>	<b>93,519 ¥mil.</b>	<b>100,980 ¥mil.</b>	<b>98,533 ¥mil.</b>	<b>81,219 ¥mil.</b>	<b>48,428 (4,377) ¥mil.</b>

The figure in parentheses ( ) is the amount of the effect of applying the percentage of completion basis when reporting net sales.

## The state of sales (Non-consolidated: Real Estate for Sale Business and Real Estate for Leasing Business)

### Real Estate for Sale

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 (2Q)
Detached Houses for Sale	5,673 Units	4,911 Units	3,962 Units	3,766 Units	1,463 Units
	5,483 Buildings	4,793 Buildings	3,889 Buildings	3,698 Buildings	1,449 Buildings
	718,353 m <sup>2</sup>	621,376 m <sup>2</sup>	499,391 m <sup>2</sup>	469,341 m <sup>2</sup>	182,031 m <sup>2</sup>
	154,897 ¥mil.	134,885 ¥mil.	109,161 ¥mil.	102,138 ¥mil.	43,891 ¥mil. (2,815)
D.H. (Steel-Frame) for Sale	4,839 Units	4,267 Units	3,355 Units	3,165 Units	1,236 Units
	4,649 Buildings	4,149 Buildings	3,282 Buildings	3,098 Buildings	1,222 Buildings
	608,983 m <sup>2</sup>	537,308 m <sup>2</sup>	421,193 m <sup>2</sup>	393,515 m <sup>2</sup>	153,807 m <sup>2</sup>
	129,880 ¥mil.	115,800 ¥mil.	91,216 ¥mil.	85,137 ¥mil.	36,919 ¥mil. (2,349)
D.H. (Wood-Frame) for Sale	834 Units	644 Units	607 Units	601 Units	227 Units
	834 Buildings	644 Buildings	607 Buildings	600 Buildings	227 Buildings
	109,370 m <sup>2</sup>	84,068 m <sup>2</sup>	78,198 m <sup>2</sup>	75,825 m <sup>2</sup>	28,223 m <sup>2</sup>
	25,016 ¥mil.	19,085 ¥mil.	17,945 ¥mil.	17,001 ¥mil.	6,971 ¥mil. (465)
Land For Detached Houses	5,519 Lots	4,694 Lots	3,836 Lots	3,908 Lots	1,674 Lots
	102,545 ¥mil.	87,906 ¥mil.	67,214 ¥mil.	68,575 ¥mil.	25,616 ¥mil.
Condominiums for Sale	1,969 Units	2,079 Units	1,588 Units	1,254 Units	1,185 Units
	28 Buildings	26 Buildings	36 Buildings	21 Buildings	24 Buildings
	123,677 m <sup>2</sup>	151,200 m <sup>2</sup>	109,406 m <sup>2</sup>	95,673 m <sup>2</sup>	82,693 m <sup>2</sup>
	35,855 ¥mil.	45,483 ¥mil.	36,406 ¥mil.	31,318 ¥mil.	24,602 ¥mil.
Land for Condominiums	24,090 ¥mil.	33,447 ¥mil.	29,774 ¥mil.	21,013 ¥mil.	18,466 ¥mil.
Urban redevelopment	79,288 ¥mil.	75,313 ¥mil.	59,931 ¥mil.	1,725 ¥mil.	2,146 ¥mil.
<b>Real Estate for Sale</b>	<b>396,678 ¥mil.</b>	<b>377,037 ¥mil.</b>	<b>302,487 ¥mil.</b>	<b>224,770 ¥mil.</b>	<b>114,722 ¥mil. (2,815)</b>

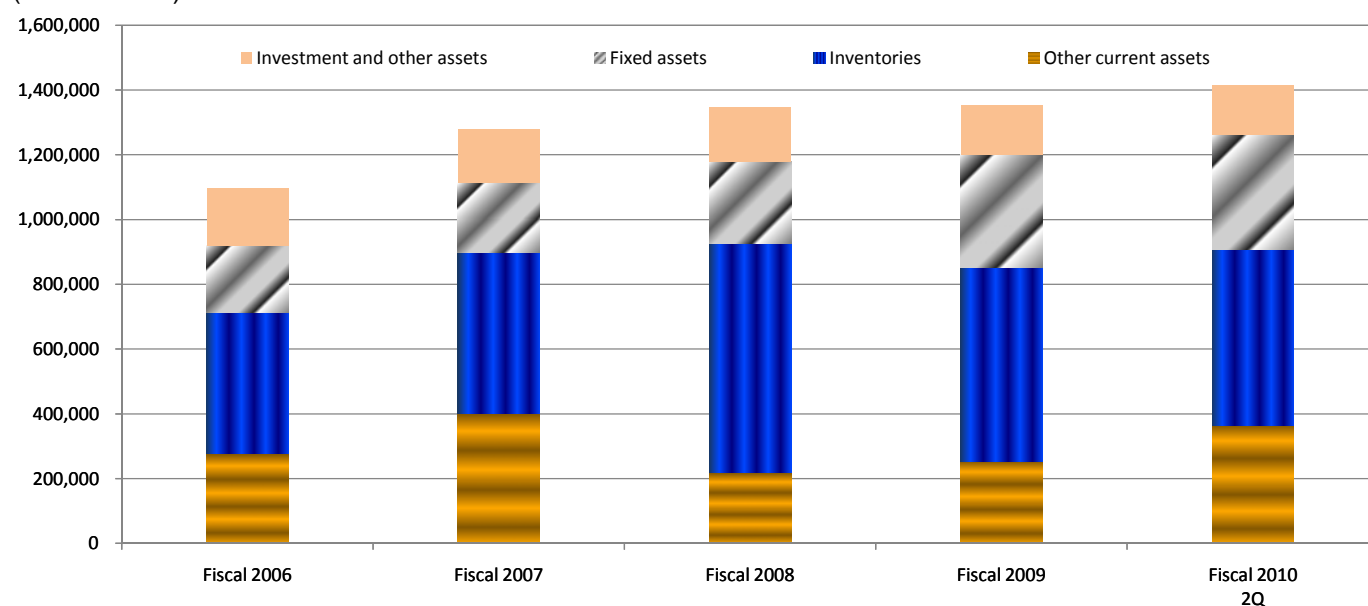
<b>Real Estate for Leasing</b>	8,012 ¥mil.	9,181 ¥mil.	10,880 ¥mil.	10,101 ¥mil.	5,300 ¥mil.
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The figure in parentheses ( ) is the amount of the effect of applying the percentage of completion basis when reporting net sales.



## Trend in assets(Consolidated)

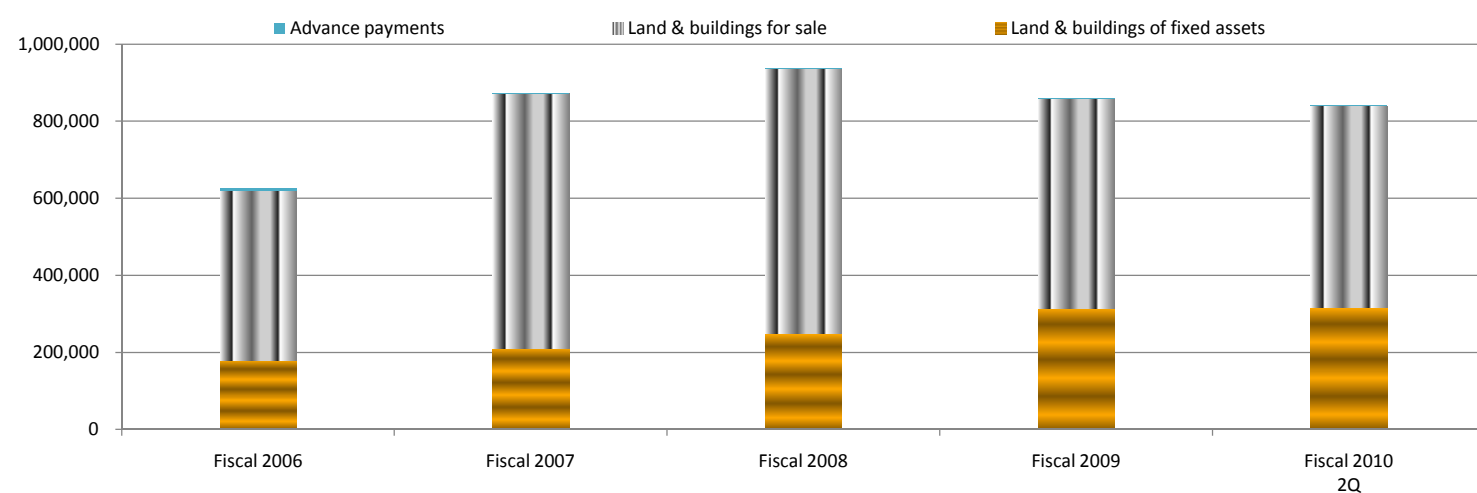
(Total assets)



(Millions of yen)

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
Investment and other assets	177,345	164,799	169,373	151,708	154,705
Fixed assets	208,104	214,913	252,604	351,303	353,960
Inventories	436,609	499,226	709,184	597,443	543,017
Other current assets	276,143	399,830	218,279	253,490	364,131
Total	1,098,203	1,278,770	1,349,441	1,353,946	1,415,815

(Land and buildings assets)



(Millions of yen)

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
Land & buildings of fixed assets	179,736	211,458	247,996	315,108	316,113
Land & buildings for sale	441,147	659,999	689,259	544,054	523,395
Advance payments	6,279	810	1,816	723	1,566

# Segments of Sekisui House Group

## Assets

(Millions of yen)

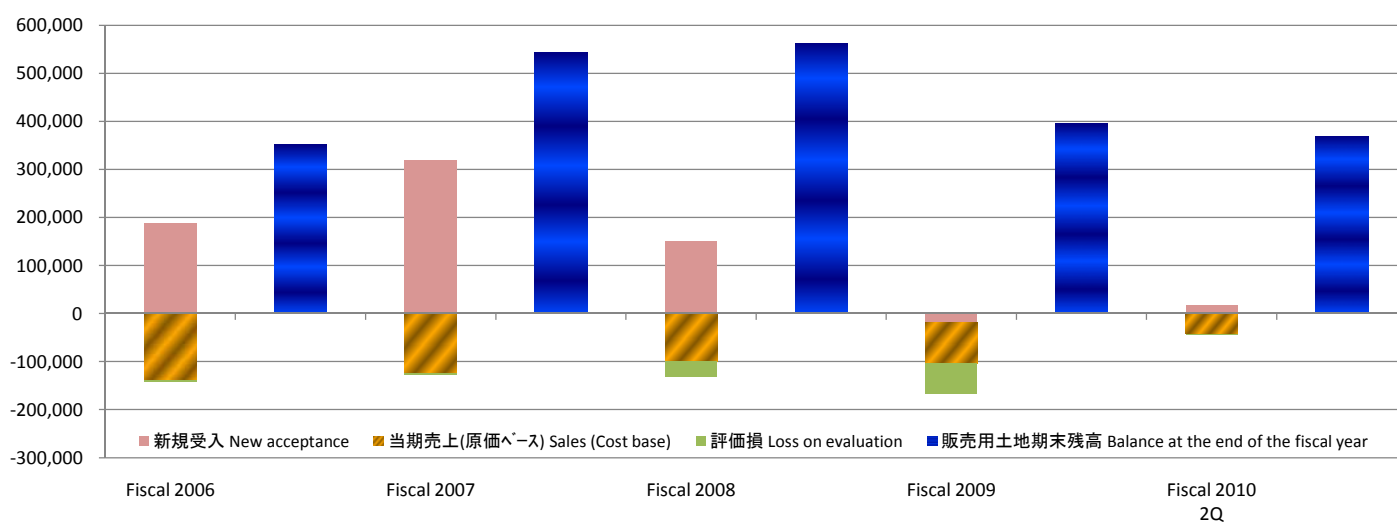
	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
Built to Order Housing	192,986	194,031	147,776	140,042	129,413
Real Estate for Sale	518,008	723,747	737,291	614,366	590,355
Real Estate for Leasing	199,765	227,962	264,745	339,587	338,865
Other Business	29,730	33,428	19,384	22,576	22,065
Back Office	338,279	170,271	218,039	237,374	335,115
Total	1,278,770	1,349,441	1,387,237	1,353,946	1,415,815

## Employee

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
Built to Order Housing and Real Estate for Sales	16,849	17,087	16,884	16,407	16,237
Real Estate for Leasing	1,195	1,399	1,478	1,603	1,496
Other Business	2,149	2,346	2,300	2,419	2,498
Back Office	1,343	1,477	1,592	1,316	1,249
Total	21,536	22,309	22,254	21,745	21,480

## Trend in land for sale (Non-Consolidated)

(millions of yen)



	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
New acceptance	187,384	318,496	151,779	-17,553	16,732
Sales (Cost base)	138,709	123,866	100,027	86,262	42,382
Loss on evaluation	2,781	3,277	32,202	63,649	303
Balance at the end of the fiscal year	351,442	542,794	562,343	394,878	368,925

## Capital expenditure

(Millions of yen)

	Fiscal 2005	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
<b>Non-Consolidated</b>						
Factories	3,427	4,404	6,245	2,329	1,784	1,329
Real estate for rent	32,265	8,894	26,402	30,838	64,396	1,765
Others	6,572	7,866	10,887	9,989	5,497	3,253
Total	42,264	21,164	43,534	43,156	71,677	6,347
R & D expenditure	6,190	6,114	6,252	6,124	5,033	2,368
Depreciation expense	8,557	9,650	11,368	12,252	13,161	6,094
<b>Consolidated</b>						
Capital expenditure	46,817	26,691	54,413	57,432	82,145	11,227
Depreciation expense	11,117	12,231	14,157	15,392	16,579	7,773

## Trend in housing constructed by Sekisui House

(Thousands of yen)

		Fiscal2006	Fiscal2007	Fiscal2008	Fiscal2009	Fiscal2010 2Q
Built to Order Detached Houses*	Sales per detached house	30,375	31,058	31,641	31,158	31,435
	Floor area per detached house	143.69 m <sup>2</sup>	143.87 m <sup>2</sup>	143.00 m <sup>2</sup>	138.91 m <sup>2</sup>	138.61 m <sup>2</sup>
	Sales per 3.3m <sup>2</sup> of detached house	698	713	731	741	749
Built for Sale Houses without Land*	Sales per built for sale house	25,556	25,672	25,145	24,610	25,475
	Floor area per built for sale house	124.7 m <sup>2</sup>	123.75 m <sup>2</sup>	123.65 m <sup>2</sup>	123.71 m <sup>2</sup>	122.24 m <sup>2</sup>
Low-rise apartments	Sales per built for sale house	39,852	41,565	45,528	51,163	50,818
	Floor area per built for sale house	246.51 m <sup>2</sup>	255.12 m <sup>2</sup>	270.06 m <sup>2</sup>	293.1 m <sup>2</sup>	293.02 m <sup>2</sup>
	Sales per 3.3m <sup>2</sup> of detached house	534	538	557	577	573
Land	Sales per land	18,580	18,726	17,135	17,130	15,296
	Area per land	209.57 m <sup>2</sup>	217.01 m <sup>2</sup>	206.13 m <sup>2</sup>	205.38 m <sup>2</sup>	208.14 m <sup>2</sup>

Detached houses consist of newly built houses with steel-frame and wood-frame. Built to order houses on lands sold are also included in detached houses. (RC and remodeling excluded.)

## Trend in Sekiwa Real Estate block leasing operation

	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009	Fiscal 2010 2Q
Occupancy ratio of Sha Maison properties	95.0%	95.5%	94.6%	94.5%	94.9%
Management	386,016	410,176	434,074	454,751	464,656

## Item-wise ratios of house buyers

Period	Buyers own funds as against total amount	Percentage of re-builders	Percentage of two-generation duplex	Percentage of referral orders		Percentage of buyers who decided to buy on tour to display home	Unit price per 3.3sq.meters (in thousand)	Percentage of company employees
				Detached Houses	Include Apartment			
05.8 - 06.1	43.7%	34.1%	23.4%	39.0%	44.7%	45.1%	665	57.5%
06.2 - 06.7	43.0%	32.4%	22.6%	38.5%	44.6%	47.0%	678	58.4%
06.8 - 07.1	47.2%	34.6%	24.4%	38.0%	45.0%	49.3%	682	55.6%
07.2 - 07.7	47.0%	33.6%	23.2%	39.1%	46.3%	48.1%	690	55.8%
07.8 - 08.1	46.8%	35.0%	22.5%	39.5%	48.0%	47.5%	701	56.4%
08.2 - 08.7	44.4%	34.2%	22.0%	36.4%	47.3%	52.0%	705	58.1%
08.8 - 09.1	45.4%	34.2%	23.8%	35.3%	48.6%	54.7%	711	56.5%
09.2 - 09.7	41.5%	30.4%	20.5%	33.7%	42.7%	55.3%	707	58.0%
09.7 - 10.01	44.6%	32.6%	21.7%	33.1%	43.5%	56.4%	721	56.7%
10.2 - 10.7	44.8%	31.6%	20.1%	29.6%	39.1%	60.8%	733	57.9%

## Sales offices of Sekisui House

	Branch	Sales Office	SHAWOOD Sales Office	Sales Office Total	Remodeling Sales Office	Customers Center	Display home	SHAWOOD display home	Total
05. 1	73	209	43	252	29	66	427	124	551
05. 7	74	211	46	257	*36	67	413	141	554
06. 1	73	215	46	261	*36	68	419	156	575
06. 7	147	-	-	-	*38	66	424	141	565
07. 1	147	-	-	-	*37	66	406	154	560
07. 7	152	-	-	-	*37	66	389	157	546
08. 1	152	-	-	-	*37	66	391	159	550
08. 7	150	-	-	-	*37	66	380	155	535
09. 1	141	-	-	-	*37	65	366	151	517
09. 7	127	-	-	-	*37	65	348	137	485
10.01	126	-	-	-	*38	65	340	135	475
10. 7	124	-	-	-	* 39	65	316	125	441
10. 8	123	-	-	-	* 39	32	316	125	441

Effective February 1, 2005, the Company split off its remodeling operations, passing them to Sekisui House Remodeling, Ltd.

With the organizational changes carried out in February 2006, the functions of sales offices for prefabricated houses and SHAWOOD sales offices were transferred to branches via consolidation and other means.

## Summary of major development projects

### (Large-scale projects)

Future positioning	Project name	Location	Notes	Area	Floor Space	Completion period
<b>Plan to sell</b>	Daiba Garden City Building	Minato,Tokyo	Office building	approx. 2,900㎡	approx. 18,700㎡	Completed
<b>Exit strategy</b> Sell 3-5 years after development if real estate environment permits	Hommachi Garden City	Osaka	Office building, Hotel, etc	approx. 3,700㎡	approx. 50,000㎡	2010
	Hommachi Minami Garden City	Osaka	Office building	approx. 3,700㎡	approx. 47,000㎡	2011
	Garden City Shinagawa Gotenyama	Shinagawa,Tokyo	Office building	approx. 22,700㎡	approx. 84,000㎡	2011年
<b>Hold strategy</b> Transfer to fixed assets. Hold as high value added assets	Garden City Shinagawa Gotenyama	Shinagawa,Tokyo	Condos	approx. 5,300㎡	approx. 9,700㎡	2011
	Umeda Kita-Yard	Osaka	Office buildings, Condos, etc	approx. 37,900㎡	approx. 483,600㎡	2012
	Kyoto Project	Kyoto	hotel	approx. 6,100㎡	undecided	undecided

### (Condominiums)

	Location	Units	Area	Floor Space	Completion period
GM Itamiikejiri Literacity	Itami, Hyogo	368(units)	approx. 15,400㎡	approx. 42,300㎡	Completed
GM Nishiboridori Tower	Niigata	167(units)	approx. 4,400㎡	approx. 41,600㎡	Completed
GM Syukugawa Matsuzonocho	Nisinomiya, Hyogo	22(units)	approx. 1,400㎡	approx. 4,100㎡	Completed
GM Nakamachidai	Yokohama, Kanagawa	92(units)	approx. 4,500㎡	approx. 7,700㎡	Completed
GM Nishikujo Bio	Osaka	365(units)	approx. 14,500㎡	approx. 38,500㎡	Completed
GM momochihama Ocean & Forest	Fukuoka	211(units)	approx. 5,000㎡	approx. 35,000㎡	Completed
GM Atsutanomori	Nagoya	236(units)	approx. 10,200㎡	approx. 28,800㎡	Completed
Central Garden Residence Shizuoka A	Shizuoka	100(units)	approx. 4,900㎡	approx. 12,500㎡	Completed
Central Garden Residence Shizuoka B	Shizuoka	79(units)	approx. 3,900㎡	approx. 8,100㎡	2010
GM Ashiya Midorigaoka	Ashiya, Hyogo	25(units)	approx. 1,300㎡	approx. 4,000㎡	Completed
The Residence Toyonaka	Toyonaka,Osaka	234(units)	approx. 11,700㎡	approx. 22,000㎡	Completed
Wakabayashi PJ	Setagaya, Tokyo	66(units)	approx. 1,900㎡	approx. 6,000㎡	2011
GM Okurayama Terrace	Yokohama, Kanagawa	60(units)	approx. 3,000㎡	approx. 5,600㎡	2011
GM Jiyugaoka Terrace	Nagoya	102(units)	approx. 7,600㎡	approx. 10,200㎡	2011
Kiribayashi PJ	Nagoya	83(units)	approx. 3,000㎡	approx. 8,000㎡	2011
GM Iseyama	Yokohama, Kanagawa	99(units)	approx. 8,600㎡	approx. 26,300㎡	2011

Plans and details stated here are subject to change.

# The state of share distribution

July 31, 2010

	Second Quarter of Fiscal 2010			Fiscal 2009			Second Quarter of Fiscal 2009		
	Shareholders	Shares	Percentage	Shareholders	Shares	Percentage	Shareholders	Shares	Percentage
			%			%			%
Government	1	11,000	0.00	1	11,000	0.00	1	11,000	0.00
Financial institutions	162	254,737,376	37.63	161	242,379,276	35.81	159	238,589,576	35.25
Banks	40	33,910,933	5.01	43	34,098,833	5.04	42	34,025,133	5.03
Trust Banks	29	152,565,132	22.54	30	143,907,132	21.26	26	139,598,132	20.62
Life insurance companies	32	45,562,685	6.73	29	41,902,685	6.19	29	41,820,685	6.18
Nonlife insurance companies	4	12,071,432	1.78	4	12,071,432	1.78	4	12,071,432	1.78
Other financial institutions	57	10,627,194	1.57	55	10,399,194	1.54	58	11,074,194	1.64
Securities companies	41	16,829,398	2.49	45	10,306,766	1.52	48	6,588,965	0.97
Foreigners	464	219,515,808	32.43	470	240,679,698	35.56	492	248,062,031	36.65
Companies	455	219,500,977	32.43	459	240,660,867	35.55	482	248,046,200	36.65
Individuals	9	14,831	0.00	11	18,831	0.00	10	15,831	0.00
Other companies	901	106,969,326	15.80	908	107,108,001	15.82	915	107,143,473	15.83
Individuals and others	32,554	77,837,259	11.50	32,420	75,440,256	11.15	32,074	75,552,944	11.16
Treasury stock	1	984,911	0.15	1	960,081	0.14	1	937,089	0.14
Total	34,124	676,885,078	100.00	34,006	676,885,078	100.00	33,690	676,885,078	100.00

Total number of shareholders with voting rights

Total number of voting rights

Average total number of shares issued during the term(non-consolidated)

Average total number of shares issued during the term(consolidated)

Total number of shares issued (non-consolidated)

Total number of shares issued (consolidated)

23,370 Shareholders

671,597 Rights

675,907,779 Shares ※

675,730,196 Shares ※

675,900,167 Shares ※

675,722,584 Shares ※

※Excluding treasury stock

Average number of shares per shareholder

(July. 31, 2010)

(Jan. 31, 2010)

(July. 31, 2009)

(Repurchase of shares during the term)

(Total of 26million yen)

19,836 Shares

19,905 Shares

20,092 Shares

30,067 Shares

(Total of 26million yen)