

Summary of Consolidated Financial Results for the 2Q FY2010



— Results summary —

【 Income statement 】	(¥ million)				
	2Q FY09	2Q FY10	YoY (%)	Forecast for FY10	YoY (%)
Net sales	668,012	738,777	10.6	1,475,000	9.0
Gross profit	104,092	125,969	21.0	255,500	63.4
SG&A	101,096	99,586	(1.5)	200,000	2.5
Operating income	2,995	26,382	780.6	55,500	—
Ordinary income	2,653	25,784	871.9	55,000	—
Extraordinary income	—	132	—	132	—
Extraordinary loss	5,798	1,609	(72.2)	3,232	(57.9)
Net income (loss)	(2,373)	13,622	—	30,000	—

- » Net sales ¥738,777 million yen, year-on-year increase of 10.6%
 -Implemented *Green First* Strategy to expand sales coupled with government housing related measures.
 -The effect of Percentage-of-completion method was ¥49,766 million.
- » Gross profit Increased by 21.0% year-on-year to ¥125,969 million.
 -The effect of Percentage-of-completion method was ¥10,164 million.
 -Margin improved as sales grew and factory utilization rates recovered.
- » SG&A Decreased by ¥1.5 billion (down 1.5% year-on-year) to ¥99,586 million.
 Continued cost cuts measures including reduction of costs for display homes.
- » Operating income ¥26,382 million (up 780.6% year-on-year), thanks to sales growth and cost cuts effects.
- » Ordinary income ¥25,784 million (up 871.9% year-on-year)
- » Net income ¥13,622 million

— Segment information —

【Sales】	(¥ million)				
	2Q FY09	2Q FY10	YoY (%)	Forecast for FY10	YoY (%)
Built to Order Housing	281,344	345,753	22.9	689,000	16.7
Real Estate for Sale	134,993	120,882	(10.5)	235,000	(7.3)
Real Estate for Leasing	182,040	188,298	3.4	378,000	3.8
Other Business	69,633	83,843	20.4	173,000	19.3
Consolidated	668,012	738,777	10.6	1,475,000	9.0

- » Built to Order Housing Increase by 22.9% year-on-year; detached houses +27.0%, low-rise apartments +14.7% (In case of Completed-contract method: detached houses +11.3%, low-rise apartments +0.0%)
- » Real Estate for Sale Decrease by 10.5% year-on-year; built-for-sale houses -22.6%, condominiums +90.4%
- » Real Estate for Leasing Increased by 3.4% as sales of Sekiwa Real Estate Group companies grew.
- » Other Business Grew by 20.4% year-on-year following remodeling business grew.

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. 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.

【Orders】	(¥ million)				
	2Q FY09	2Q FY10	YoY (%)	Forecast for FY10	YoY (%)
Built to Order Housing	306,731	362,678	18.2	731,000	19.5
Real Estate for Sale	133,002	125,001	(6.0)	251,000	7.4
Real Estate for Leasing	182,040	188,298	3.4	378,000	3.8
Other Business	74,977	84,216	12.3	171,000	12.3
Consolidated	696,751	760,194	9.1	1,531,000	12.4

Trend in orders

Totaled ¥760,194 million, up 9.1% year-on-year.

-Built to Order Housing: detached houses +19.2% year-on-year, low-rise apartments +14.8%
 Orders expanded owing to proceeding *Green First* Strategy and strengthening group ties, and we will aim for further growth for the second-half by introducing 50th anniversary new product lines.

【Accumulated orders】	(¥ million)				
	As of Jan. 31, 2010	As of Jul. 31, 2010	FY10/FY09	As of Jan. 31, 2011(F)	YoY (%)
Built to Order Housing	360,877	377,802	4.7	402,877	11.6
Real Estate for Sale	51,242	55,362	8.0	67,242	31.2
Real Estate for Leasing	—	—	—	—	—
Other Business	99,674	100,047	0.4	97,674	(2.0)
Consolidated	511,794	533,211	4.2	567,794	10.9

— Summary of Balance Sheets —

◇Assets Increased by ¥61,869 million from the end of the previous fiscal year to ¥1,415,815 million

	As of Jan. 31, 2010	As of Jul. 31, 2010	Change
Cash and deposits	149,330	247,101	97,771
Land for sale and undeveloped land for sale	428,411	407,239	(21,172)

• Cash increased following the issuance of straight corporate bonds.

• Land for sale decreased due to the promotion of sales of existing held-for-sale properties.

◇Liabilities Increased by ¥50,348 million from the end of the previous year to ¥687,999 million

	As of Jan. 31, 2010	As of Jul. 31, 2010	Change
Interest bearing debts	261,666	328,324	66,658

• Issuance of Corporate bonds for repayment of long-term debt.

◇Net assets Increased by ¥11,520 million from the end of the previous fiscal year to ¥727,815 million

• Retained earnings increased.