



The Platform House Concept for the Era of the 100-Year Lifespan

Leading the Industry with a Mission to Help Resolve Social Issues

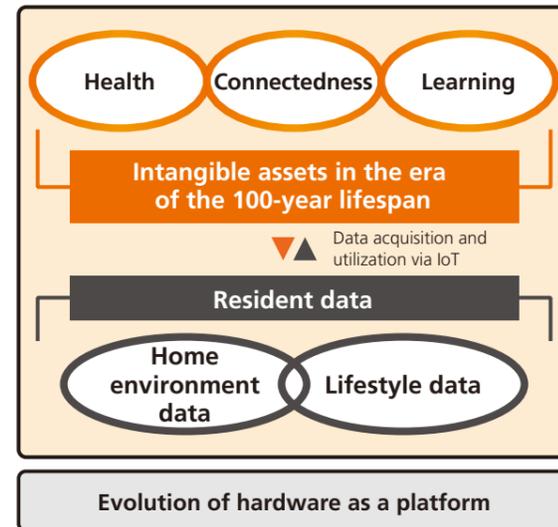
Looking ahead to the next 30 years, in the so-called era of the 100-year lifespan, Sekisui House developed the idea to make homes a platform for happiness. The meaning of comfortable living changes with the times and with the life stage of residents. As we enter this era, we expect an emphasis not only on tangible assets such as land and buildings, but also on intangible assets such as family, health, skills and knowledge. Homes must also change with the times. Therefore, Sekisui House formulated the Platform House Concept, a strategy for providing homes that continue to foster the intangible assets that help customers achieve happiness in the era of the 100-year lifespan.

Providing New Value with Homes That Support Health

The aim of Sekisui House's Platform House Concept is to play a role in helping residents achieve happiness in the era of the 100-year lifespan by expanding the Company's business domain from homes to lifestyle services, based on a vision of making home the happiest place in the world. In this original approach to creating homes, our Platform House Concept will focus on services over the long term for residents under the three themes of "health," "connectedness" and "learning." For the first theme, we consider the provision of services that support health to be a social mission that Sekisui House must promptly work to fulfill.

In Japan, for example, 79% of strokes occur at home, resulting in approximately 15,000 deaths each year. In addition, 66% of heart attacks occur at home. Other commonly occurring causes of death at home include drowning in the bathtub, at more than 5,000 deaths each year, and falls, at 3,000 deaths per year. Conversely, the number of traffic accident fatalities has decreased to about 4,000 a year due to the spread of airbags and technological innovations. These figures demonstrate the high frequency of acute illnesses and accidents that occur at home. There is a strong need for a Platform House that enables early

Platform House Concept

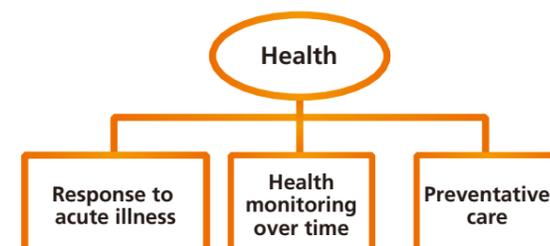


detection of the onset of and facilitates prompt medical care for acute diseases that occur at home. We believe that the benefits of such a home will be substantial. Sekisui House will offer new value through homes that support health by providing the three services of response to acute illness, health monitoring over time and preventative care.

Open Innovation Using Advanced Technology

Sekisui House has been working intensively with its partner companies, universities and other parties to create HED-Net, an in-home early detection network with a rapid response service for acute illnesses. This is the world's first such

Providing Services That Factor in Health



The Sekisui House exhibit at CES 2019, an exhibition of digital technologies held in Las Vegas.

service, and we aim to start implementing it in 2020 with a pilot project involving residents in an environment that closely mirrors their own homes.

This system uses contact-less sensors installed in the home to detect and analyze the heart rate and respiration rate of residents. If an abnormality is detected, the system alerts an emergency call center, which confirms the resident's safety. If necessary, the dispatch of an ambulance is requested, its arrival is confirmed, and the front door is remotely unlocked and locked. The system's most notable feature is the selection of contact-less sensors for detection and analysis. Using advanced technology in this way avoids sacrificing residents' comfort, allowing them to maintain their usual lifestyles without additional stress. Residents move in a variety of ways inside a house, from turning over while sleeping to moving from room to room. To address this, we are continuing to work on the development of our original algorithm.

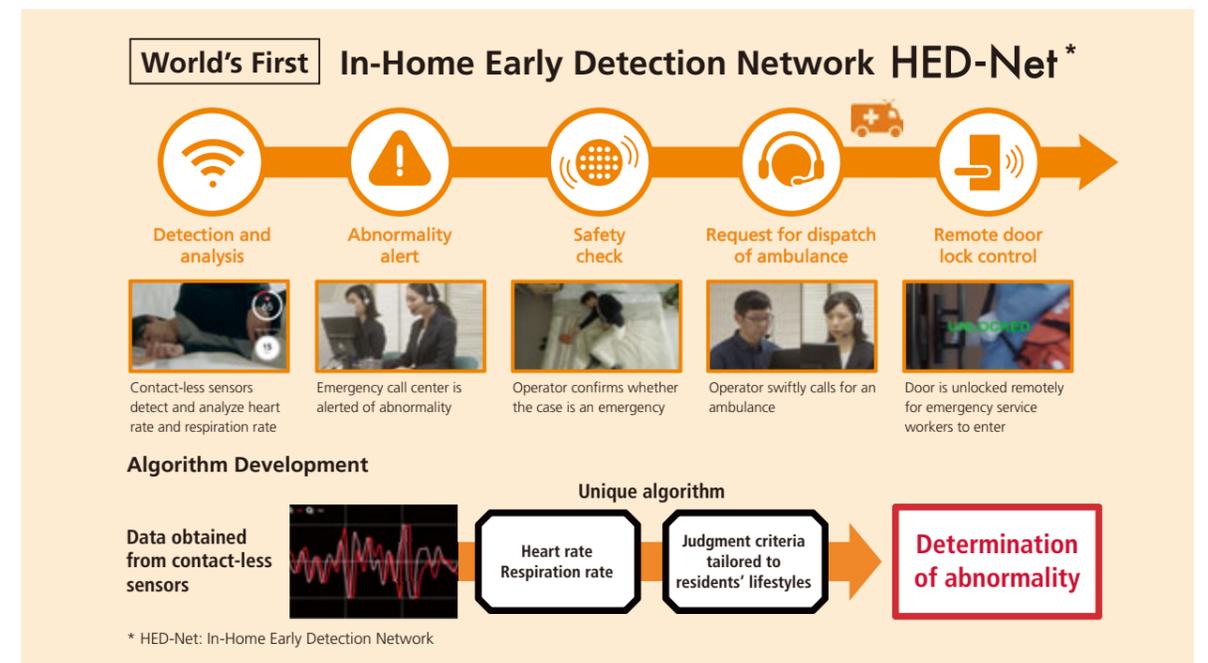
This open innovation is the result of advanced technologies centered on homes made possible through a unique approach of close cooperation among engineering, medicine, industry and academia.

Evolution of the Platform House Concept

Sekisui House will use HED-Net as the starting point for further research and development of the Platform House Concept. We believe that monitoring changes in a resident's vital data over time will enable identification of risks and early detection of diseases. In the bedroom, for example, data on respiration during sleep can be used to detect sleep apnea, while sensors installed in the bathroom mirror would detect high blood pressure and other ailments. Furthermore, we are also considering offering personalized preventative care services at the appropriate time, once we can clearly identify how such services in areas such as exercise, sleep quality, and diet correlate with reduction in the risk of disease.

Following on from the theme of "health," the Platform House Concept will help us get closer to residents by successively introducing services for "connectedness" among people to enrich lives and for "learning," to discover life's potential.

Our global vision is to make home the happiest place in the world. Our Platform House Concept envisions homes that help residents achieve happiness in the era of the 100-year lifespan. Look forward to more initiatives under the Platform House Concept.



* HED-Net: In-Home Early Detection Network