

Three Companies (Far East Organization, Frasers Centrepoint and Sekisui House) Collaboratively Undertake Real-estate Development Projects in Singapore.

Sekisui House Expands into Singapore with Two Projects, Hougang and Punggol

April 25, 2011 – A group of three companies including Sekisui House Limited, Far East Organization (CEO: Philip Ng Chee Tat, head office: Singapore) and Frasers Centrepoint Limited (CEO: Lim Ee Seng, head office: Singapore) has agreed to acquire and commence the development of land located in the central area of Singapore for two projects, namely Hougang and Punggol. Far East Organization and Frasers Centrepoint are both major developers. Based in Singapore, their businesses encompass Asia and many other parts of the world. This is the first time for Sekisui House to expand into Singapore.

In the Hougang and Punggol projects, activities for urban development will involve considerations given to the coexistence with nature and to the environment. These projects are to be completed next four years.

Having built the largest number of houses in Japan, Sekisui House will use its know-how in providing high-quality living spaces with excellent ecological performance. Through commitments such as this, the three companies including Sekisui House, Far East Organization, and Frasers Centrepoint will establish and maintain an effective business partnership.

An outline of the collaborative projects is provided below.

| Project name (temporary) | Location | Area of site | Planned size | Land acquisition price | Investment ratio |
|--|--|-----------------------|--|------------------------------|--|
| <i>Hougang</i> (Condominium development) | Approx. 12km from Singapore CBD Upper Serangoon View | 13,000 m ² | Condominium 480 households | S\$156.8mil | Far East 25% Frasers 50% Sekisui House 25% |
| <i>Punggol Central</i> (Multi-use development) | Approx. 16km from Singapore CBD Punggol Central Punggol Walk | 30,000 m ² | Condominium 900 households Commercial complex 38,000 m ² | S\$1,021mil | Far East 33.4% Frasers 33.3% Sekisui House 33.3% |



Far East Organization

CEO: Philip Ng Chee Tat, head office: Singapore

Fifty years in business, the representative developer of Singapore (unquoted) operates hotel and restaurant businesses in addition to real-estate development.

Frasers Centrepoint Limited

CEO: Lim Ee Seng, head office: Singapore

This is a real-estate development division of Fraser and Neave, Ltd, more than a century-old company.

Frasers Centrepoint is a major developer in Singapore and has expanded its business to 15 countries worldwide.



Rendering of the Hougang project

For further information, please contact:

Mr. Hitoshi Kuroyanagi

Chief Manager of Investor Relations Office

Sekisui House, Ltd.

Tel: 06-6440-3445 Fax: 06-6440-3369

Email: info-ir@qz.sekisuihouse.co.jp