

INTEGRITY CODE  
GUIDEBOOK

# Sekisui House Group Integrity Code

- We Each Represent Sekisui House -



Translation of JP Original (2026.05)

For Public Release

## Top Message

# We Each Represent Sekisui House



仲井 嘉浩

Yoshihiro Nakai

Representative Director of the Board  
CEO, President, Executive Officer  
SEKISUI HOUSE, LTD.

The true purpose of a company's existence is to create value for society and to bring happiness to people today and to future generations. Since its foundation in 1960, the early journey of Sekisui House was far from smooth. Yet, thanks to the unwavering dedication of our predecessors, we have overcome numerous hardships and, together with many colleagues, delivered countless moments of "happiness" to society. At the foundation of these efforts lies our Corporate Philosophy of "Love of Humanity." The philosophy expressed in the words "we will wish for the happiness of others, make their joy our own, and act with integrity and in the spirit of service" remains unchanged despite the passage of time.

In order to create new value and fulfil our responsibilities for the future while maintaining our unwavering Corporate Philosophy, changes must be made where necessary. With this in mind, in 2020, we set our Global Vision, "Making Home

the Happiest Place in the World." We also developed our corporate values and defined the guiding principles we aspire to follow through "SEKISUI HOUSE-SHIP." Now, on this occasion, we are renewing our previous Ethics Guidelines and introducing our new "Integrity Code."

Integrity can be understood as a high moral standard. Many people may remember their grandparents warning them in their childhood, "The sun (which is often referred to in Japan as a divine symbol) is always watching you," a moral lesson that says, "Do the right thing even if no one is watching you." Although we wish that such words would lead us to do the right thing, human beings are weak, and we cannot help thinking, "This level of misconduct, should be alright," thereby lowering our own level of integrity.

This is why we have established the "Integrity Code," which is grounded in the spirit of "Love of Humanity" and "SEKISUI HOUSE-SHIP." It defines "what we must uphold" in our work to earn the trust of our colleagues, customers, business partners, and society. Violations of the Integrity Code may result in serious disciplinary consequences. Those of you in managerial or leadership positions should keep in mind that an even higher

standard of integrity is expected.

Going forward, all of us need to raise our individual integrity levels beyond what is written in the Integrity Code, while keeping in mind our conviction that "We Each Represent Sekisui House." By avoiding being influenced by short-termism or private interests, and by making the right decisions with courage, we can—through the accumulation of such actions—earn the trust of all our stakeholders, including our customers, society, and shareholders. And only then will we become a company truly worthy of realizing "Making Home the Happiest Place in the World."

Appreciating this Corporate Philosophy, acting in alignment with SEKISUI HOUSE-SHIP, and practicing the Integrity Code with the spirit of "We Each Represent Sekisui House," let us build the future of the Sekisui House Group together.

February 1, 2026

## Top Message

# It has Just Begun



田中 聡

**Satoshi Tanaka**

Representative Director of the Board  
Executive Vice President and  
Executive Officer  
SEKISUI HOUSE, LTD.

The environment surrounding society and corporations has changed dramatically over the past few years. Expectations regarding compliance and harassment prevention, as well as the responsibilities demanded of companies, are now on an entirely different level compared to the past. At the same time, the Sekisui House Group itself is undergoing major transformations, including the expansion of our global business. Amid such changes, there has never been a more important time to have a foundation to return to whenever we are in doubt about something.

The Integrity Code we are establishing at this time represents exactly that—"what we must uphold," which forms the foundation of our conduct. What matters here is understanding why we deliberately chose the word "integrity." To be honest, many employees in Japan may not be familiar with this term. While there are other Japanese words, such as "honesty," "nobility," and "sincerity," none of them fully capture its meaning. "Integrity" is more than simply complying with rules—it includes the

stance of choosing what is the right thing based on one's own convictions, a nuance that cannot be fully conveyed by any single Japanese word.

That is why I would like to ask each of you to think about this. "What is integrity?" "What does making the right decision mean for me?" If you feel that something is off, you should question yourself and think deeply until you have understood why. This very process is the first step toward elevating our corporate culture. As we explore the meaning of this word and strive to understand it by ourselves, the quality of our decisions and actions will undoubtedly improve. I believe this is the reason why we chose the word "integrity."

Integrity appears in the smallest choices of our daily lives—how you act when no one is watching you, and whether you can choose long-term trust over short-term gains. These are the moments when integrity is tested. And the Integrity Code exists to support such decisions. Why do we need something like this? That is because we humans are weak beings. It is natural for us to hesitate or be swayed. That is why we need something that helps us pause and recall "what our conduct ought to be." The Integrity Code is not meant to impose perfect answers. Rather, it acknowledges human

frailty and serves as something we can return to in moments of doubt, allowing us to pause and say, "Wait a moment."

The creation of the Integrity Code is not the end. In fact, it is just the starting point. Just as training alone does not change people, the Integrity Code does not produce results the moment it is established. It is the accumulation of daily decisions and actions that cultivates a corporate culture. And the Integrity Code itself must continue to evolve as society and our company change.

As a member of management, I will personally lead by example in putting the Integrity Code into practice. And I would like each of us to continue thinking about "how we will act to make our work and workplace better." Integrity does not begin with instructions—it begins with autonomy. We pause, think, and make choices when we are in doubt. The accumulation of such acts will make the Sekisui House Group an even stronger organization.

A journey of a thousand miles begins with a single step. I hope we can move forward together, step by step and steadily.

February 1, 2026

# Contents

**Introduction** .....5

**Chapter 1**  
**We Build Trust with Our Colleagues** ..... 9

**Section**

- 1. We Respect Each Other as Colleagues
- 2. We Act Based on Truth
- 3. We Create a Safe and Healthy Workplace
- 4. We Work Fairly, Transparently, and Sincerely
- 5. We Manage Company Assets Properly
- 6. Managers Take the Lead in Maintaining the Integrity of Our Organization

**Chapter 2**  
**We Build Trust with Our Customers and Business Partners** ..... 17

**Section**

- 1. We Prioritize the Safety of Our Products and Services
- 2. We Pursue the Highest Quality and Technology
- 3. We Engage in Fair and Honest Transactions with Customers
- 4. We Uphold Fair and Free Competition in the Marketplace

**Chapter 3**  
**We Build Trust with Our Society** ..... 23

**Section**

- 1. We Respect Human Rights
- 2. We Manage Personal Information Properly
- 3. We Comply with Laws and Regulations
- 4. We Sever Ties with Antisocial Forces
- 5. We Record and Disclose Truth
- 6. We Commit to Environmental Conservation
- 7. We Contribute to Society

**When in Doubt** ..... 32

*Note: Throughout this document, text enclosed in quotation marks (“ ”) and presented in bold denotes direct quotations from the Sekisui House Group’s Corporate Philosophy and related materials.*

# Introduction

This section explains the meaning of Integrity from the perspective of our Corporate Philosophy, and the role of the Integrity Code (the “Code”)



First shipment (Sekisui House Kanto Factory)

## Scope of Application

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The Integrity Code applies to all individuals working within the Sekisui House Group (which generally comprises of the subsidiaries of Sekisui House, Ltd., as defined in the Group Company Management Regulations), including officers, employees, part-time staff, temporary workers, and agency workers.

## Relationship to Employment Policies

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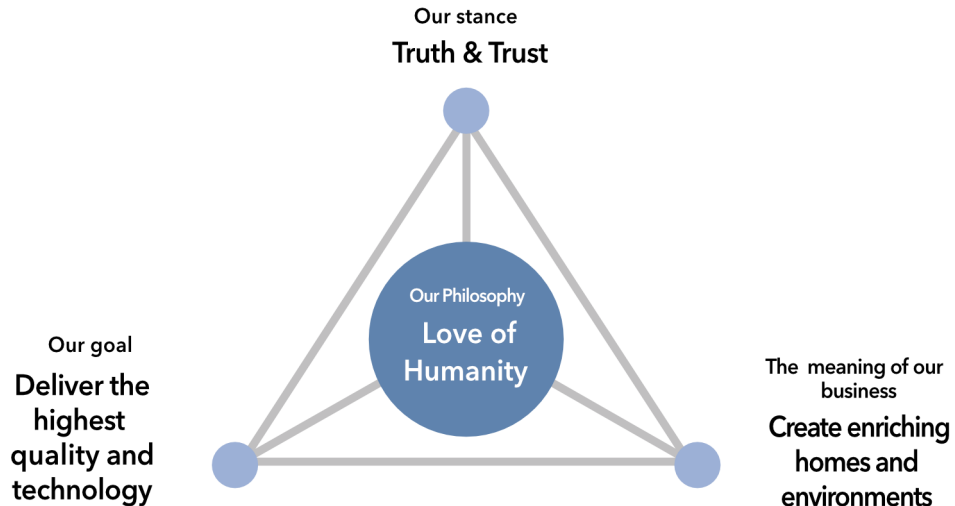
The Code is one of the sets of principles stipulated in the employment policies of each Sekisui House Group company that must be followed. Deviations from the Code may constitute a violation of those policies.

This page is an excerpt from our Corporate Philosophy (established in January 1989)

Our fundamental philosophy:

# Love of Humanity

**With an awareness that each and every human being is precious and irreplaceable, we will wish for the happiness of others, make their joy our own, and act with integrity and in the spirit of service.**



Our stance is based on

# Truth and Trust

## Truth

All of a company's activities and achievements must be based on truth, if they are to be evaluated correctly.

Evaluations of capabilities and the performance of individual employees as well as organizations must also be based on truth, if they are to be judged fairly.

Meaningful and appropriate personal relations are also built on truth. This is why we must avoid being influenced by personal considerations, always be seeking for what is right and true with courage, and act accordingly.

## Trust

A company is a group of people, and its activities are always a joint effort. All people are equal so each individual should make their own decisions, but an organization truly thrives when its members harmonize and resonate with one another.

In order to reach this state, they must trust, help and encourage each other. The success of a team depends on mutual trust, and personal relations need to be fair for mutual trust to develop. Abusing power, as well as basing decisions on personal interests, must be avoided at all costs.

# What is our Integrity?

For the Sekisui House Group, “Integrity” is derived from our philosophy of “Love of Humanity” and our stance of “Truth and Trust.”

Our “Integrity” goes beyond simply “acting sincerely and fairly based on consistent principles,” and is epitomized in the following three attitudes:

1. Judging and acting with intrinsic motivation based on “what is right,” not “who is right.”
2. Engaging in activities sincerely to build long-term relationships of trust.
3. Recognizing human frailty, and learning from failure rather than only blaming others.

Since our establishment in 1960, the driving force behind the growth of the Sekisui House Group has been our employees’ unwavering commitment as a group that shares a common destiny, the resolve that everyone is acting with a sense of ownership and responsibility, and above all, our philosophy of “Love of Humanity” under which we possess and practice a sincere desire for the happiness of others.

“Love of Humanity” is the fundamental philosophy that underpins all activities of the Sekisui House Group and represents the mindset we must uphold. The houses we have provided since our establishment, and the products and services have expanded from that origin are cherished, deeply connected to the lives and well-being of our customers. That is precisely why we have consistently valued the courage to seek truth without being swayed by power or personal feelings, building trust

among colleagues, and earning long-term trust from society, customers, and business partners.

In the future, society will grow increasingly uncertain and finding the right answers will become ever more difficult. To continue creating value, each of us must think and act with a sense of ownership and responsibility, proactively share ideas and information, and uncover the truth together. At the same time, innovation in such an uncertain environment inevitably involves some failure, and we must recognize that we are all vulnerable to mistakes. Precisely for this reason, we value the mindset of honestly sharing our failures and mistakes while trusting, supporting, and encouraging one another. This can be regarded as the practice of “Innovation and Communication.”

*Note: In this Code, the term “products” refers to all houses, buildings, structures, real estate, housing components, and related items provided by the Sekisui House Group. “Products and services” collectively refers to all business activities of the Sekisui House Group, including manufacturing, development, import, storage, design, construction, sales, transportation, export, repair, and related services.*

# The Integrity Code serves as the foundation for our conduct – “what we must uphold” as members of the Sekisui House Group.

[Our Corporate Philosophy](#), rooted in the fundamental principle of “Love of Humanity,” represents the purpose of our company’s existence.

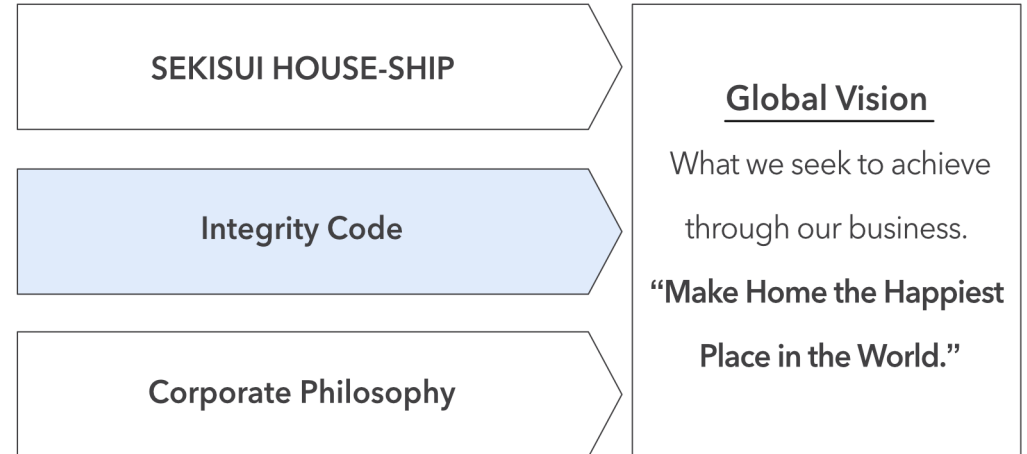
[Our Global Vision](#), “Make Home the Happiest Place in the World,” represents what we seek to achieve through our business.

[SEKISUI HOUSE-SHIP](#) is a guiding principle for value creation to enable every employee to act with pride and responsibility, and it represents what each of us should strive to achieve.

[The Integrity Code](#) serves as the foundation for our conduct to practice our philosophy of “Love of Humanity” and “Truth and Trust” in our everyday work.

At the same time, it provides the foundation for supporting each employee's proactive actions guided by SEKISUI HOUSE-SHIP.

**We pledge this commitment to our colleagues.**



Chapter



**We Build Trust  
with  
Our Colleagues**



# We Build Trust with Our Colleagues

- To realize our Global Vision— **“Make Home the Happiest Place in the World”**—it is essential that each of us helps create a psychologically safe workplace and deepens relationships of trust with colleagues. Practicing the philosophy of **“Love of Humanity,”** under which **“we will wish for the happiness of others and make their joy our own,”** begins with implementing it with our colleagues in the workplace.
- In order to put **“Innovation & Communication”** into practice in our daily work, it is essential to build a relationship of trust with each colleague.
- This chapter outlines the behaviors we aspire to embody toward our colleagues in the workplace —practicing **“Love of Humanity”** and **“Truth and Trust.”** It is also the commitment we pledge to our colleagues as members of the Sekisui House Group.

## Section 1. We Respect Each Other as Colleagues

## Section 2. We Act Based on Truth

## Section 3. We Create a Safe and Healthy Workplace

## Section 4. We Work Fairly, Transparently, and Sincerely

## Section 5. We Manage Company Assets Properly

## Section 6. Managers Take the Lead in Maintaining the Integrity of Our Organization



# We Respect Each Other as Colleagues



**“Each and every human being is precious and irreplaceable.”** We respect each individual’s personality, character, and values, and strive to create a workplace where we can trust one another.

By embracing varied ways of thinking, we foster innovation in the workplace.

Furthermore, all group companies within the Sekisui House Group are partners. Let us nurture communication that goes beyond group boundaries and fosters mutual respect.

- 1** We create a psychologically safe workplace where differing opinions are listened to attentively without dismissing them and ideas are freely shared.
- 2** We ask for help when in need, proactively reaching out to colleagues who seem hesitant to seek advice and avoid passive bystander behavior.
- 3** We proactively communicate each other’s positive aspects and provide constructive feedback on areas for improvement.
- 4** We encourage equal communication regardless of seniority or employment status.
- 5** We recognize that professional and respectful conduct and communication includes words as well as nonverbal conduct and gestures.

# We Act Based on Truth



We place importance on the stance of seeking the truth, based on “what is right,” not “who is right,” and acting with courage.

To achieve this, it is important that necessary information is shared promptly and accurately.

We report problems, challenges, or failures and mistakes without hiding; and we view them as opportunities for learning and growth.

When something feels off, we don’t ignore it, we speak up.

- 1 Instead of only blaming individuals for workplace problems, challenges, or failures and mistakes, we regard them as opportunities for learning and growth, and engage in constructive and candid communication with one another.
- 2 When we detect signs of wrongdoing or risk, compliance violations, or concerns about such violations, we do not ignore them. Regardless of whether the act is our own or that of others, and even when in doubt, we promptly report or consult with our supervisor, the responsible department, or the internal reporting hotline.
- 3 We do not tolerate any attempts to retaliate against individuals who have reported, consulted, or cooperated in investigations, such as identifying them or treating them unfairly. If we suspect such behavior or unfair treatment, we promptly report it to the relevant department or the internal reporting hotline.
- 4 We share and consult with supervisors or the responsible departments regarding any issues or suggestions for improvements related to internal policies.

# We Create a Safe and Healthy Workplace



When we practice the philosophy of “**Love of humanity**,” we value the creation of a lively workplace environment where everyone can have a safe and healthy workplace. By maintaining a safe and healthy workplace, we aim to make it “the Happiest Place in the World”.

- 1** We maintain workplace safety and health, and promptly share or consult when we detect any signs of abnormality or danger.
- 2** In the event of a work-related accident, such as an occupational injury, we report it to our supervisor or the relevant department without concealment and without delay.
- 3** We accurately report our working hours each day.
- 4** We consider each other’s work conditions, workload, and health, and respond promptly to anyone feeling unwell.
- 5** We remain mindful of our own health conditions and strive to develop healthy habits. If we feel unwell physically or mentally, we consult with our supervisors, colleagues, or appropriate professional institutions. We also give due consideration to the health of our families and, when necessary, make use of the company’s welfare programs and systems (such as childcare or caregiving leave).
- 6** We support one another in autonomously choosing diverse and flexible ways of working.

# We Work Fairly, Transparently, and Sincerely



To earn “Trust” from our colleagues, it is essential that we work with fairness, transparency, and sincerity. We clearly distinguish between our professional duties and private activities, and do not engage in any conduct that could raise concerns regarding fairness or conflicts of interest. We always bear in mind that we are part of the Sekisui House Group.

- 1** We do not mix personal and professional matters, and while at work we do not prioritize personal interests or relationships over the interests of the company. We do not use our professional position to pursue personal gain.
- 2** If we have family or romantic relationships within the company, we do not disrupt the workplace environment, nor do we mix personal and professional matters.
- 3** We refrain from engaging in any transactions or business activities that compete with the company, and we do not work for competitors or business partners, nor have any improper financial ties with them.
- 4** If there is a potential conflict of interest, we disclose and report the relevant information in accordance with internal policies.
- 5** We understand that, even outside of work, our conduct may affect the trust and social role of the Sekisui House Group, and we act with integrity and sound judgment as responsible members of society.

# We Manage Company Assets Properly



All assets of the Sekisui House Group, including its know-how, customer information, company vehicles, and IT devices, are valuable resources accumulated through the efforts of our colleagues.

These resources are to be used properly pursuit of the realization of our Global Vision and must not be used for private purposes.

We comply with internal policies, and protect and manage company assets and information.

- 1** We use company assets efficiently and maintain them in good condition to ensure they can be used at all times. We prevent damage or theft and do not use them for personal purposes.
- 2** We do not misuse company funds or use them for personal purposes. When incurring business-related expenses, we follow the rules and submit transparent applications for reimbursement.
- 3** We use intellectual property rights appropriately as important assets, and protect the company's rights to them.
- 4** We manage confidential information properly and do not disclose it externally without authorization.
- 5** We comply with internal policies and guidelines on information security and fulfill our responsibilities to protect such information. We do not share our IDs or passwords with any person, and manage them strictly.

# Managers Take the Lead in Maintaining the Integrity of Our Organization



[For Executives and Employees in Supervisory or Reporting Positions and Roles]

As personnel in supervisory roles, we recognize that our conduct has a strong influence on shaping the organization's culture, climate, and workplace atmosphere, and we take the initiative in practicing the Code.

As key persons in creating psychological safety in the workplace and as those responsible for maintaining integrity in our workplace, we “**avoid being influenced by personal considerations**” and pursue “**Love of Humanity**” and “**Truth and Trust.**”

- 1** We refrain from any behavior that makes it difficult for members of our organization to seek advice or make suggestions, and we create an environment where everyone can feel free to speak up. To achieve this, we discuss with colleagues how to share necessary information.
- 2** We hone our mindsets and skills to listen to concerns and suggestions raised by colleagues, and provide fair evaluations and feedback to them. We regard criticisms directed at us and organizational mistakes as opportunities to learn, and respond sincerely.
- 3** We do not unjustly use our authority or behave in a way that implies undue influence over personnel decisions.
- 4** With respect to human resources development, we provide appropriate encouragement and feedback to employees while valuing both the company's strategic objectives and employees' career development. We develop leadership skills that always seek consensus rather than issue unilateral instructions or orders.
- 5** We seek to make fair personnel appointments, promotions and evaluations without being influenced by personal favoritism.
- 6** Romantic relationships with subordinates within one's own organization negatively affect the workplace environment and raise concerns about the fairness of employee evaluations and treatment. Therefore, such behavior must be strictly avoided.

Chapter

2

We Build Trust  
with  
Our Customers and  
Business Partners



# We Build Trust with Our Customers and Business Partners

- Our products and services—not only those relating to housing and construction—are extremely important and deeply connected to the lives and well-being of our customers. We are truly grateful that our customers entrust us with this important work, and throughout the entire process of delivering value, we deliver true satisfaction and excitement to our customers. This represents the practice of our fundamental philosophy toward customers, “**Love of Humanity.**” Namely, we “**offer products of the highest quality at appropriate prices**” and “**strive for our customers’ happiness and create and provide products that they desire,**” and we realize our Global Vision— “**Make Home the Happiest Place in the World.**”
- Essential in this process is to form a relationship of trust with our business partners, with whom we create value. In other words, “**If Love of Humanity exists between ourselves and our partner contractors, builders, and suppliers, we will be able to prosper together, and the foundation of the company will be reinforced.**”
- This chapter outlines the behaviors we aspire to embody toward our customers and business partners—practicing “**Love of Humanity**” and “**Truth and Trust**”. It is also the commitment we pledge to our colleagues as members of the Sekisui House Group.

## Section 1. We Prioritize the Safety of Our Products and Services

## Section 2. We Pursue the Highest Quality and Technology

## Section 3. We Engage in Fair and Honest Transactions with Customers

## Section 4. We Uphold Fair and Free Competition in the Marketplace



# We Prioritize the Safety of Our Products and Services



Ensuring the safety of our products and services, which protects the lives and assets of our customers, is our most important mission, as part of our practice of “**Love of Humanity**”

We deliver unwavering safety through “**the highest quality and technology**”, by prioritizing product and service safety in every process.

- 1 All those involved in providing products and services and related activities understand the laws and the standards concerning safety and health, and are mindful of enhancing safety.
- 2 We recognize the importance of ensuring safety as an end result, as well as the process through which such result is achieved.
- 3 When safety-related information is obtained, we promptly verify the facts, notify the relevant departments if a potential issue is identified, and take appropriate actions and implement measures to prevent the recurrence of such issue.

# We Pursue the Highest Quality and Technology



As a leading company, we respond to our customers' needs by pursuing “the highest quality and technology” through creativity and the spirit of challenge.

We strive to ensure quality levels that meet customer satisfaction across all processes of value delivery, and practice “Love of Humanity.”

- 1 To meet our customers' needs, we apply creativity and ingenuity throughout all stages of providing products and services, with a strong commitment to improving quality.
- 2 We use designated materials, follow work standards, and maintain consistent operations.
- 3 Under no circumstances—whether to meet legal requirements, standards, agreed specifications, or customer demands—do we purposely use false or inaccurate data, or inspection or test results, and engage in falsehoods.
- 4 Records and documents related to the provision of products and services are handled reliably in accordance with prescribed management procedures.
- 5 When we obtain information suggesting deviations from our standards or potential violations of requirements, we promptly report it to, and consult with, supervisors or the relevant departments. We also value transparency and sincere communication with our customers where an issue arises.

# We Engage in Fair and Honest Transactions with Customers



To realize our “customers’ happiness,” we provide products and services at appropriate prices based on accurate information.

It is unacceptable to prioritize the interests of the company or its employees over those of our customers, and to enter into contracts without holding sufficient dialogue with our customers, or to set unfair prices, as this contradicts the practice of “**Love of Humanity.**”

- 1** We do not engage in any misleading conduct, such as intentionally withholding unfavorable information, including when negotiating or entering into contracts with customers, handing over property, and providing after-sales services and other services. We respond to customers fairly and equitably with sound judgment and integrity, and ensure that contract terms are properly set and explained.
- 2** When engaging in sales, advertising and promotional activities, we never use slander or discriminatory expressions with respect to other companies, and ensure that all content is fact-based, accurate, and free from misleading information.

# We Uphold Fair and Free Competition in the Marketplace



Based on the principles of fair and free competition, we deliver value to our customers through “**the highest quality and technology.**” Sound competition and the formation of relationships of trust with business partners are essential for providing high-quality products and services at fair prices.

We uphold fair competition in all circumstances.

## I. With respect to competitors and industry associations:

- 1 We do not engage in unfair trade restrictions, including collusion or coordination regarding prices, quantities, or equipment;
- 2 We do not engage in unfair trade practices, such as refusing to deal with specific businesses, or imposing resale price restrictions on them; and
- 3 We do not engage in unfair competition, including the unauthorized acquisition or use of competitors’ trade secrets.

## II. With respect to subcontractors and other business partners:

- 1 We respect our business partners and, with a proper understanding of applicable laws and regulations, we do not delay payments or demand unjust discounts;
- 2 When selecting business partners, we fairly evaluate the relevant factors, such as quality, delivery time, price, technical capability, stable supply, and corporate behavior, including an attitude to social contribution. We do not grant undue preferential treatment to any specific business partner; and
- 3 When providing and receiving any entertainment or gifts, we ensure that they remain within the scope of generally accepted social norms, and that they are reported to our supervisors. We do not demand any entertainment or gifts from our business partners.

Chapter

3

We Build Trust  
with  
Our Society



# We Build Trust with Our Society

- To realize our Global Vision, “**Make Home the Happiest Place in the World,**”— and our business purpose, “**Create enriching homes and living environments,**” we consider and decide, at every stage of our business, “**does it contribute to society?**”
- It is essential to appropriately communicate information based on “**Truth**” and to earn the “**Trust**” of our society, to ensure that the Sekisui House Group continues to exist and create value guided by SEKISUI HOUSE-SHIP.
- This chapter outlines the behaviors we aspire to embody toward our society, —practicing “**Love of Humanity**” and “**Truth and Trust.**” It is also the commitment we pledge to our colleagues as members of Sekisui House Group.

## Section 1. We Respect Human Rights

## Section 2. We Manage Personal Information Properly

## Section 3. We Comply with Laws and Regulations

## Section 4. We Sever Ties with Antisocial Forces

## Section 5. We Record and Disclose Truth

## Section 6. We Commit to Environmental Conservation

## Section 7. We Contribute to Society



# We Respect Human Rights



We practice “**Love of Humanity**” through our business activities and respect the human rights of all stakeholders, including the Sekisui House Group’s officers, employees, customers, and business partners.

- 1** We do not engage in any form of discrimination, including those based on birth, nationality, race, ethnicity, beliefs, religion, gender, sexual orientation, gender identity, age, disabilities, preference, educational background, family or any other ground.
- 2** We respect human rights and diversity in all situations, both within and outside of work. We do not engage in any conduct that harms an individual’s dignity, including violence, slander, bullying, and spreading rumors, or in any human rights violations or harassment.
- 3** If we suspect that a colleague is experiencing discrimination or harassment, we take prompt and appropriate action, such as seeking consultation, reporting, or offering support.
- 4** We do not tolerate any form of human rights violations, including forced labor and child labor, that takes place within the Sekisui House Group, at our business partners, or in the supply chain. If we discover any signs of a violation, we will report them to the appropriate department.
- 5** We comply with all applicable laws and regulations related to human rights in each country and region in which we operate. Where national and regional laws and regulations conflict with international human rights standards, we seek ways to honor the principles of internationally recognized human rights while complying with national and regional laws and regulations.

# We Manage Personal Information Properly



We practice “**Love of Humanity**” through our business activities, and we respect the privacy of all stakeholders, including the Sekisui House Group’s officers, employees, customers, and business partners, and handle their personal information appropriately.

- 1 We collect and use personal information only to the extent necessary, in accordance with internal policies and only after notifying or announcing the purpose of use of such personal information.
- 2 Personal information obtained by us is strictly managed in accordance with internal policies and will not be shared with third parties unless it is approved by the individual to whom the information relates or it is permitted or required by applicable laws.
- 3 When in doubt, we consult with our supervisor or the responsible department, and if there are any signs of a loss, leakage, or unauthorized access of or to any personal information, we immediately report them to the responsible department in accordance with internal policies.

# We Comply with Laws and Regulations



“Trust” from all our stakeholders in our society is the foundation of our business continuity.

To earn this “Trust,” we comply with laws and industry-specific regulations when providing products and services.

We do not permit the private use of insider information obtained through business activities. We categorically reject any profits arising from bribery or corrupt practices.

- 1 In all situations where duties are performed, we comply with laws, internal policies and social norms that are relevant to the countries and regions where we conduct our business activities, and we respond with an understanding of social expectations.
- 2 We comply with industry-specific laws and related internal policies concerning products and services, and we ensure that procedures, such as those relating to permits and notifications, are properly followed.
- 3 If, in the course of performing our duties, we become aware of any insider information regarding our company, affiliated companies, or busi-

ness partners, or receive such information from another person, we do not trade any shares, investment units, bonds, or similar securities of those companies until the information is officially disclosed. We do not share insider information with any third party, including friends and family.

- 4 We do not accept any business opportunities or profits obtained through bribery or undue favors, irrespective of whether public officials or private-sector parties are involved.

# We Sever Ties with Antisocial Forces



To maintain “**Trust**” from our society, we will not engage in any antisocial or organized crime (“antisocial forces”) activities whatsoever.

Regardless of whether they are customers, business partners, or their associates, we must exercise the utmost caution to avoid any association with, or any suspicion of having an association with, antisocial forces.

- 1** We act with sound judgment at all times by maintaining a basic knowledge of laws and social norms, and a sense of justice, so as not to become involved in any illegal or antisocial activities.
- 2** We respond firmly to antisocial forces, and under no circumstances do we maintain any relationship with them. We also do not provide any money or benefits to antisocial forces, or engage in any transactions with them, regardless of the pretext.
- 3** If we are approached by antisocial forces or anyone suspected of being such, we do not respond alone; instead, we consult with our supervisor or the responsible department, and firmly refuse to communicate with antisocial forces.

# We Record and Disclose Truth



To continue earning “Trust” from our society, we ensure the transparency of our business operations and deliver accurate information based on “Truth” in a timely and appropriate manner.

## I. Proper Accounting Process and Recordkeeping

- 1 We accurately record in our accounting books and vouchers, as they form the basis of important financial statements and related documents, and prepare all necessary records and internal documents correctly.
- 2 We do not make any false or fictitious reports regarding sales, expenses, or related documents.
- 3 Reports on contract performance and sales are processed in accordance with internal policies and standards.

## II. Proper Disclosure

- 1 We actively and in a timely and appropriate manner disclose to our shareholders and investors financial information, as well as non-financial information relating to management policies, sustainability and other matters.
- 2 We avoid using expressions that could cause misunderstanding or misinterpretation, and ensure accurate disclosure of information.
- 3 We do not engage in falsification, fabrication, or any provision of inaccurate information in relation to materials submitted to external parties, such as certification bodies and governmental authorities.

# We Commit to Environmental Conservation



We support people in leading healthy and fulfilling lives, while protecting nature and biodiversity and passing on a sound environment to the next generation.

Our business is based on a sustainable society that coexists with the global environment, and through the provision of our products and services, including our environmentally conscious housebuilding, we contribute to maintaining harmony with our planet.

**1** In every stage of the process of providing products and services, we advance decarbonization by promoting the efficient use of energy, and the introduction of energy-saving measures and renewable energy. We also strive to conserve biodiversity, promote resource circulation and the effective utilization of resources, and reduce impacts on the natural environment.

**2** We recognize that solving environmental issues requires collaboration with all stakeholders, including coexistence with local communities, and we work together to create environmental value.

# We Contribute to Society



“People make a house a home, and a home makes people who they are.”

Our corporate mission is as follows:

- “Providing homes that are tailored to the unique needs of the people that live in them; enabling people to feel enriched and comfortable while offering them peace of mind;”
- “Creating communities in which residents can feel comfortable and be proud of environments that are safe and convenient;” and
- “Urban developments that are modern and well planned.”

This is our pride.

We practice “**Love of Humanity**” through all of our business activities and are committed to building a better society and fostering communities.

- 1 We contribute to sustainable economic growth and the resolution of social issues by creating enriching homes and living environments, and providing safe, secure, comfortable, and high quality products and services.
- 2 We take on the challenge of creating townscapes that make people feel comfortable and proud, and highly convenient environments, and create social value by forming beautiful townscapes and high-quality assets.

- 3 As well as complying with applicable domestic and international laws and regulations, we develop our business from both global and local perspectives, while giving consideration to the cultures and residents of each country and region, thereby contributing to the development of economies and cultures.
- 4 We work in collaboration with all stakeholders to promote activities that lead to solving social issues and developing local communities.
- 5 We respect and actively support participation by our officers and employees in social events and volunteering activities.



# When in Doubt

This Code serves as our foundation for our conduct.

This Code cannot cover every possible situation in detail. What matters most is that, in our daily work, we pause and return to our Corporate Philosophy of “Love for Humanity” and our stance of “Truth and Trust.” Each of us should think and act with a sense of ownership and responsibility.

Whenever you feel worried or uncertain during work, ask yourself the following questions:

- ✓ Is this right in light of “Love for Humanity” and “Truth and Trust”?
- ✓ Does this comply with laws, the Code, and internal policies?
- ✓ Can you explain your conduct to your colleagues? Are you thinking only about yourself?
- ✓ How would you feel if your family or friends were treated in the same way?
- ✓ If your actions were shared in the news or on social media, would you be able to explain that what you are doing is right?
- ✓ Are you searching for reasons that are convenient to you to justify your thoughts or actions?
- ✓ Are you in fact struggling inside, yet keeping it to yourself without seeking advice?

**If you feel uncertain or hesitant about anything, do not make decisions alone—we encourage you to consult with or report to your supervisor, colleagues, or the responsible department.**